

business

The Daily Collegian
Thursday, Sept. 19, 1985

PSU computer capability keeps up with demand

By SCOTT A. ALDERFER
and JUDY FISHER
Collegian Business Writers

While many leading universities are recommending or requiring new students to purchase or have access to a microcomputer, Penn State is keeping pace with, but not joining, the crowd.

Gary Augustson, University director of computer and information systems, said such a requisite is not in sight for Penn State, although some colleges within the University may institute such a policy in the future.

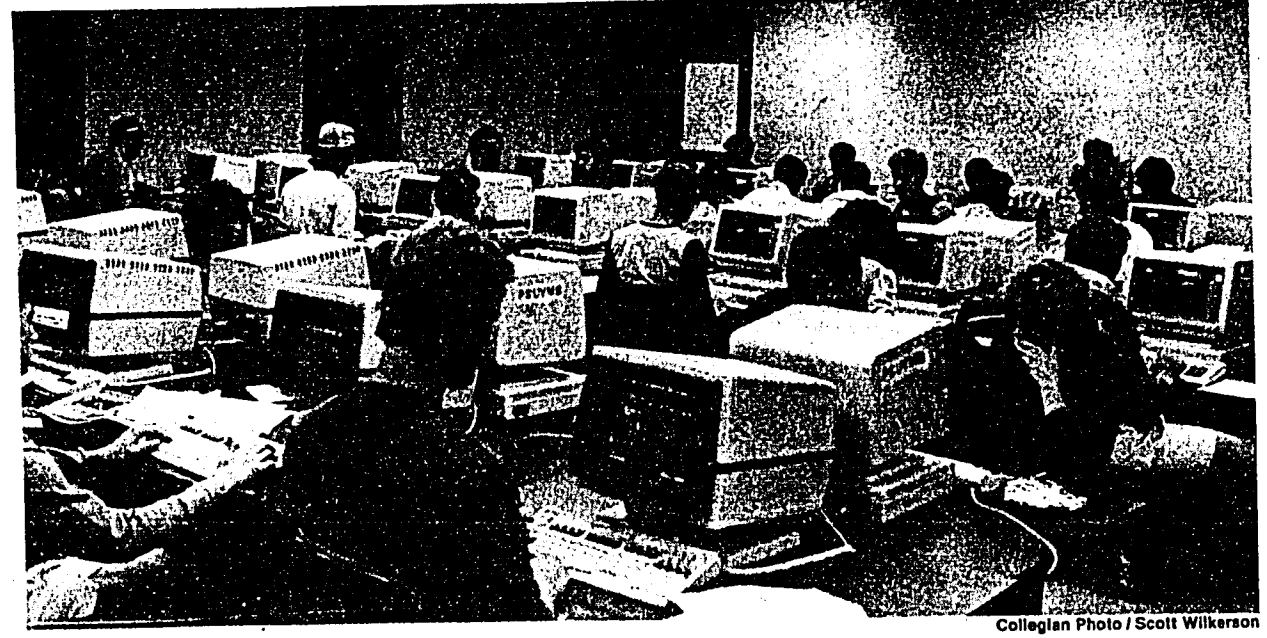
"More terminals are being added each year, but it would be premature at this time to say how many new terminals might be added even in the fall of 1986," Augustson said.

"More than increasing the number of terminals, the main concern is increasing the capacity of the mainframe," he said.

The University has four IBM mainframes and about 400 terminals in the Computation Center and Sparks and Willard Buildings, said Charles Wissinger, the center's manager of operations.

"There are always plans to expand. We are adding some terminals to the Sparks Building lab which will add approximately 40 more terminals," he said, adding that Sparks would then provide about 72 terminals.

The University's Residence Hall 1/ Network for Enhanced Telecommunications (R/NET) program allows students to live on the first floor of Holmes Hall and the second floor of Runkle Hall with a direct line to the Computation Center's main-



Students hack away on terminals at the University's Computation Center. The University has about 400 terminals available on campus.

frame and the University's Library Information Access System (LIAS).

The University's General Stores Warehouse in the Maintenance Building, sells Apple Macintosh computers at a 40-42 percent discount and IBM personal computers at a 30 percent discount.

"General Stores sells brand new equipment to benefit the faculty, staff and students of the University," said Chuck Nauspinsky, senior buyer for the University.

Robert Foster, associate professor of engineering graphics, said the Engineering Microcomputer Lab in

Hammond Building has 18 Apple II-plus terminals for engineering students' use. The Engineering Graphics 50 class uses the lab for assignments.

Foster said he does not believe the College of Engineering will require students to buy their own computers.

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Robert Foster, associate professor of engineering graphics, said the Engineering Microcomputer Lab in

chose to get one (a computer) voluntarily," he said.

Emory said most schools do not yet require students to buy their own microcomputers, but many have considered mandating or recommending it.

Emory said although demand for a university's terminals would drop, student's personal terminals would put at least as much demand on the school's mainframe.

Drexel University began requiring its freshman to buy their own microcomputers in the fall of 1983, and was

the first school to do so, said John Gregory, manager of Drexel's prime user group.

"We require them to have personal access to a personal computer, and, as a result, over 95 percent of the students bought one," he said. "Presently, we have over 7,000 microcomputers on campus."

"It's not more money — no doubt about it," Gregory said. "We had to increase our staff to meet the heavy increase in the amount of mainframe computing power."

"There is a considerable financial expense to the university to provide this program and I think it's still very worthwhile — the benefits come back to the university and increase the educational quality."

"In the next two or three years, I think we'll have 12,000 computers on campus and, undoubtedly, we'll need more consulting services, both in terms of walk-in consulting and also in terms of phone-in consulting," Gregory said.

Drexel has 12,000 undergraduate students.

Although Lehigh University does not require students buy their own microcomputer, the school does recommend students have one. As a result, over 95 percent of the students bought one, he said.

"We are in the process of putting in a campus-wide network that would allow students to access faculty at their desks," he said.

The direct tie-in lines should be ready for use next fall. Until then, students can access the school's mainframe through a telephone number, Kendi said.

Carnegie-Mellon University urges its students to have access to a personal computer, but is not requiring them to buy computers, said Sheri Johnson, an employee of the school's computer center.

"We're requiring this of all students," she said. "It's required of students in the College of Engineering, the College of Business Administration, the interior design program and the humanities."

"We're in the process now of designing a network for the campus," Gregory said. "I would think that in terms of a three-year project at which time there will be a plug in every dorm room." He explained that if students want to tie into the mainframe now, they must buy a telephone modem since it is not included in the hardware/software package.

Stocks level off in mixed trading

By COTTEN TIMBERLAKE
AP Business Writer

NEW YORK — Stock prices turned mixed yesterday following a steep decline in the previous session.

Trading was active. The Dow Jones average of 30 industrials rose 2.24 points to 1,300.40.

But losers took a 4-to-3 lead over gainers among New York Stock Exchange listed issues.

"I think it wasn't so much a strong day but one of leveling off from a market that had been under pressure," said Lew Smith, of Bear Stearns.

On Tuesday, the Dow Jones average sank 10.58 to 1,290.16, its lowest level since it stood at 1,297.38 on June 19.

The analyst added: "The principal areas that showed strength were rather well defined: technology stocks, airlines, and drugs, though Merck was an exception. They typically display more volatility than most other groups."

IBM rose 3/4 to 127 1/2. Control Data was up 1/4 at 125 1/2. Texas Instruments was up 1/4 at 94 1/2.

AMR, parent of American Airlines, was up 1/4 at 49 1/2. UAL, United's parent, was up 3/4 to 69 1/2. Airlin's stocks had led the Tuesday decline. Ujahn was up 2/4 to 103 1/2.

But Merck fell sharply on concerns

about one of its drugs causing several deaths in Europe. A comparison of the Dow average, it pulled that index down 8.29 points at midday. But the stock trimmed its losses to 2 1/2 and closed at 107 1/2.

There was little reaction in the market to the Commerce Department's report that housing starts rose a strong 6.2 percent in August, the biggest increase in five months.

More significant will be the department's initial, or "flash," estimate of the economy's third-quarter performance, due to be released tomorrow.

Nationwide turnover in NYSE-listed issues, including trades in those stocks on regional exchanges and the over-the-counter market, totaled 126.56 million shares.

Corning to layoff 400

The Corning Glass Works Plant near the Nittany Mall will temporarily layoff 400 of its 700 employees for scheduled furnace repairs starting Saturday.

Corning had originally scheduled to repair one of its two glass-melting furnaces this fall and the other in the spring.

Due to a fall in business activity, however, a decision was made to make both repairs this fall, said Mark H. Mitchell, plant manager.

Because of a decrease in the sale of television sets, Corning — a producer of television screens and picture tubes — decided now would be a convenient time for the repairs.

Non-alcoholic beers gaining popularity

By SHELDON JONES
Collegian Business Writer

Warning: the next beer you drink may not contain alcohol.

According to several national non-alcoholic and low-alcohol beer distributors, a large portion of the American public is purchasing non-alcoholic beer.

"I believe increasing public awareness regarding alcohol abuse and also the recent drinking and driving campaigns have had a positive effect on non-alcoholic beer sales," said Bob Haddock, district sales manager for White Rock Corp., Nassau County, Long Island, the distributor of Sweet Import Mousse non-alcoholic beer.

Sales of non-alcoholic and low-alcohol beers have been increasing nationally, but local distributors have cited a decline in sales.

James Reeder, vice president and general manager of Nittany Beverage, 159 N. Patterson St., said his sales of Mousse non-alcoholic beer were very low. Nittany Beverage generally sells less than 25 cases a month — a small percentage of their total beer sales, he said.

"The trends of public buying regarding non-alcoholic beer seem to be mixed according to the specific market," Haddock said.

Metbrau, a non-alcoholic product brewed by Iroquois Brands, is also experiencing a boom in national sales, Maxine Houghton, director of marketing for Metbrau, said.

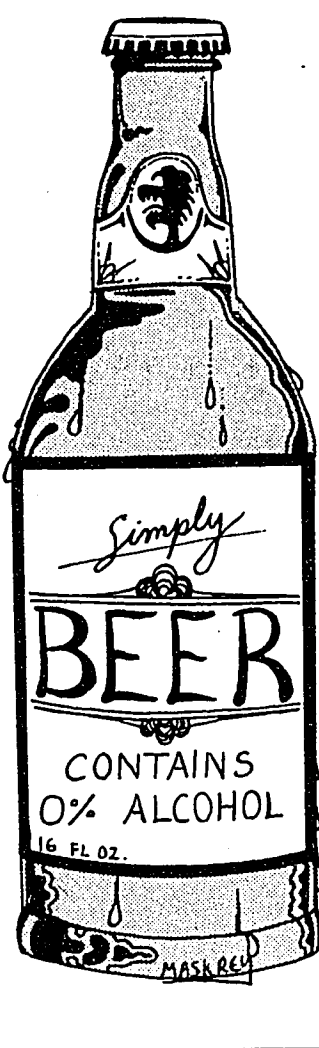
"Our sales have doubled since this time last year and I believe it is due largely to a change in the public's attitudes toward drinking," she said.

Bill Stolberg, a spokesman for Anheuser-Busch — a St. Louis-based national distributor of low-alcohol (LA) beer — also cited sales as being "very good at the present."

Stolberg said LA beer, introduced in April 1984, has achieved a national market in a short period of time and has great potential for future growth.

Chris Hickey, manager of W. H. Hickey Beer Distributors, 1321 E. College Ave., said LA beer sales have been steady, but not increasing.

Hickey attributed the lack of increased sales to the distribution network. "You must take into account the fact that non-alcoholic beers don't sell well in college towns," he said.



Media: Competition and sophisticated consumers keep the industry honest

By SCOTT A. ALDERFER
and JUDY FISHER
Collegian Business Writers

This week marks the fourth anniversary of the first publication of USA TODAY, probably the most widely visible of Gannett Co. Inc.'s numerous newspaper holdings.

In addition to the satellite-transmitted USA TODAY, Gannett owns nearly 90 daily publications across the country.

Of the purchase, Neuharth said in the Journal it "doesn't preclude anything — we're in a position to pursue other significant possibilities."

Many investment bankers agree that Gannett still has sufficient assets to make another major acquisition or merger using its stock.

According to Morten, "Gannett could turn around and buy CBS tomorrow."

Gannett did, in fact, recently buy the Sunday supplement Family Weekly from CBS for \$2.5 million in cash. They immediately renamed it USA Weekend and restructured the format to resemble the colorful and breezy USA TODAY.

In addition to its newspaper holdings, Gannett owns 15 radio stations and six television stations. With their TV stations, the company can reach 7 percent of the nation's population.

Federal regulations place a 25 percent limit on the segment of the national population which one company may reach with broadcasts and limit companies to owning no more than two of the three forms of media in any given town or city (either newspapers, TV or radio). These laws are designed to prevent monopolies.

Neuharth said last week in a USA TODAY

dialies, for \$717 million in cash. And eight months earlier, it bought the Des Moines Register and Tribune Co. for \$200 million in cash.

John Morten, a newspaper analyst with Lynch, Jones and Ryan, said in The Wall Street Journal last week that Gannett's Evening News purchase "doesn't strain them at all."

Of the purchase, Neuharth said in the Journal it "doesn't preclude anything — we're in a position to pursue other significant possibilities."

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Neuharth said last week in a USA TODAY

interview that media concentration is not a concern of his.

"The potential dangers are there, if there is over-concentration of the media," he said. "But I don't believe they are real dangers because people — the readers, the viewers and the listeners — are really a pretty sophisticated. They can pick and choose. Large media companies that deliver inferior media products are just not going to get away with it for long."

Gannett owns almost 20 daily papers in New York and three in Pennsylvania: the Valley News Dispatch in New Kensington, The Philadelphia Inquirer all of their lives. It was definitely a more eye-catching front page layout, but, it was another, less super-

cial complaint that I could not see the residents' justification in making.

Some of them said the local content seemed watered down.

I worked for The Reporter this summer, and I saw the editors and reporters frequently and, if anything, I saw an obsession with local coverage. The editor seemed paranoid at times about getting scooped by the competing papers in Doylestown and Norristown.

This observation backs up what Al Neuharth said — companies who produce an inferior product will not be able to compete in the news market.

The Reporter, or any paper for that matter, is not going to risk losing circulation to competitors because of shoddy local coverage. Perhaps some of Lansdale's amateur media critics are imagining a problem where there is actually progress.

Richard Shearer, managing editor at The Reporter, said the paper actually benefited from the sale. Because of the parent company's modern printing facilities and have a national pool of personnel at their disposal.

Shearer said that this that impressed him the most about the sale was that Gannett wanted to make certain The Reporter retained full editorial autonomy — the parent was telling the child it could do whatever it wanted with its paper.

I admit that when I first heard Gannett bought the Reporter I was distrustful of a large interest taking over my hometown newspaper. But after seeing the editorial decisions made within the paper this summer, I cannot help but agree with Neuharth

the power of competition within the news industry.

The days of William Randolph Hearst and the Yellow Press of the early 20th century are gone. In the 1980s, the primary motive for gaining as much media control as the law will allow is no longer political — it is economic.

If it was the Rev. Jerry Falwell or the Rev. Sun Myung Moon buying media interests, we might have cause for concern. These men are concerned with spreading their political/religious message to influence people, not spreading their economic interests to make a buck. But Al Neuharth doesn't seem to be interested in anything more than making bucks for his company — he's a businessman, not a politician or a preacher.

I trust the free market system and the power of the consumer within the news market. News consumers today are intelligent enough that inferior coverage or slanted reporting will not last in the media market. The power of the media is kept in check by the power of the consumer.

Someone could try to refute me by pointing out that The National Enquirer and other scandal sheets are quite profitable. True. I would then point out that tabloids like those are often read for nothing more than a novelty and their content is usually not taken seriously enough to influence the policies or future of our country.

Scott Alderfer is a senior majoring in Journalism with a business minor and a devout capitalist who writes for The Daily Collegian.

United Way drive benefits agencies

By MELANIE MALINOWSKI
Collegian Staff Writer

The Centre County United Way began its 15th annual fund-raising campaign this week in hopes of raising \$65,000 by Thanksgiving, the executive director said.

Dennis Kulchyski said the United Way raises money for 31 Centre County social service agencies through employee donations, corporate gifts and personal contributions.

Last year, the United Way exceeded its campaign goal and raised \$121,273 for 30 community agencies.

Agencies requesting funds submit budgets to the United Way and are given money based on the agency's needs, Kulchyski said, adding that the amount of money the United Way raises is also a factor in determining each agency's allocation.

"Without them we would be hard pressed for the number of services we provide," Stolfa said.

service agencies such as On Drugs, Inc.

Marie Hamilton, director of the Volunteer Action Center, one of the agencies receiving money from the United Way, said, "Half of our budget is provided by the United Way. The rest is from memberships and individual contributions."

Fran Stolfa, director of On Drugs, Inc., 236-1/2 S. Allen St., said the money his organization receives from the United Way supports the agency's edis campaign goal and raised \$121,273 for 30 community agencies.

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police log

A \$300 ring belonging to Jennifer Cunningham, 318 Haller, was reported missing Tuesday from her room, University Police Services said.

University employees usually donate about \$132,000 to the Centre County United Way. Employees wishing to contribute can donate money directly to the organization or have it deducted from their wages.

Centre County employees contribute 52 percent of the funds raised by the United Way, Kulchyski said, adding that University employees are considered the largest employee donor by providing 26 percent of the organization's funds.

Corporate gifts make up 30 percent of the contributions while 18 percent is donated by professionals, retailers and residents.

The 31 Centre County agencies served by the United Way are divided into four categories: social service agencies such as the Rape/Abuse Center; mental health/rehabilitation agencies such as Strawberry Fields; youth service agencies such as the Youth Service Bureau; and health

notes

- International Students are needed for the Conversant Program. Stop in 222 Boucke or call 863-1604.
- The following Career Development and Placement Center Seminars will be held today in 320-322 HUB: Looking for a Job, 1:25 p.m.; Interview skills, 2:30 p.m.; Resume preparation, 3:35 p.m.
- The Committee for Justice in South Africa will meet at 6:30 tonight in 318 Willard.
- The Kappa Phi Christian Service Sorority will meet at 6:30 tonight at the Wesley Foundation, 256 E. College Ave.
- Phi Beta Lambda will meet at 6:45 tonight in 108 Tyson.
- The Equestrian Division of the Outing Club will meet at 7 tonight in 318-319 HUB.
- The Alpha Lambda Delta meeting scheduled for 7 tonight is cancelled.
- The American Institute of Aeronautics and Astronautics will meet at 7:30 tonight in 225 Electrical Engineering West. Guest speaker will be Air Force Pilot Col. Gosnell.
- The Nuclear Weapons Freeze Campaign will meet at 7:30 tonight at the Wesley Foundation, 256 E. College Ave.
- The Agronomy Club will present speaker Douglas Beagle, soil scientist, at 7:30 tonight at 15 Tyson.
- Free U will hold a class on exploring consciousness and meditation at 7:30 tonight at 111 Sackett.
- Central Pennsylvania Citizens for Survival will meet at 7:30 tonight at the State College Municipal Building.
- The State College Bicycle Club will meet at 7:30 tonight at John Thomas' house. For directions call 237-8395.

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PLEASE NOTE: DOWNHILL SKIING classes are held on Tuesday, Wednesday, Thursday, Saturday, and Sunday, as noted in the Schedule. However, the Sunday sections appear as "by app." If you desire to have your class on Sunday, refer to page 88 of the Schedule — Schedule number 780617 is for the 11:00 AM to 1:30 PM Sunday class, and Schedule number 780626 is for the 1:30 PM to 4:00 PM Sunday class.

All students who register for DOWNHILL SKIING must pick up a DOWNHILL SKIING INFORMATION SHEET at Room 105 White Building before the end of Fall Semester — This contains important information regarding cost and first meeting time and place.

Take advantage of this opportunity to learn to ski, or further develop your present skills — and earn Physical Education credit at the same time.

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FALL REVIEW OF STEREO TECHNOLOGY

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AUDIO TECHNICA 110-E CARTRIDGE Multiplex.....	28.75
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PANASONIC RG-375 Cassette Player/Headphones.....	28.75
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