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Senior Graphics Students Design Bicentennial Spots for Television

Hundreds of hours of historical research, marketing profile studies and conceptual design efforts by a group of WU senior graphic communications students have resulted in a series of 35 Bicentennial station identification spots for KMOX-TV.

Seven students were selected last fall for "their sense of motion and continuity" by Gene Hoefel, assistant professor of art, at the station's request. The original assignment was to create 4- to 30-second identification spots with a Bicentennial theme.

With the cooperation of the Missouri Historical Society and the Rare Book Department at Olin Library, the students dug through the archives to recreate old St. Louis. Pre-production meetings with KMOX officials and representatives of Design in Motion, the Chicago producers of the identification spots, were organized, along with a trip to Chicago.

The 4- to 7-second spots which were produced can be seen on Channel 4 throughout 1976 at hour and half-hour breaks. Exhibiting a unified graphic look, theme and sound, they are divided into three categories: animated thumbnail histories, still photos of people and animated versions of the Channel 4 logo.

Selected photos, drawings, etchings, maps, paintings and lithographs, combined with pictures of present-day St. Louis, are worked into animated capsules of local history. For example, one spot shows the transition of Lambert Field from a dirt runway to a jet age facility, while an announcer says: "Lambert Field: As American as the sky's the limit."

A second category, "Faces of 1976," shows still photographs of St. Louisans in a variety of activities. Fireworks burst upon the screen in the third group, spilling into the station's logo as the announcer intones: "St. Louis...two hundred years...and all's well."

(Continued on page 5)
Thirty-five seventh graders from Stix School, 226 South Euclid, have been able to take advantage of WU’s programs in the sciences and humanities as important classroom supplements.

Charlotte Kleffner, one of 26 teachers in a private, non-profit organization, “Springboard To Learning,” has devised an experimental curriculum utilizing the WU Music Department and Performing Arts Area, the Biomedical Computer Laboratory, Central Institute for the Deaf, Olin Library, School of Dental Medicine and Tyson Research Center. The WU administration has permitted the children to use its shuttle bus, which passes by Stix school, to avoid extra costs to them.

“The students’ regular teacher, Pat Bowolak, tells me that the experiment is working very well,” Kleffner said.

“The main purpose of the field trips is to familiarize the students with institutions in their immediate surroundings, and Washington University makes up a very large part of that environment. They have learned that the people at the University care about them and want to be their friends. The students were amazed, for example, that the head of a large laboratory was willing to spend the better part of one morning with them and that the Chancellor spent 20 minutes answering their questions another morning,” she said.

Dr. Lewis Thomas, director of the Biomedical Computer Laboratory, followed up the students’ classroom study of logarithms with a special lecture. University organist David Hunsberger discussed and played Bach for the students, and then to their delight let them take turns playing Graham Chapel’s organ. The Edison Theatre staff provided them with choice seats at the Acting Company’s performance of “The Diary of Adam and Eve” and has arranged for the students to return to the facility to learn how to use make-up.

Kleffner said that one of the most successful visits has been to the Central Institute for the Deaf school. “The Stix children very quickly picked up lipreading techniques. We are returning to visit the CID children in their dorms after school and have scheduled a volleyball game with them,” Kleffner said. Before each trip, she briefs the children by showing slides or other lecture materials.

The Springboard to Learning program is directed by WU alumna Elise Schweich. Its teachers work with St. Louis City school children, supplementing the city’s curriculum in subjects ranging from multi-cultural studies, creative writing and drama to various science topics.

AN EXHIBITION of 11 oil paintings by WU anthropology major Doug Frohman will open Saturday, April 3, at the Wire Circus Gallery, 27 Maryland Plaza. There will be music by Jon Haas, WU music major, and Richard Wortman, son of Morris Wortman, associate professor of social work, WU. The exhibition will run through May 3.
New Logo Is Developed by Committee To Give University Clearer Identity

With an expected decline in the number of young persons seeking a college education and with rising costs of private education, competition between universities to attract undergraduates is increasing. A critical factor in being able to attract sufficient numbers of bright and able students is a strong university identity, a specially appointed public relations committee at WU concluded.

For WU, the identity problem is complicated by its name, which is shared by numerous universities. Two years ago, WU's board chairman, Charles Allen Thomas, appointed the public relations committee to study ways to give WU a clearer identity as a quality institution located in St. Louis. One of the results of the study was the development of a new WU logo, which will be used as a primary symbol on various materials such as letters and recruitment brochures.

New Logo

"We are known in academic circles and rightly so," said Chancellor William H. Danforth. "We are not known among the public in the way in which we should be. We have educational programs which, in my view, are quite superior to those of many institutions which are better known than we and receive more applicants. I am convinced that part of our problem is that there are 15 or more institutions in the country with the word "Washington" in the title. Vanderbilt would not be so well known if there were a Vanderbilt University, a University of Vanderbilt, a Vanderbilt College, a Vanderbilt and Jefferson, a Vanderbilt and Lee, and a Vanderbilt State College," said Danforth. "I believe that we must do what we can to overcome this problem with high school students, counselors and their parents. The changed logo is one of the suggestions."

Tests demonstrated that the logo chosen—a book and the Latin phrase "Per Veritatem Vis" (Strength through Truth) located beneath a representation of the St. Louis arch—suggested more effectively than other proposed designs an image of quality and location. The arch, a symbol of St. Louis which is frequently used locally, Danforth said, is an important feature in identifying WU with St. Louis outside the city, where the University has its major recognition problem. To strengthen the geographical identification of the University, the words "Washington University in St. Louis" will accompany all reproductions of the design.

Eight designs were considered by the committee. Stan Gellman, WU instructor in art and head of Stan Gellman Graphic Design Studio, guided by committee ideas, developed three designs, including the arch-book logo. Four other designs were a result of Gellman's collaboration with four students in the School of Fine Arts. Frank Roth, president of Frank-James Productions, Inc., contributed a new arrangement of the WU seal—a shield with a book, fleur de lis (symbol of St. Louis), stars (originally taken from George Washington's personal seal) plus the phrase "Per Veritatem Vis."

The final choice of the design was based on the results of a market research survey conducted by James Costello, director of corporate market research at Monsanto, who also served on the committee.

"Two-hundred and twenty-five high school students who were planning to attend college were polled in Dallas, Chicago, and New York," Costello said. "Without being told what school the designs represented they were asked a series of questions about the location and quality of the school. The largest number of students—26 per cent of those questioned, identified the school represented by the arch-book logo as being in Missouri. The redesigned WU seal was identified by 43 per cent of the students as representing a school located in New England. It was also found that the arch-book logo—through the use of the book and the Latin phrase—was effective in suggesting a school of high academic standards," Costello said.

The public relations committee, which was chaired by John Hanley, chairman and president of Monsanto Company and member of the WU Board of Trustees, also included three alumni and four faculty members as well as University administrators. They are: Gene K. Beare, executive vice president, General Dynamics; Martin Bell, assistant professor of surgery, WU Medical School; James Bridwell, senior vice president, Gardner Advertising Co.; James Costello, director of market research, Monsanto Co.; Dr. Samuel B. Guze, WU Vice Chancellor for Medical Affairs; Lucian Krukowski, dean, WU School of Fine Arts; Robert Salisbury, professor of political science, WU; Robert G. Stolz, president, Stolz Advertising Co.; and Glenn J. Tintner, management supervisor, D'Arcy, MacManus, International.
Faculty Members Receive Tenure

The following faculty members on the Hilltop, Medical and Dental School campuses have received tenure effective July 1, 1976, unless otherwise stated.

Appointments with Tenure: School of Business and Public Administration—Nicholas Baloff, as professor of business and public administration (effective June 1); School of Medicine—Bruce L. Brown, as associate professor of medicine (effective March 5), Allen F. Delevett, as associate professor of medicine (effective March 5), Michael W. Lieberman, as associate professor of pathology (effective date to be determined), Calixto A. Romero, as associate professor of medicine (effective April 1); School of Social Work—Martha N. Ozawa, as professor of social work.

Promotions with Tenure: Faculty of Arts and Sciences—Milica Banjamin, to associate professor of Russian; David L. Brown, to associate professor of anthropology; Ghislaine Crozaz, to associate professor of earth and planetary sciences; Ronald C. Freiwald, to associate professor of mathematics; George Johnson, to associate professor of biology, T. Tom Lin, to associate professor of chemistry; Edward S. Macias, to associate professor of chemistry; Laurence H. Meyer, to associate professor of economics; Richard Howard Rochberg, to associate professor of mathematics; Jack M. Shapiro, to associate professor of mathematics; James A. Simmons, to associate professor of psychology; and Steven N. Zwicker, to associate professor of English.

School of Architecture—Carl B. Safe, Jr., to associate professor of architecture; School of Dental Medicine—Arnold J. Kahn, as associate professor of anatomy in the School of Dental Medicine; School of Law—Bernard D. Reams, Jr., to associate professor of law.

School of Medicine—Harold Burton, to associate professor of neurobiology; Julian B. Fleischman, to associate professor of microbiology and immunology; G. Leland Melson, to associate professor of radiology; David N. Menton, to associate professor of anatomy; Joseph L. Price, to associate professor of anatomy and neurobiology; Dale Purves, to associate professor of physiology and biophysics; William Thomas Shearer, to associate professor of pediatrics; Barry A. Siegel, to associate professor of radiology

Wind Battered Bears Use Squeeze Bunt To Save Day in Bizarre Home Opener

In a cold and windy setting, WU's rightfielder Frank Simek slides home with one of seven runs scored in Bears' fourth inning; Simek hit a double and a single in the big inning.

WU's home baseball opener March 25 would have made a fitting chapter in Joe Garagiola's book, Baseball Is A Funny Game. WU had tried to open its home season the day before with Upper Iowa University, but a steady rain forced cancellation.

Missouri Baptist College then came to Utz Field to take on the Bears. In a game that was filled with unusual and bizarre twists, both teams came away empty-handed. The umpires suspended the contest because of darkness after eight innings with the teams tied, 8-8.

WU's first home game will therefore take nearly one month to play because it won't resume until the two teams meet at Missouri Baptist on April 21.

(rightful March 5); Joseph John Volpe, to associate professor of pediatrics; Harold S. Zarkowsky, to associate professor of pediatrics.

Granting of Tenure: Faculty of Arts and Sciences—Lee Benham, as associate professor of economics; School of Architecture—Hanno Weber, as associate professor of architecture; School of Engineering and Applied Science—R. Martin Arthur, as associate professor of electrical engineering, and Mark A. Franklin, as associate professor of electrical engineering; School of Medicine—Fernando Arias-Aguirre, as associate professor of obstetrics and gynecology, James A. Ferren-delli, as associate professor of neurology (effective March 5); and School of Social Work—William H. Butterfield, as associate professor of social work.

The game began under sunny skies and mild temperatures before a good crowd. But the weather changed quickly as the afternoon wore on. The wind whipped up, the skies clouded and the temperature plummeted to a level more appropriate for a football game at adjacent Francis Field.

Trailing by a 5-0 margin, the Bears grabbed the lead with a seven-run fourth inning. Thirteen batters came to the plate and gathered five base hits. Rightfielder Frank Simek achieved a rarity by getting two hits in one inning with a double and a single. Catcher Mitch Margo and first baseman Reggie Finney each collected two walks in the inning as well. Missouri Baptist tied the Bears with two runs in the fifth inning. More runs might have been scored if a Spartan runner hadn't been hit by a batted ball and declared automatically out. In the eighth inning, Missouri Baptist regained the advantage in another unusual set of plays. The Spartans parlayed a hit, an error, a stolen base, three fielder's choices, and a walk with the bases loaded into an 8-7 lead.

Not to be outdone, the Bears came right back in their half of the frame. Two walks and a sacrifice bunt by leftfielder Gary Gladieux put the tying run at third base. Third baseman Steve Schaller then brought the tying run in on a squeeze bunt.

Better weather and more sharply played ball should be in store for the Bears Friday when they take on SIU at Edwardsville at 3:30 p.m., and when they return to Utz Field for a doubleheader with St. Mary's of Minnesota at 1 p.m. Saturday.

(Rick Winer)
Law Prohibits Subsidizing Candidates' Campus Talks

A recent opinion from the National Association of College and University Attorneys states that amendments to the Federal Election Campaign Act prohibit institutions receiving federal support from paying any presidential or congressional candidates who speak before a substantial number of their constituents in campus appearances.

Peter Ruger, WU Counsel, said that when he received the Association's opinion last month, he sent a memorandum to University administrators advising them of the opinion. On March 12, a question was referred to Ruger concerning the legality of a proposed honorarium for U.S. Congressman William L. Clay, (Dem.), St. Louis. Ruger then sought a ruling from the Federal Election Commission to see whether they concurred with the Association's interpretation that the law would prohibit such a payment.

On March 15, a representative of the Federal Election Commission told Ruger that the University's payment of a fee to Congressman Clay would be a violation of the law. Ruger said such a violation could result in a maximum fine of $25,000 or 5 years' imprisonment.

On March 15 Ruger notified Trudi Spigel, director of the University's Wednesday Assembly Series and Speaker's Bureau, and, on March 16, a representative of the WU Black Studies Program, of the Commission's decision, which resulted in the cancellation of Representative Clay's scheduled Mar 31, WU Assembly speech. The speech was to have been part of an 8-day Martin Luther King Symposium.

Ruger said that the ruling does not prohibit a candidate from making free addresses on the campus.

Graphics

(Continued from page 1)

Each spot ends with the first six notes of "The Star Spangled Banner," played on a Moog Synthesizer. The students were Bonnie Bluestein, Chuck Hart, Celeste Kocot, Beth Luecke, Elaine Newman, Aaron Presler and Ron Rowold. (Anne Hellett)

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NEWS BRIEFS

MARK FRANKLIN, associate professor of electrical engineering at WU, was program co-chairman for an International Symposium on Computer Performance Modeling, Measurement, and Evaluation held March 29-31 at Harvard University. The symposium was sponsored by the Association of Computing Machinery and the International Federation of Information Processing.

KEVIN HERBERT, WU professor of classics, has been designated a Bicentennial lecturer by the American Philological Association. He will present an illustrated lecture on "Classical Influences in American Architecture" to the Classical Association of the Middle West and South at Knoxville in April and to the Classical Association of the Atlantic States at Philadelphia in October.

ROBERT WYKES' composition for symphony orchestra, "Towards Time's Receding," will be performed April 2, 3 and 6 by the Philadelphia Orchestra in Philadelphia. Leonard Slatkin, associate principal conductor of the St. Louis Symphony, will be guest conductor. The work was commissioned by Mark Twain Banchsares in memory of Charles B. Edison. It was first performed by the St. Louis Symphony here in April, 1972, and later at Carnegie Hall. The Denver Symphony also performed the piece. Wykes is a composer and a professor of music at WU.

RICHARD DAVIS, chairman of the Department of History, has been elected a fellow of the Royal Historical Society. The British society was founded to honor historians of distinction. Davis's published works include histories of 18th and 19th century England. His latest book, Disraeli, is scheduled to be published in July by Little, Brown and Company, Boston, Mass.

Anthropologists

(Continued from page 1)

Bone Formation Rates in Archeological Populations," 10:50 a.m. Thursday, April 15; D. G. Gantt, graduate student in anthropology, "Enamel thickness: Its Significance and Possible Phyletic Implications," 9:40 a.m., Saturday, April 17; B. K. Suarez, research fellow in psychiatry and anthropology and T. Reich, associate professor of psychiatry, "Limits of the General Two Allele, Single Locus Model in Genetic Explanations," 9:40 a.m. Saturday, April 17.

Noted anthropologists who will participate in the meeting are S. L. Washburn, professor, University of California, Berkeley, known for his research on non-human primates and on fossil man; Raymond Dart, professor emeritus, University of the Witwatersrand, Johannesburg, first discoverer of the earliest fossil man; and John Buettner-Janusch, professor, New York University, geneticist and primate taxonomist.

For further information, call Robert Sussman, ext. 4667.
FRIDAY, APRIL 2
1 p.m. WU Woman's Club Tea, "American Bicentennial Art," lecturer, St. Louis Art Museum Speakers Bureau. Women's Building Lounge. (For free babysitting, call 863-8728)


8:30 p.m. Department of English Poetry Reading, James V. Cunningham, Visiting Hurst Professor of Creative Literature, WU, will read from his own works. Hurst Lounge, Duncker Hall.

SATURDAY, APRIL 3
9 a.m. Martin Luther King Symposium Workshop, with Ernest Calloway, prof. of urban affairs, St. Louis U.; Robert Watson, instructor in black studies, WU; and Wale Amusa, St. Louis Committee on Africa. 303-304 Mallinckrodt.


TUESDAY, APRIL 6


WEDNESDAY, APRIL 7

4 p.m. Physics Department Colloquium, "Is the Vacuum Really Empty?" Johann Rafelski, Argonne National Lab. 204 Crow.

7:30 p.m. School of Fine Arts Visiting Artist Series Slide-Lecture, Martha Zelt, printermaker, Philadelphia College of Art and Pennsylvania Academy of Fine Arts, will discuss her work. Steinberg Aud.

THURSDAY, APRIL 8

7:30 p.m. History Department and Development Studies Coordinating Committee Lecture, "Unions and Empire: Organized Labor and American Corporations Abroad," Henry Berger, WU assoc. prof. of history on leave as visiting prof., U. of Montreal. Women's Bldg. Lounge.

PERFORMING ARTS
THURSDAY, APRIL 8

SPORTS
FRIDAY, APRIL 2
3:30 p.m. Baseball, WU vs. Southern Illinois U.-Edwardsville. At Edwardsville.

SATURDAY, APRIL 3
1 p.m. Baseball, WU vs. St. Mary's (Minn.). Doubleheader. Utz Field.

TUESDAY, APRIL 6
3:30 p.m. Baseball, WU vs. St. Louis U. Utz Field.

THURSDAY, APRIL 8
3:30 p.m. Baseball, WU vs. U. of Missouri-St. Louis. At UMSL.

FILMS
FRIDAY, APRIL 2
7:30 and 9:30 p.m. WU Filmboard Series, "Lacombe, Lucien," directed by Louis Malle. French with English subtitles. Brown Hall Theatre. Admission $1.25. (Also Sat., April 3)

8:15 p.m. Regular Film Series, "Zita," with Joanna Shimkus. Steinberg Aud. Admission $1.25. (Also at 2:30 p.m. Sun., April 4)


TUESDAY, APRIL 6
12 noon. Feminist Coalition Film Series, "Men's Lives." Deals with men's roles in society. 325 Mallinckrodt.

7:30 and 9:30 p.m. WU Filmboard Series "Casablanca," with Humphrey Bogart, Ingrid Bergman and Claude Rains. Brown Hall Theatre. Admission $1. (Also Thurs., April 8)

EXHIBITIONS
Exhibit of 35 Black and White Photographs by beginning and advanced students in WU's School of Fine Arts. Beaumont Lounge, Mallinckrodt Center. 9 a.m.-midnight Mon.-Thur.; 9 a.m.-1 a.m. Fri.-Sat.; noon-midnight Sun. Through mid-April.


Exhibition of 25 Tibetan "Thang-Kas" (rolled paintings). Steinberg Gallery. 9 a.m.-5 p.m. weekdays; 10 a.m.-4 p.m. Sat.; 1-5 p.m. Sun. Through April 7.

MUSIC
SATURDAY, APRIL 3
8 p.m. WU Student Chapter, Missouri Friends of the Folk Arts Concert, Featuring Norman Blake, Nashville guitarist, singer and composer. Graham Chapel. General admission $4 at the door. Advance tickets are available at Mallinckrodt Center box office: $3.50 general public and $2.50 all students and MFFA members.

WEDNESDAY, APRIL 7