

Behrend Briefs

Blood Drive Competition: Donations will be taken next Wednesday and Thursday, April 1 and 2, from 10 a.m. to 4 p.m. in the Wintergarden and can be made in the name of any club or organization.

Free Tickets: The Office of Student Services will be taking sign ups until tomorrow for the April 12 Easter Musical at First Assembly of God Church. Free Transportation is available. For more information call Campus Ministry at 898-6245.

Contemporary Issues Discussion: Campus Ministry will sponsor "Does the One with The Most Toys Win?" on Tuesday, March 31 in the Perry Residence Hall Lobby from 8 to 9 p.m. For more information call 898-6245.

Math Anxiety Reduction Workshop: All students are welcome to attend on Thursday, March 26 at 5:30 p.m. in Nick 113. Refreshments will be provided. For more information call Dr. A. Cupillari at 898-6310.

Undergraduate Conference: The College Research Committee is sponsoring the First Annual Behrend College Undergraduate Student Research and Creative Accomplishment Conference on Saturday, April 4 from 1:30 to 6 p.m. For more information call Donna at 898-6270.

Invitation to Washington, D.C.: The Women Today Organization invites students to join them for the trip to attend an upcoming Reproductive Rights rally on April 5. For more information call Diana at 453-3337.

Scholar Nominations: Nominations will be taken through April 1. Faculty members may nominate any sophomore (fourth semester) with high academic ability and the desire to undertake independent study and an honors thesis. For more information contact Mari Trenkle at 898-6160.

Catholic Beliefs and Practices: This class meets every Wednesday from 7:30 to 8:30 p.m. in the Reed Conference Room. All interested students are welcome.

Operation Rice Bowl: Campus Ministry is providing Lent collection boxes for "hunger victims" in our area. For more information call 898-6245.

Creative Writing Scholarships: Penn State-Behrend English majors are encouraged to apply for the Smithy Creative Writing Scholarships. For more information call Diana Hume George at 898-6168.

Study Skills Workshop Series: The workshops will meet every Monday through April 6 in the Tigress Hall Conference Room from 5 to 6 p.m. For more information call Gerald Spates at 898-6111.

Commu Majors: Lambda Pi Eta Honor Society in Communications will meet every other Monday at 6:30 p.m. in Reed 116 starting April 6. Anyone interested in working with the society is encouraged to attend.

All Commu-001 Students: Take note -- students are reminded *The Collegian's* weekly meetings are held on Thursdays in Turnbull 204 at 6:10 p.m. Anyone interested in working at *The Collegian* is encouraged to attend.

Journalism's controlling interest

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free press ideals for us."

He said the constitution was set up to protect the press from government pressures, but not from other types of influence.

"If there is one hard and fast rule in journalism, it is that advertising pays the bills," he added.

According to Simmons, advertising can influence what the public sees on television and what they read in newspapers.

The perfect situation, said Simmons, would be a world in which "the press would be held as a public service unconcerned with showing a profit or market share."

"In our world things are a bit different," he added. Rating competitions often pressure reporters into delivering more titillating stories.

Simmons said cases where journalists have lied and tricked the public are few and far between. However, a more subtle way of influencing audiences is found in the news selection process.

"Each time the world makes one turn twenty-four hours of news is generated," he noted.

Editors in the print media and television news producers must somehow condense vast amounts of information into a limited amount of space or time.

"Why, for instance, do we know more about the extra marital affairs of Bill Clinton than we do about his economic policies," questioned Simmons of the news selection pattern.

The William Kennedy Smith trial and the Clarence Thomas hearings, according to Simmons, did not focus on real issues, but rather on the sexual details.

He quoted Sonoma State University professor, Carl Jensen, who said these stories passed, "the *National Enquirer* litmus test: no sex, no star, no violence... no story."

Simmons added that many people criticize the media for attempting to sensationalize the news, but these very people are the readers and viewers who continue to soak up this type of information.

"Journalists know what will draw an audience thereby improving ratings, boosting advertising revenue and ensuring success of their broadcast or publication," he said.

The new journalist has evolved as a result of these hard facts.

"It is no accident that the traditional journalistic excellence of Edward R. Murrow and *See It Now* has been replaced by Geraldo Rivera and *Now It Can Be Told*," explained Simmons.

Advertisers look for ways of changing news content to suit their needs. According to Simmons, a variety of methods are used. The best: an unwitting endorsement from a journalist.

"A kind word from a reporter is worth thousands (of dollars) in commercial messages and paid advertisements," said Simmons.

In some instances, he said, reporters are required to report to their advertising departments. This pressures reporters into side-stepping certain topics in order to

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Police Report

Employee escapes injury after maintenance truck catches fire

On Saturday, March 22, a maintenance truck caught fire while plowing snow early that morning. A patrol officer from Police and Safety passing by stopped and helped the worker out

of the vehicle. The accident caused no injuries.

Tool heist

A tool chest and its contents totalling over \$250 were stolen

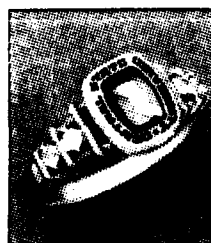
from the back of a pick-up truck Monday morning. The truck was parked in lower Nick lot at the time of the incident. Police and Safety are still investigating the theft.

March 30 & 31
10 a.m. - 4 p.m.
at The Behrend Bookstore...

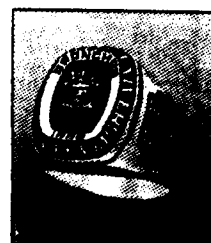
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