

Persuasive speaking ups political activism

By LAUREN YOUNG
Collegian Staff Writer

Due to the power of persuasive speaking, there is more political involvement today than any other time in our history, said Craig Smith, president of the Freedom of Expression Foundation.

Since 1977, the Department of Speech Communication has selected an outstanding speaker to honor Carol C. Arnold, a Penn State professor emeritus of speech communication. Smith was chosen as this year's recipient.

Yesterday Smith, a Penn State alumnus, presented the Carol C. Arnold Lecture speaking on the topic of "New Technologies and the Political Campaign."

"Persuasion is important in our society because it drives the free market of ideas," said Smith, a former speech writer for President Ford and Chrysler Corp. President Lee Iacocca. "Persuasion is (also) a way by which a leader can emerge in our society."

Leaders like Abbie Hoffman, Lee Iacocca, Jesse Jackson and Pat Robertson have all used persuasion to gain recognition and deliver ideas, Smith said.

But Smith also noted that some people want to close the free market of speech by limiting the rights of the First Amendment.

Congressional reaction to negative advertising — promoting one opponent by emphasizing the weaknesses of another — is one example of this movement, Smith said.

"Today a number of commercials either try to sell a candidate like soap or they are very humorous," he said.

"But despite this, we have in Congress an attempt to close down negative advertising in political campaigns."

Besides television, other types of media like newspapers and radio can be used in a political campaign to achieve a vote and create a message, Smith said.

He added radio is especially productive because there is a multitude of audiences available.

Since each radio program has a distinct audience, commercials can target in on a select group of the voting public. These commercials can then focus on the issues important to that group of listeners, said Smith.

Smith attributed political polling as an important aspect of a campaign since it allows a candidate to examine the position of the electorate.

Polling is also useful in examining the image of the incumbent, he said. Name recognition of an incumbent is an indication of that candidate's strength.

Smith advocated the continuation of Public Action Committee influence.

"PACs increase political participation in the system," Smith said.

But, he said, legislation has been proposed to limit amount of contributions a PAC can give to a political campaign. He estimated that in the United States 4.5 million people are involved in 4,000 PACs.

One argument Smith expressed is that without PACs, fewer Americans will be inclined to vote.

If one reduces the importance of PACs by limiting the amount of money spent in campaigns, it may end the involvement of many voters.

Students left homeless after blaze

By JILL GRAHAM and
CHRISTINE METZGER
Collegian Staff Writers

State College police are investigating what they call a suspicious fire that struck a house at 220 E. Foster Avenue at about 2 yesterday morning, leaving as many as 10 students at least temporarily homeless.

The residents of the house, all University students, were unharmed. Five trucks from the Alpha Fire Company were on the scene and put out the blaze in half an hour, Assistant Fire Chief Richard Harris said.

One of the house's residents, who asked that her name be withheld, said the fire began on a couch on the back porch and spread into one of the apartments on the first floor. She said smoke damaged the entire house.

Last semester, four fires that police also considered suspicious struck within the same two-square-block area as yesterday's fire. The fires prompted students to be concerned about their safety, and some fraternities in the area started nightly "firewatches."

Police Sgt. James Stuller said police are not yet certain if the latest fire is linked to the others. He was unsure when more information would be available.

Harris said he presumed that the fire would be investigated in connection with the others, which he said he thinks still haven't been resolved.

The resident of the house said she



The burned-out porch at 220 E. Foster Ave. provides a visible reminder of the fire early Sunday morning which may have left as many as 10 University students homeless.

woke up to the sound of someone running up and down the stairs selling that the house was on fire. She said she finds it suspicious that a fire began when everyone in the house was asleep.

"Some jerk was fooling around," she said.

Harris confirmed that the first floor and rear part of the house were damaged by the fire and said the entire house sustained smoke damage. He said it would probably be some time before the residents could move in.

"The smoke has to clear, and there may have been damage upstairs, especially with the wiring," Harris said.

He said the fire company stayed on the scene for two hours to check for hidden fires in the walls and other problems. Three engines, an aerial truck and an equipment truck responded to the alarm.

Peers honor sales manager

By JANE KOPACKI
Collegian Staff Writer

The Daily Collegian made an impression among the nation's top college newspapers this weekend by capturing the award for the No. 1 sales manager in the country.

Former Sales Manager Dave Profozich was named Advertising Sales Manager of the Year by the College Newspaper Advertising Managers Inc. last weekend in Washington, D.C.

The Collegian also brought home two first-place awards for its classified section and office administration materials during the CNAM convention, where 90 college newspapers were represented.

"It meant a lot to me," Profozich said, adding that he was surprised when he got his award. "It was something I'd always had in the back of my mind that I was working for but by no means expected to get."

Business Manager Glenn Rougier said he was not surprised that Profozich received the honor. He said Profozich has a lot of good ideas and definitely deserved the award.

"Dave has a unique style," Rougier said. "Anyone could have managed the sales staff, but he really cares about them and the job they're doing. He knows how to motivate people."

"If he didn't get the award, I would have liked to see (the sales manager) that did at work," he said.

Gerry Hamilton, Collegian general manager, said: "Dave has very special qualities. He served as sales manager as the rest of the business division hit a peak. It made for a dynamic combination."

Rougier agreed that last spring the business division was making a comeback but was lacking consistency on the sales staff. Last summer, he said, Profozich became sales manager and took on the challenge of uniting the sales staff and making its success consistent.

Other factors contributed to the rise of the business division, including a strong office staff and the input of former Business Manager Bill Landis, Rougier said. He added that Profozich "could have just come in and floated with those factors, but instead he worked to make it even better."

Candy Heckard, Collegian advertising adviser, said, "If we were going to get any award, this was the one we really wanted to bring home."

Profozich was judged on the amount of sales increase during his term, his management philosophy proposal and letters of recommendation. Profozich also made an impressive presentation at the convention, Rougier said.

Profozich, now marketing services manager for Systems Modeling Corp., a small State College-based company that makes computer simulation software, said that in his presentation he stressed the importance of optimism and making a strong first impression on new staff members.

He credited much of his success to Heckard, "who made such a strong first impression on me" when he was in her training class.

He said he could appreciate the irony of his success in the business division, especially since he originally wanted to be a sports writer but accidentally walked into a meeting of business trainees.



Tom Ripkaes, (topmore-pre med) tangles it up in the Jelt-O with three other people as a crowd cheers then on in the lower quad of West Halls. The Jelt-O wrestling is part of the events scheduled for West Week.

Milestones marked

From a small magazine in 1887 to the million-dollar business existing today, *The Daily Collegian* has had a colorful history. Here are a few of the highlights of the newspaper's first 100 years:

- April 18, 1887 — The first issue of *The Free Lance*, the forerunner of *The Daily Collegian*, premier.
- 1895 — *The Free Lance* changes from a newspaper to a literary magazine.
- April 1904 — *The Free Lance* folds. The first issue of *The State Collegian* — a four-page weekly tabloid printed by Nittany Printing and Publishing Co., publishers of the *State College Times* (now the *Centre Daily Times*). The *Collegian* shared an office downtown with the *State College paper*.
- 1911 — The paper becomes *The Penn State Collegian*.
- 1918 — Publication is interrupted in the fall because of materials shortages caused by World War I.
- 1920 — The *Collegian* expands to twice a week, with Tuesday and Friday editions.
- 1930 — The *Collegian* moves its offices to "Journalism Alley," on the third floor of Old Main.
- May 20, 1940 — *Collegian* Inc. is chartered as a non-profit corporation by the Commonwealth of Pennsylvania.
- Fall 1940 — The *Daily Collegian* now appears Tuesday through Saturday. Its offices are moved to the basement of Carnegie Building. The paper returned to a weekly schedule from 1944 to 1948 because of World War II shortages of materials.
- 1956 — The *Collegian* joins the Associated Press.
- 1961 — The *Collegian* moves to 20 Sackett.
- November 1970 — The first "Collegian incident" begins when reporter Rod Nordland (now with Newsweek) eavesdrops on a

closed meeting of the Black Student Union. In retaliation, blacks burn more than 10,000 copies of the paper. The *Collegian* Inc. Board of Directors suspends Nordland and Editor Robert J. McHugh for the rest of the term.

- July 1, 1971 — The *Daily Collegian* production staff produces its first issue.
- September 1971 — The paper goes to its current Monday through Friday schedule.
- 1972 — The *Collegian* moves to its current home in 126 Carnegie.
- 1979 — The *Collegian* earns the Associated Collegiate Press' Five Marks of Distinction for the second consecutive rating period. The *Weekly Collegian* appears in the fall.

The second "Collegian incident" occurs when the paper's business division inadvertently runs a series of racist classified ads. The *Collegian* runs an apology on the classified page, but it becomes the target of protests by blacks angered by the refusal of Editor Dave Skidmore to run a front-page apology.

- 1980 — The *Daily Collegian* wins the 1980 College Newspaper Business and Advertising Managers Ic. Trendsetter Award.
- The *Collegian* also wins awards for in-house advertising promotion and having the advertising manager of the year, Sales Manager Marc A. Brownstein.
- 1982 — The Society of Professional Journalists, Sigma Delta Chi, names the *Collegian* the top college newspaper in the country.
- 1985 — The *Collegian* receives a national Pacemaker Award from the American Newspaper Publishers Association/Associated Collegiate Press for 1984-85.
- 1986 — CNBAM again grants the *Collegian* the national Trendsetter Award.

— by James A. Stewart

Collegian

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"A strict prohibitory law with penalties attached to it will remove the cause of intemperance, and thus the young man who lays the foundation of his ruin by occasionally taking a drink with his friend (?) will be spared the temptation," said a *Free Lance* editorial.

Though some issues, like the dress code that lasted into the 1960s and changes of communism at Penn State during the "Red Scare" of the 1950s, have faded as time progressed, many issues familiar to today's *Collegian* reader would have seemed appropriate in *The Free Lance* of 1887 or at any stage of the newspaper's 100-year history.

Changing views

These issues show that no matter how much things have changed over the years, students are still faced with the same problems and concerns, said Assistant General Manager Patty Hartranft, who helped research back issues of *The Daily Collegian* for the centennial.

"The most interesting thing is the fact that all these issues are reported generation after generation," she said.

Hartranft said such issues as tuition increases, registration problems and fraternity crackdowns have always been common student concerns.

"Every 10 years there was a major crackdown on fraternity drinking," Hartranft said. "All those things are not new."

Kris Sorchilla, editor of the commemorative *Collegian Magazine*, said the most interesting thing about looking over old *Collegians* is "just the way that student life evolved throughout the different periods."

In the 1950s, all we saw was kids with Hula Hoops pulling college pranks. That was the big thing back then," Sorchilla said. "When we got

the 1960s, now they're taking things a bit more seriously.

"Today, I see a lot of disinterest," she said. "I see people trying to get the spirit of the 1960s back, protesting apartheid and tuition increases, but the overall interest by everybody just isn't there."

"Most of us are just sitting back," Sorchilla added.

On to the future

Looking back at the old issues provides not only a look at the issues and at student life, but a chance to gauge the work of the current staff, said 1987 *Collegian* Editor Chris Raymond.

"It's a motivation to do even better," he said.

"It's just pretty interesting to see how the paper has developed and evolved over the past 100 years," Raymond said. "It's just recently that the paper has taken the format it has now."

The *Daily Collegian* started in 1887 as *The Free Lance*, a monthly beset by financial and production problems. It became *The State Collegian* in 1904 and went to a daily format in 1940.

"The daily has improved tremendously over the past 100 years," Raymond said. "It's interesting to see people come in after only five, 10, 15 years and see how amazed they are at how the thing has evolved."

Since becoming a daily, the *Collegian* has added a weekly edition for alumni and branch campus students; *Collegian Magazine*, which covers special events such as home football games and the annual Central Pennsylvania Festival of the Arts; and a professional staff that handles resumes and job layouts.

Raymond said he expects the *Collegian* to continue growing in the next few years.

"I can start to see it right now in a lot of the stuff we're doing," Raymond said. "The impact's not going to surface for three or four

years, but what I see coming ahead is tremendous."

He cited the *Collegian's* financial health, along with the strong reputations of both the news and business branches of *Collegian* Inc., as reasons to look forward to the future.

"Combine those two things and there's no limit to what we can do over the next 100 years," Raymond said.

Raymond said he is satisfied with current *Collegian* coverage, but hopes to increase coverage of statewide and town news along with more in-depth reporting.

Business Manager Glenn B. Rougier said he is honored to serve as business manager during the anniversary celebration.

"Thousands of people have put years of hard work into making the *Collegian* what it is," Rougier said. "I'm representing their hard work."

Rougier said that although the reunion is interesting, he feels "awkward, because it isn't my work being represented."

"It's interesting setting out into the second 100 years, and to have the opportunity to start out right," Rougier said. "If we do a good job, it'll lead to a successful second 100 years."

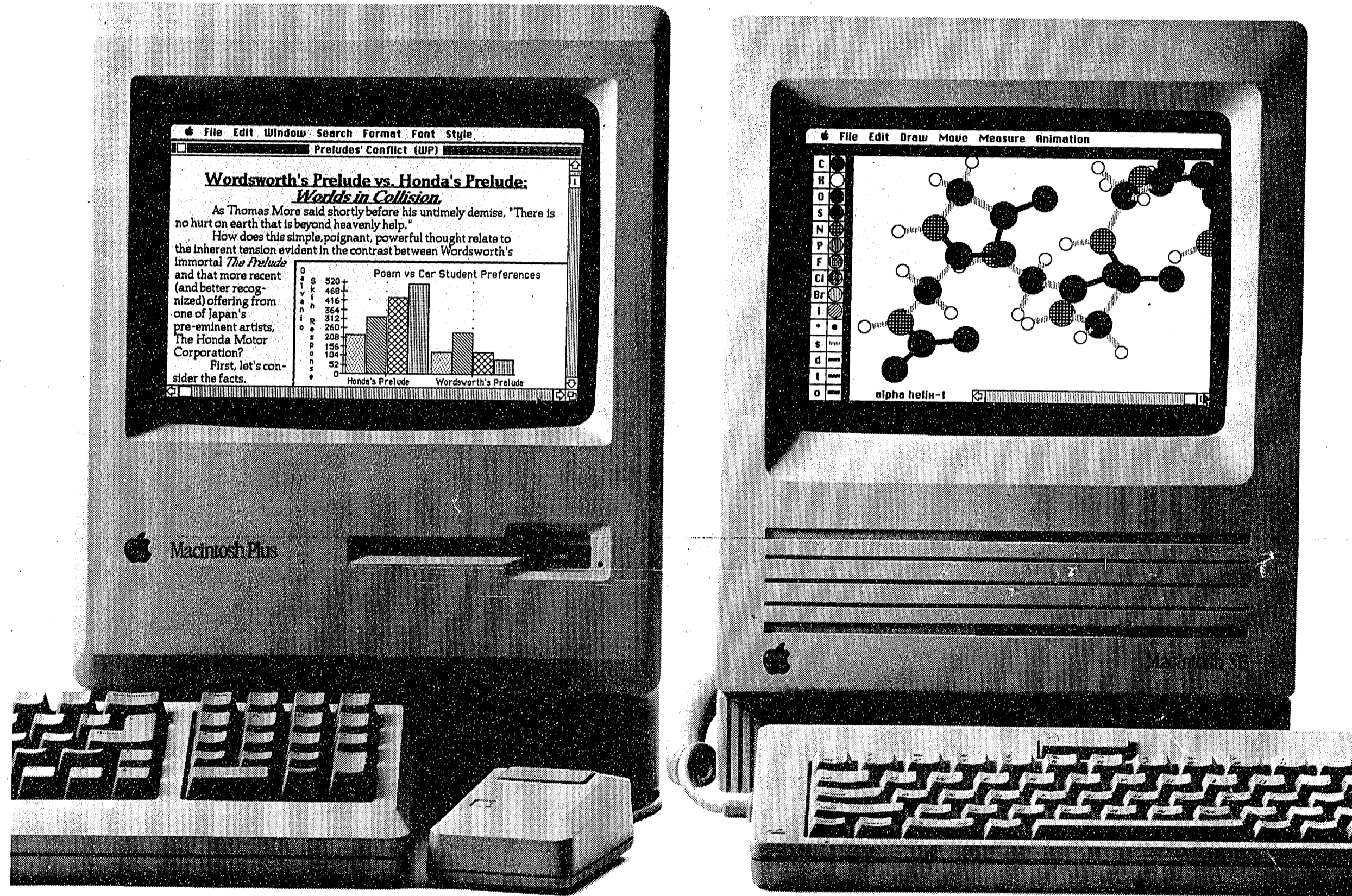
The business side is expected to become more computerized, Rougier said, with most layout and accounting eventually handled by computer.

Rougier also hopes that the business division of *Collegian* Inc. will continue to maintain its financial strength and good relations with the news division.

"In the long range, I just hope that *Collegian* stays a student newspaper, stays on campus and continues to give quality experience," Rougier said.

"I consider it a sort of honor to be involved in the *Collegian's* 100th anniversary," Raymond said. "Our work and things are much more visible — people are watching more closely."

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