

opinions

The Daily Collegian
Monday, June 20, 1983

editorial opinion

Planning weapon in budget war

The University is virtually at war. With the costs of running the University escalating, the state Legislature becoming stingier and students screaming that tuition must remain reasonable, administrators are preparing to fight the war against the financial problems that could hamper the University's growth.

That's why it is such good news to see incoming University President Bryce Jordan publicly reaffirm his commitment to strategic planning and announce plans that he believes will better prepare the University for that fight.

Jordan said he wants to establish a strategic planning process that would form realistic — and specific — goals and missions for each University unit.

In charge of the planning process will be a director of strategic planning, who will report directly to Jordan and work with planning coordinators in each department and campus.

The director will create the format and tentative timetable for the strategic planning by those coordinators. Then a University-wide strategic plan will be completed

using the individual college and department plans. The process, to be started in October, should take about a year to become fully operative.

If properly implemented, Jordan's plan will be both ongoing and specific, characteristics that do not apply to the University's planning document "Perspective on the '80s."

The "Perspective on the '80s" sets the goals for the University — quality, selectivity and flexibility — but does not specify how these goals are to be met.

Through his director of strategic planning, Jordan and his staff will remain active in the University-wide planning process. Although their participation could endanger the autonomy many administrators have come to enjoy, it could also provide the direction that comes from an office with University-wide goals in mind.

As financial constraints grow tighter, specific, ongoing planning and prioritizing must take place. Jordan's strong commitment to that planning may just be the ammunition the University needs to fight back.

Cigarette tax worth the smoke

Those who smoke in Pennsylvania could actually help reduce the frightening effects of cancer.

That is, if the General Assembly passes a bill to increase the cigarette tax by 1/2 cent per pack. The estimated \$7 million that could be generated from the tax would fund cancer screening and education programs across the Commonwealth.

A 5 cent-per-pack tax hike proposed by Senate Finance Pro Tem Henry Hager to help finance the 1983-84 state budget has inspired the cancer control bill's sponsor Rep. Kenneth Cole (D-Adams County) to increase pressure to pass his bill. It has previously been supported in the House, but not in the Senate.

It's about time the bill is passed. Pennsylvania's position as the state with the lowest per capita spending for cancer control in the nation is not something to brag about. Especially when about 26,000 people each year die of cancer in Pennsylvania.

And the state Department of Health has already prepared a program to use the funds if the 1/2 cent-per-pack tax is implemented.

Included is a statewide registry program that would keep track of cancer victims, where they are located and the types of cancer they have. This program could possibly help in identifying trends in cancer.

The \$7 million would also fund early detection awareness programs and screenings, and educational programs for medical professionals. About 4,000 Pennsylvanians could be saved each year by early detection of cancer, according to the American Cancer Society.

Cigarettes have been pegged as a primary cause of cancer, so it seems fitting that the cancer control funding be extracted from their sale.

Chances are that the tax increases, if passed, would not motivate most smokers to kick the habit. However, the tax would give smokers a chance to provide a valuable service to their families, neighbors and themselves.

A person buying a pack of cigarettes may one day be saved by the services provided with that extra 1/2 cent.



"a cool reception" Ciccarelli '83

reader opinion

Be a columnist!

Don't waste your summer. While other students are lying in the sun and watching the world go by, you could be expressing your thoughts, observations and opinions about Penn State, State College and the world beyond.

We need talented, dedicated students to write columns for The Daily Collegian's editorial page. This is your chance to have your work published on one of the most-read pages in one of the nation's top college newspapers.

But first you have to apply. To do so, you'll need an application which can be picked up in the Collegian office, 126 Carnegie. Summer Session is short, so please submit your completed application by Saturday, June 25.

Wouldn't you rather have a column than a sunburn?

Paper degrees

Thursday's editorial on commencement speakers contained some valid points, but the suggestion that Penn State consider giving honorary degrees is not one of them.

The giving of honorary degrees to obtain commencement speaker status is a real disgrace that the real graduates have worked toward for many years. Honorary degrees are stunts performed by otherwise respectable schools to gain cheap publicity. This is clearly shown by Seton Hall's award to President Reagan, Temple's award to Julius Erving, Harvard's award to Lech Walesa,

No. 1 again

People have been saying how bad this year's football team is going to be and it makes me mad! I wrote this poem telling how I feel hoping that it would be printed in The Daily Collegian because I'm sure other people might feel this way too.

People are saying this year's football squad will be bad, well frankly they're making me mad!

Pitt fans have been saying we've been in heaven, they asked what will we do when we're 4 and 7.

Nbraska fans say we'll do just fine, but you can tell they have revenge on their minds.

You can't beat us this year says Notre Dame. When the Irish come, we'll put them to shame.

All those other colleges to be seated, while our National Championship is repeated.

Tracy Burkett, Mechanicsburg June 10

forum

It used to be that skin cancers were seen in farmers and fisher-folk who spent their lifetimes in the sun. Of course, the cancers then were seen on the backs of the hands, neck and faces because that is where old so hit them.

Somewhere in the electromagnetic spectrum between x-rays and visible light lies the region of ultraviolet radiation. In general, the shorter the wave length, the greater the energy or potential energy. Fortunately, the ozone layer and atmosphere filter out the shorter, more dangerous rays of the sun, so ultraviolet rays are the

shortest rays that strike the earth's surface in any appreciable amount.

Ultraviolet radiation has both acute and long-term effects when it strikes the body. The acute effects are sunburn, drug-induced photo-sensitivity and tanning. The long-term effects on skin are dermatoses, basal and squamous cell carcinoma, malignant melanoma, altered immune responses, lichenification or aging, and actinic keratoses. Ultraviolet is also damaging to the retina of the eye.

Even though these harmful effects are known to occur, many people are going to be exposed to the sun either voluntarily or of necessity. What can be done?

Basic to a discussion of the sunburn reaction is an understanding of the M.E.D.'s and are therefore the amount of ultraviolet energy required to produce a minimal perceptible redness without pain on unprotected skin.

For the average white person, this translates to 10 to 20 minutes of sunlight exposure, depending on latitude, altitude, cloud cover, wind velocity and other environmental factors. More sensitive individuals (those of Celtic origin, blonds, red-heads, light colored eyes or freckles) are known to have much lower M.E.D.'s and are therefore particularly susceptible to the damaging effect of solar radiation. If the M.E.D. is exceeded, the customary signs and symptoms of a burn (edema, pain, blistering, etc.) follow.

If, however, exposure is more limited, melanin is mobilized in the cells of the skin and are deposited in the epidermis, increasing the M.E.D. for that individual. This tanning process takes three to seven days on average. Although tanning gives some protection from burn, it

unfortunately does not protect from the other changes previously mentioned.

Sunglasses will give protection to the eyes, and clothing gives protection to the skin. There are also physical sunscreens that are opaque that can be applied to the skin, such as titanium oxide, zinc oxide and ferric chloride. These are often messy and unacceptable.

There are other colorless sunscreens that can be applied that are more acceptable. These are chemicals that absorb ultraviolet rays, and they protect the skin. The most widely used chemical sunscreen contains para-aminobenzoic acid (PABA), PABA esters and benzophenones, but more than 21 chemicals have been approved by the FDA.

These products are manufactured by a variety of companies, each with its own trade name. They do have something in common, and that is a SPF number.

SPF stands for Sun Protection Factor, and is a measure of the effectiveness of the product. Simply put, the SPF is the number of times longer it takes to produce a sunburn when you are wearing a sunscreen than it does when you are not wearing one. For example, Pre Sun 8 allows the user to stay in the sun eight times longer than he or she normally could without protection.

Aspirin or Indocin taken an hour before exposure may help prevent acute sunburn. If sunburn does occur, there are some home remedies that may give relief. Three tablespoons of white vinegar in a quart of ice water can be used as a compress for 20 minutes at 4 time. Cold milk can also be used. Between applications and for overnight, two parts calamine lotion mixed with one part peanut oil is helpful. Tannic acid sprays, or ellies are available at many pharmacies.

Fighting Reagan's holy wars

By Philip J. Vilaro, 6th-foreign service

Almost daily we read articles or hear news reports debating about the conflict in Central America. Our government is constantly pointing to the "Marxist threat" in Nicaragua, El Salvador, Granada and other Central American states. Reagan condemns the Soviet-Cuban-Nicaraguan axis for "fomenting revolution" in the region.

In reality though, all of this debate about Marxism and subversion is only a ploy to distract your attention from the central issues. The real issues are the abject poverty confronting Central America, a poverty that has not been cured during years of military-free market regimes, and unwanted U.S. military intervention into the internal affairs of each Central American state.

forum

The people of Central America need economic reform. They need a better distribution of their wealth and resources, better and more available medical care, more education, more economic assistance and less military aid and spending.

In other words, they need change, and that is exactly what the United States opposes. Reagan tries to divert attention from the real issue of poverty and talks instead of the "spread of communism." Reagan avoids the issue of economic reform and instead offers the repressive military rulers more military aid. He screams about the need for democracy, yet he supports elections that included only the right half of the political spectrum.

The United States is contributing daily to the suffering of Central Americans by supporting wealthy status quo elements and by waging a war against the reform-minded people of Central America. The poor of Central America support a socialist form of economic development because the free market path has failed to produce results.

In a land where the wealth and resources are controlled by a rich elite and foreign multi-nationals, it is only commonsense for workers and peasants to want a socialist form of government. Unfortunately, Reagan wants to destroy these progressive people because Americans naively believe that all leftists are Russian controlled.

Because many poor Central Americans have chosen to fight for the socialist choice denied to them, they are being oppressed by Reagan and his military machine. More and more U.S. aid and forces are going to Central America in order to impose our free market economy on these people. Soon U.S. combat troops will be sent because of an unwillingness on the part of Salvadorian troops to fight anymore.

Reagan is so rabidly anti-communist that he is willing to arm murderers like the Somocistas, the corrupt Salvadorian military, and the dictators in Guatemala regardless of their human rights

records and their stands on democracy. The United States has "loaned" helicopters and jets to El Salvador, complete with U.S. pilots. Reagan has the U.S. Salvadorian advisers running the civil war by making up the battle plans and giving the orders, and he has increased our military presence in neighboring states.

It is only a matter of time before U.S. troops go to Central America to fight Reagan's holy war. Perhaps soon after he wins the next election, you will get your papers ordering you to kill your Central American brothers.

The question is not whether there is a "Marxist threat" in the region (whether El Salvador chooses a socialist or a capitalist economic system is none of our business). The question is, why is our military in the region at all? Reagan's real reason for the war must be to impose our free market system (read economic exploitation) on the people of Central America. We must stop Reagan's escalation of the war before we fall into another Viet Nam war.

For those concerned about the U.S. war against Central America there will be a national demonstration in Washington, D.C. on July 2. The demonstration is being coordinated locally by John Black and 1199P of the National Union of Hospital and Health Care Workers. They are sponsoring round trip bus tickets for \$15.

If you are concerned with peace and justice in Central America, please come out on July 2 and show your opposition to Reagan's militarism.



Yours. Ours.

JOHN T. MANN

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OBJECTIVE
A position in marketing management, product management, or advertising management involving market planning, product development, and/or marketing of services

EDUCATION
1981-1983 The Pennsylvania State University, University Park, PA
Candidate for degree of Master of Business Administration
Expected date of graduation: March, 1983. Chairperson of Resumé Book Committee, responsible for direction, design, and distribution of resumé book. Chairman for the direction of design, and distribution of resumé book. Chairman for the direction of design, and distribution of resumé book.

EXPERIENCE
Sept. 1981 to present, The Pennsylvania State University, University Park, PA. Presently working 10-20 hours per week at Department of Biology stockroom. Responsible for invoice processing, reconciling invoices and streamlining order and invoice processing.

June, 1980 to September, 1981
Strawbridge & Clothier, Philadelphia, PA
Wrote copy for newspaper, catalog, and supplement advertising. Interfaced with buyers and vendors to develop and design special ads, coupon promotions, and contests. Assisted production and layout departments in advertising copywriter at Clover, a division of Strawbridge & Clothier.

June, 1979 to June, 1980
The Wharton School, Philadelphia, PA
Scheduling Assistant and resume circulation. Scheduled student interview scheduling problems. Helped design and circulate Wharton Resumé Book. Implemented new resume filing and circulation system. (1980)

PERSONAL
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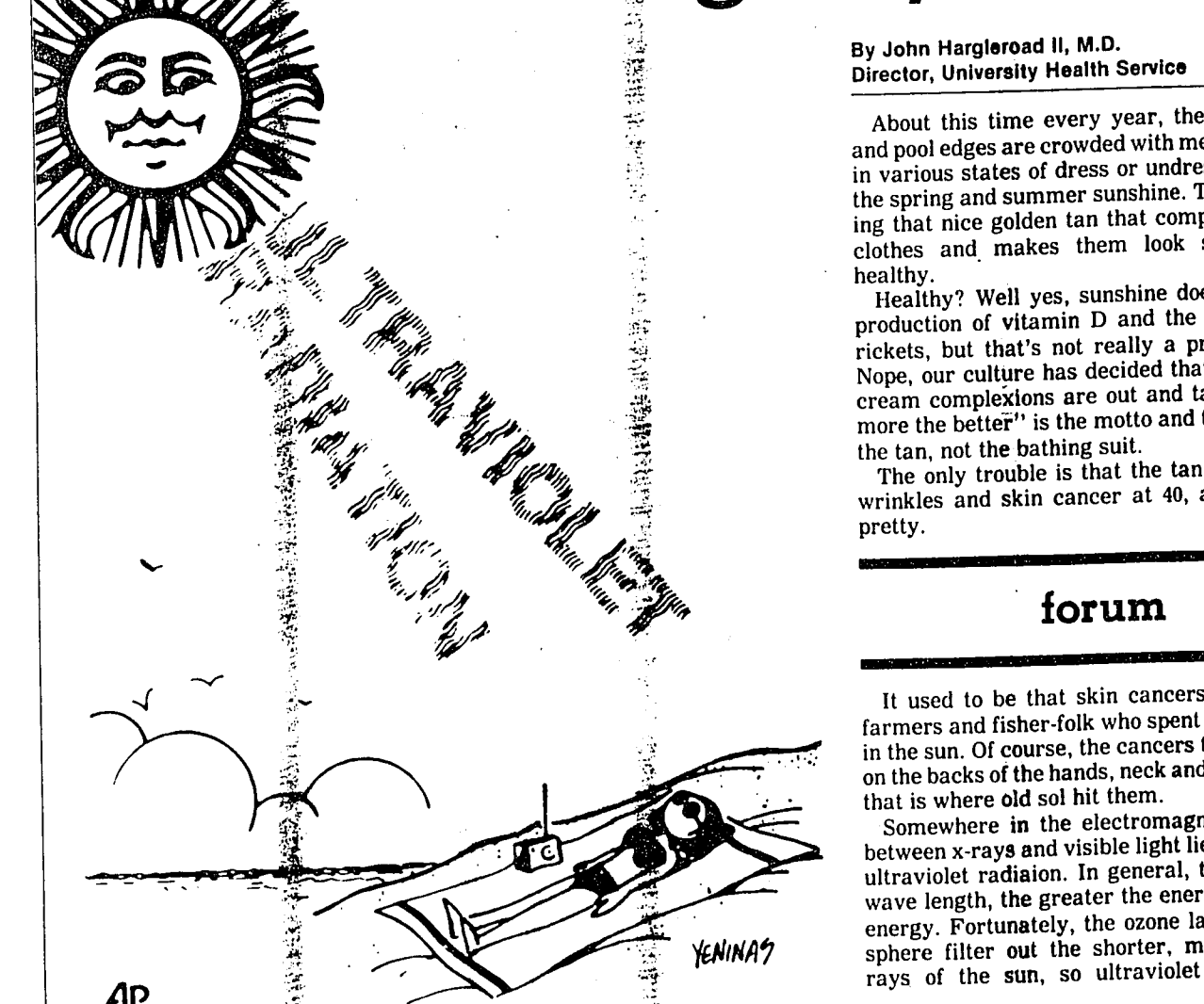
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Catching rays could cause skin diseases



By John Hargleroad II, M.D.
Director, University Health Service

About this time every year, the lawns, roofs and pool edges are crowded with men and women in various states of dress or undress soaking up the spring and summer sunshine. They are seeking that nice golden tan that compliments their clothes and makes them look so alive and healthy.

Healthy? Well yes, sunshine does help in the production of vitamin D and the prevention of rickets, but that's not really a problem today. Nope, our culture has decided that peaches and cream complexions are out and tan is in. "The more the better" is the motto and that applies to the tan, not the bathing suit.

The only trouble is that the tan at 20 is often wrinkles and skin cancer at 40, and that's not pretty.

It used to be that skin cancers were seen in farmers and fisher-folk who spent their lifetimes in the sun. Of course, the cancers then were seen on the backs of the hands, neck and faces because that is where old so hit them.

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Can you afford not to look this good?

Not in today's job market. Employers must sort through hundreds of résumés from qualified people just to decide who gets the interview.

Your résumé has a better chance of being read if it is visually appealing, if it stands out from the masses of typewritten résumés. Your résumé has a better chance of being read if you had it typeset and printed at Collegian Production.

Compare the typewritten résumé with the typeset version.

Your typewritten résumé may not look as bad as the one above, but it probably doesn't look as good as the typeset sample.

You'll be pleasantly surprised and we think you'll agree: you can't afford not to look this good.

Collegian Production offers a wide selection of résumé styles and papers, as well as matching letterheads and envelopes to complete your polished, professional image.

Our service is fast and our rates are reasonable. Stop by soon and bring a typewritten version of your résumé to compare.

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