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PORTLAND
STATE UNIVERSITY
perspective

September 1979



Sunsplashed Park Blocks . . . watching for someone special . . . smiles of recognition. Summer Commencement '79. (see page 1)

PORTLAND STATE UNIVERSITY perspective

September 1979

PSU Celebrates 25th year

When classroom doors swing open this fall term PSU will begin its 25th year as a degree-granting member of Oregon's State System of Higher Education.

On February 14, 1955, Governor Paul Patterson signed the historic bill granting Portland State full four-year college status. Now, 25-years and 30,000 graduates later, the University is preparing to mark its silver anniversary with a series of activities culminating with a special celebration in February.

PSU President Joseph Blumel appointed a special committee early this summer to lay the groundwork for a 25th Anniversary observance, calling attention to PSU's history and emphasizing its potential for service to the community and to the state. Alumni activities will play a big part in the anniversary.

The committee is encouraging academic departments within the University to recognize outstanding alumni and friends to come back to the campus. At the same time the University will be mounting a major communications effort to inform the metropolitan community of PSU's contributions as a university devoted to excellence in teaching, research and community service.

The University has made significant progress since its beginnings in post-war Vanport and in its first 25-years of conferring degrees.

Looking back, looking ahead, renewing old friendships, and making new ones, all will be a part of PSU's 25th Anniversary Year. Watch future *Perspectives* for more about this important observance.

On the inside

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Academic encore deserves applause

by Deirdre Stone

Every actor worries at least once in his/her career that a performance may bring a flurry of rotten tomatoes or wilted lettuce flying onto the stage from a less than appreciative audience.

For women returning to school after years and even decades of absence from the university setting, an academic encore can stir up the same type of fear.

Only in the case of returning women, the put downs are likely to be self-raised doubts as to their ability to make it again in school.

No one knows for sure how many women have opted to return to school after significant absences, but experts agree that the number is somewhere around seven million — and continuing to grow.

That can add up to a lot of self-doubt and a lot of wasted energy which might be better spent securing a degree on the second academic go-round.

Perhaps just as important as earning a diploma is conquering the fears and doubts that returning women bring with them.

Or so say a trio of returning PSU women, who've made the decision to take up educations long ago set aside.

"I thought that the 18-year-old girls would be so sharp — there'd be no way I'd be able to compete with them — or be accepted for that matter," confides Leila Vanetta, 41, who last stepped inside a classroom more than 15 years ago before dropping out to marry and raise a family.

Now with one year of return work under her belt, the sociology major is plunging enthusiastically into her second full-time year at PSU and anxiously awaiting the time when she can step off the campus and into the highly-competitive job market of data research and analysis.

Gone are the fears that she couldn't compete: "Two days in the class convinced me that I was right up there." And gone too, is the ho-hum attitude that first made her decide to come back.

"Last year, I thought of school more as something to fill my time since my children were growing up," says the petite, bright-eyed "super Mom" who says that now, acquiring the knowledge needed to begin a career is the number one priority in her life.

Vanetta is not sure what caused the shift in her lackadaisical attitude toward school but finds the transformation from super mom to super student personally fulfilling.

"I think the greatest reward of going back to school is the personal growth involved. I'm a much fuller person now



Leila Vanetta (left), Jan Harkness and Marcia Gwynne

then I was when I started school," she says.

Similar transformations have taken place in the life of Janet Harkness, 28, a minister's wife and mother of three-year-old twin girls. She braved the tongue clucks of other young mothers who'd elected to stay home with their young children, to pick up an education which had been set aside while her husband pursued his studies in Denver.

After leafing through a pamphlet that outlined opportunities for returning women at PSU, Harkness said she wondered, "If I could still sit in a class room and think." That question led to a course here and there and a year of part-time return studying.

"My greatest fear was that somehow I would drop out again — that I'd get in way over my head or that guilt would overcome me and I'd quit again," admits the blonde-haired, slender woman.

A super first term — "I got an A in statistics" and the realization that "my kids were surviving without my constant attention" was all the encouragement Harkness needed. Now she's on a full-time schedule and wants eventually to get her master's degree and counsel women in transition.

While both Vanetta and Harkness have tested themselves and met with success, the challenge of returning to school is just being met by Marcia Gwynne.

The 34-year-old single mother of two teen-age boys, first enrolled at PSU 15 years ago; dropped out soon afterwards; dropped back in at Portland Community College and PSU a second time — and then worked for two years as the coordinator of an alternative school her sons attend.

Gwynne says the decision to try PSU for a third time (beginning this month) was prompted by the realization that the job skills she had perfected in her alternative educational job would be more highly rewarded with a degree tacked onto her resume.

"As a single mother trying to raise two children, that financial security is very important to me," says the soft-spoken social services and women's studies major.

Gwynne credits other women with giving her the strength to return to school. She cites the PSU Women's Studies Department and the returning women's workshop and special orientation classes as valuable aids available to women thinking about returning to school.

This is the third year that a full credit class designed especially for returning women will be offered at PSU. The course, taught by two "former" returnees, Mary Soden and Valera Washburn, concentrates on building confidence in returning women by helping them overcome the most common returnee hurdles.

Besides self-doubt, some of the most common problems a woman returning to school faces are learning to be assertive and communicative in a classroom situation and overcoming performance or learning anxieties to certain subjects such as math or science.

In addition to dealing with those issues, the class offers a look at the history of women and education and an overview of recent changes in the laws affecting women in the job world.

All three women agree that the network of support returning women students build among themselves is strong enough and effective enough to rival even the best "good ole' boy" network around.

in the news

Two major conferences are scheduled this fall at PSU.

"Fitness in Business and Industry" is the title of a two-day conference, Sept. 27 and 28 sponsored by the PSU Schools of Business Administration and Health and Physical Education.

Keynoters are C. Carson Conrad, executive director of the President's Council on Physical Fitness and Sports and Marilyn VanDerbur, former Miss America and head of the Motivational Institute, Inc.

Conference sessions will focus on the impact of good health and fitness on the business world and on setting up fitness programs. The workshop will draw upon the expertise of many local and national experts on exercise, cardiovascular fitness, nutrition, stress, and other topics.

Registration information can be obtained by calling 229-3712.

Oct. 4-7 are the dates for the Second Annual Management Training Conference for Managerial and Professional Women, co-sponsored by the Institute for Managerial and Professional Women and the PSU School of Business.

Keynoters are Yale sociologist Rosabeth Moss Kanter, author of *Men and Women of the Corporation*, NOW founder and author Betty Friedan, and Caroline Bird, author of *Born Female* and the *Two Paycheck Marriage*.

"Transitions and Growth" is the theme of this year's conference which will feature more than 90 skill-building workshops on topics such as "Creative Approaches to Job Searching," "One-on-One Negotiating," "Managing your own Business," "Tax Planning," and "How to Survive in the Business World."

Registration for the conference is being handled through the Institute for Managerial and Professional Women, 244-1006. Last year's conference was a sellout, so early registration is advised.



More than \$1 million has been saved at PSU over the last seven years by an Energy Management Program which reduced fuel usage by 45 percent and electrical usage by 25 percent.

Key components of the program were heating, ventilating and air conditioning only spaces being used; reducing lighting levels; maximizing the use of outside air for heating and cooling; changing thermostats according to the seasons; and implementing a computer-based management program.

Bruce Browne, director of choral and vocal activities at PSU has been named conductor of the Portland Symphonic Choir.

Browne is a former national committee chairman and state officer for the American Choral Director's Association, and served on their National Bicentennial Faculty at Interlochen.

The 130-member Portland Symphonic Choir has been in existence for 33

years, during which time it has performed most major choral works.



The sounds of hammers, drills and churning concrete mixers have pervaded the PSU campus as construction gets underway on Phase I of PSU's new Professional Schools Building.

The building, which will house the School of Education, is located at Broadway and Harrison.

Racquetball tourney is Sept. 11-15

PSU alumni, along with faculty, staff and students, are invited to participate in the first "Lite Beer — PSU Closed Racquetball Tournament," to be held in the Health and Physical Education Building, September 11-15.

Proceeds from the tournament, sponsored by the Viking Athletic Association, will go to the PSU Athletic Scholarship Fund. A Pro-Am tournament (with \$2,500 in prizes) will run concurrently with the closed PSU event. The Pro-Am will be held at the Beaverton Racquetball Club.

The PSU tournament has an entry fee of \$16, which includes court time, trophies, building privileges, game ball, hospitality and gift package. AMF/Voit also is participating in sponsorship of

the tourney.

The HPE Building playing area includes six courts with viewing areas, a snack counter, hospitality room for players, weightroom, whirlpools, saunas, and other building facilities.

On Sunday, September 16, there will be a special event at the other tournament site in Beaverton (4925 S.W. Griffith Dr.) in which entrants may play a professional or have their shots timed with a radar speed gun.

For information on how you can participate in what promises to be one of the largest racquetball tournaments in the nation, call Lynn Hewitt or Debbie Cutler, at 229-4000, or write the Viking Athletic Association, PO Box 668, Portland, Oregon 97207.

PORTLAND STATE UNIVERSITY perspective

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Parents: If this issue is addressed to your son or daughter who no longer maintains a permanent address at your home, please notify the PSU Alumni Office (503-229-4948) of the new mailing address.

PSU supports equal educational opportunity without regard to sex, race, handicap, age, national origin, marital status, or religion.

the great viking orgy horn

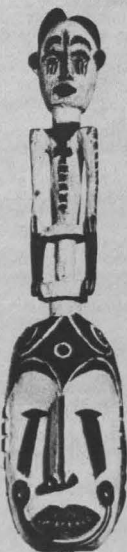


You can't put it down until you've finished your drink. It'll serve you — or a friend — right. Hand-thrown. Blue, green, brown. Just \$9.50. Exclusively at PSU Bookstore, Smith Center Box Office and second floor candy counter.

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YOU'RE INVITED!

We're ten years old . . .
and we want you to help us celebrate.



The Black Studies Department at Portland State University is celebrating its 10th anniversary by hosting a banquet to be held September 28, 1979 at Westminster Presbyterian Church, located at 1624 N.E. Hancock.

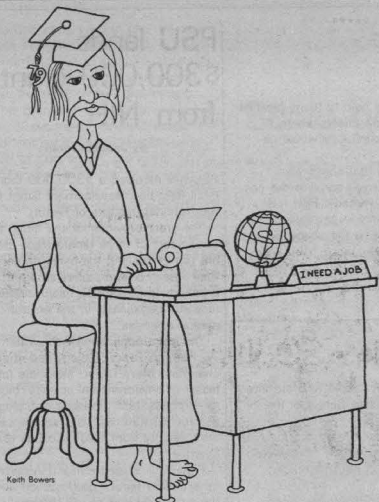
The banquet will consist of catered soul food, entertainment by local artists and the presentation of Certificates of Appreciation to individuals who have contributed to the development of Black Studies. In addition, Certificates will be awarded to four outstanding citizens who have made substantial contributions to Black culture and life.

Dr. Lee P. Brown will return from Atlanta, Georgia and serve as our keynote speaker at the banquet. Judge Belton Hamilton and Dr. Carolyn Murray will present the Certificates. Dick Bogle will act as the Master of Ceremonies and Ms. Carolyn Leonard will give both a historical and current report of the Black Studies Department.

Tickets are available at the Black Studies Department at \$12.50 each, or if bought in packages of 10 or more at \$10.00 per ticket.

call 229-3472 for information

PSU Black Studies Department



Keith Bowers

Sad grad sings the job search blues

By Bob Watrus

Who would have thought it? Here I am, pounding the pavement.

Making the rounds, resume in hand, dressed in coat, tie and newly polished shoes. I'm reading help wanted ads in periodicals, filling out application after application (how many different ways are there to ask for the same information?), and waiting... dying — for the telephone to ring.

I used to think about employment as something like death: when it happens, it happens. But now, as a university graduate with a BA in political science and a desire for a journalism career, I realize that, of the two, death is the only sure thing.

When I was a boy, I was regaled with tales of college graduates sliding with ease into a seller's job market. Recruiters were fighting each other for members of the graduating class.

Today, I hear that there will be a surplus of some 950,000 graduates — not jobs, but graduates — during the 1974-85 period. I also hear predictions of a recession, double digit inflation, and unemployment in excess of six percent.

In this depressed — and depressing — job market, the job search is rapidly developing into a science, with all the techniques, procedures and theories of a modern science, like meteorology.

The PSU Placement Service has a 14-page packet of material outlining some of the scientific weapons in the job seeker's arsenal. They include:

The resume. For years, I thought a resume was simply a brief history of your education and employment. Not so! Now you may choose between re-

sumes that are functional, analytical or chronological (choose the one that makes your meager history of menial jobs look impressive).

The cover letter: this is where you make a blatant pitch for yourself and why you are right for the advertised job (this also is where you really earn that "A" in Creative Writing).

The interview: as much an opportunity for you to find out about your prospective employer as for them to find out about you (of course, at this point, pension plans don't seem as important as car payments).

The Placement Service packet even tells you how to dress and how to talk. Of course, after you get the job, you're on your own.

Actually, looking for a job has become a full-time occupation in itself. Up to now, I've been too busy with classes and part-time jobs to look for work. But now the time has come and my own search for employment has been marked by the two P's. Prodding and Procrastination, the former provided by friends and the latter by myself. For example, when PSU's summer catalog came out I noted a number of interesting courses which could have occupied my summer easily. But no, it's past time to give up the institutional security blanket. Five years is enough.

Actually, I began to contemplate looking for career employment in my fourth year at Portland State. Until then, I had been a blue-jeaned student, unconcerned with grade points or the employment outlook. What was important was learning and being an active participant in my education.

However, a gradual transformation took place: as employment, or the lack of it, neared, grades improved and my attire shifted from jeans to cords and then to slacks (perma-press). I began to

weigh the heavy philosophical questions. What will I do with my new-found skills and knowledge? How can I make my impact on the world? How am I going to pay next month's rent?

Having bought into the Puritan work ethic, I'm troubled by thoughts of impending "full-time" unemployment. To think, no job... not being productive, not writing, adrift at sea without school, no food and shelter. But at the same time, I'm loath to leave the security of my world at PSU... the classrooms, the library, the College Work Study Office, Financial Aids.

So it was with mixed feelings (appreciation and anxiety) that I greeted the news that my friends at my work-study job were going to help me in my search for employment.

First, they wanted to help overcome my fear of rejection. I couldn't stand the thought of sending out resumes and not getting a job. Every rejection seemed like another nail in my coffin.

"You could send one resume a day for ten years and still not cover all the newspapers in this country," they said. Somehow, the thought of a ten-year job search failed to inspire my confidence.

At one point my co-workers dangled carrots in front of me (or in this instance — scotch, the journalist's passion) to get me to call prospective employers. Who can resist scotch?

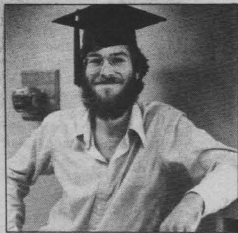
When reason failed to move me, my friends tried Optimism.

I found an Associated Press news article entitled, "Journalism Jobs Abound" taped to my typewriter. It read: "University of Missouri journalism students face a good chance of finding work in the news business this year." The director of placement services also was quoted as saying "This year looks to be even better than last — there are more news jobs available for Missouri students than can be filled." Why hadn't I gone to the University of Missouri?

(Continued on page 6)

About the Author:

Bob Watrus, a 22-year old journalist and now a PSU alum, has been a work study student with the *Perspective* staff for the past year. As of this writing, Bob is still waiting for the perfect newspaper job to come along, but is meanwhile comfortably, though temporarily, employed by the Oregon Student Lobby in Salem.



Multidisciplinary approach

Gerontology certificate now offered

A graduate level certificate program in gerontology is the latest new PSU academic program to win approval from the State Board of Higher Education.

The certificate program, offered in conjunction with the University's well-known Institute on Aging and the PSU School of Urban Affairs, establishes a major gerontology education center in the heart of the largest metropolitan area in the state with the largest concentration of elderly people.

The PSU graduate certificate in gerontology is designed to serve two groups of students: those working toward graduate degrees at the University; and those who are eligible for post-baccalaureate work but who are not in a degree program.

At the heart of the new program is PSU's multi-disciplinary approach. Courses from urban studies, sociology, psychology, biology, public administration, anthropology, economics and social work are included in the core program.

PSU developed the graduate certificate in response to the high rate of growth of Oregon's aged population and the need to provide supportive programs for them.

The program is built around PSU's logical location (the center of a large concentration of elderly persons) and the diversified academic programs built around the social sciences.

Other factors which prompted the State Board to approve PSU's program request included the University's proximity to the Health Sciences Center and the strength of PSU's Institute on Aging (which has grown from \$106,000 in research grants in 1973-74, to nearly \$700,000 this year).

The IOA has been designated as a multidisciplinary center of gerontology by the Administration on Aging. Three of PSU's IOA graduate students received dissertation awards from the Administration on Aging last year (only 25 were granted nationally).

Several months ago, a team of scholars from throughout the nation conducted a review of PSU's interdisciplinary program in urban studies and planning. Part of the team's findings said, "We are committed to the view that the Institute on Aging plays a pivotal role in advancing the research activities in the social sciences at PSU. Through the Institute financial support is garnered from national sources, and the on-going research lends prestige to the University and to the state."

Institute Director Richard Schulz told the State Board that PSU's approach to gerontology education is the best one at this time. "It provides opportunities for the individual with expertise in a given academic or professional discipline to consider how that field relates to the problems of the elderly," he said. He envisions the certificate pro-

gram as being of help to many persons already employed in fields where a knowledge of gerontology would be useful.

It is estimated that about 75 students per year will enroll in the certificate program. Already, PSU has some 500 students in gerontology related courses during the academic year.

Researcher/author heads institute

Richard Schulz is a young man who knows a lot about aging.

The 31-year-old psychology and urban studies professor, who took over the directorship of PSU's Institute on Aging in January, is an expert in the field of gerontology and has an armload of published research to back him up.

Schulz came to the institute from the faculty of Carnegie-Mellon University in Pittsburgh. His book, *The Psychology of Death, Dying and Bereavement*, published last year, is an in-depth examination of how loss of personal control (financial, lifestyle, etc.) can negatively affect the elderly — sometimes hastening death.

Schulz began concentrating in what was then the relatively unexplored area of aging in 1972 when he was searching for a specialization in which to apply his theoretical training (which includes a doctorate from Duke University and a Fulbright-Hays Fellowship).

Since that time, he's researched, written, lectured, taught and consulted on aging and the elderly.

Taking over the leadership of the institute, has provided Schulz with what he calls "an interesting career shift."

"I see this as an opportunity to sur-

round myself with people who are interested in aging," says Schulz of the institute and its staff.

Because the institute's main focus is on policy-related research, it draws on a number of varied but interrelated fields for its staff.

Sociologists, psychologists, economists, urban strategists, and public administrators make up the staff of the institute which Schulz contends has the best record in the Northwest for producing policy-related research (especially in the area of retirement, housing and long-term care) on a national scale.

Schulz would like to see that reputation maintained and simultaneously expand the institute's basic research contributions on both a national and local level.

Toward those goals, Schulz says the institute has applied for more than \$2 million in grant monies for the 1979-80 year.

This funding would allow the institute to continue its research function and also its vital role as a training and technical assistance center for graduate students and local administrators involved with the problems of the elderly.

Those problems, says Schulz, have gained attention over the last decade partly because a greater and greater percentage of the population is reaching old age. Schulz sees the main problems facing the elderly as those concerned with maintaining a modicum of independence in the face of decreasing financial and lifestyle flexibility.

According to Schulz, the way a society treats its elder citizens is directly related to its industrial and technical level. Today, in the United States, older people are not regarded as valuable resources, because the knowledge they retain is quickly outdated by fast-paced technological achievements. On the other hand, primitive cultures with minimal technology, view and respect the elderly as sources of knowledge.

Perhaps somewhat ironically, Schulz and the PSU Institute on Aging are employing those technical tools to focus on the problems of the elderly in an ignorant yet sophisticated society.

PSU lands \$300,000 grant from NIH

by James Cronin

PSU has received a \$300,000 Biomedical Research Development Grant from the National Institute of Health.

The grant provides for the hiring for three years of three tenure track assistant professors and the establishment of their research laboratories as a part of a project to strengthen health related research capabilities in the environmental sciences.

The grant application was written by W. Herman Taylor, biology department chairman; Mary Taylor, associate professor of environmental science/biology; and assistant professor of biology Stanley Hillman, with the assistance of other faculty from PSU's College of Science.

Project Director Herman Taylor credits its extensive faculty participation and the strong support of the University as important factors in obtaining the grant.

"The University is giving us \$30,000 in matching funds for equipment, and the faculty positions and the program will be supported by the University at the end of the three year grant period," Taylor said.

PSU would not have qualified for the NIH funds if the University had an extensive ongoing program of biomedical research, according to Taylor.

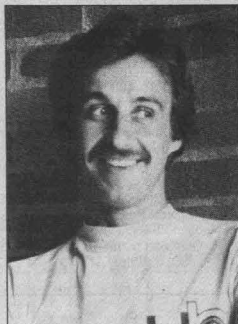
"The thrust of the grant is to bring these three people in and get them started doing research and teaching," he said. "It also allows the relief of the teaching load for some of the present faculty to give them time for their own research."

The NIH is a part of the U.S. Department of Health, Education and Welfare. It is one of the principal biomedical research organizations in the world.

Mandated by Congress to "improve the health of Americans," the NIH supports biomedical research in its own laboratories, as well as those of universities, colleges, medical schools and private organizations.

The NIH has played some role in almost every significant biomedical advance in the last 30 years, according to *Smithsonian* magazine. Sixty-nine researchers supported by the NIH have won Nobel Prizes.

The NIH sent a site visiting team to PSU last February. The team inspected the University and its research facilities and programs, and met with faculty and graduate students. Later PSU was



Richard Schulz

awarded what it asked for: the maximum available, \$300,000.

The NIH wishes to build up faculty positions in biomedically related research and teaching," Taylor said.

"This grant will not increase, but will enrich, programs providing education and training in health related areas such as premedical, predoctoral, public health and environmental science."

"We want to turn out students with a better understanding of biomedical knowledge," he said.

An extensive national search has been conducted by faculty committees in order to fill the three positions provided for in the grant. Sought were scientists actively engaged with research groups, and whose specialties would complement environmental research currently being done by members of the PSU departments of biology, chemistry, and physics.

This research includes microbiology, the behavior of trace substances, metals, and pesticides which occur in the aquatic environment, and the effects of these substances on cell membranes and cell metabolism.

The new faculty members are: —Dudley Einich, a microbiologist studying the formation of methane by bacteria. Einich earned his doctorate from the University of Illinois and is currently doing postdoctoral research at Battelle, Pacific Northwest Laboratories in Richland, Wash.

—John Rueter, an environmental toxicologist who will be receiving his Ph.D. in Civil Engineering from M.I.T. His background is in the biology and chemistry of natural waters, and metals toxicity in blue-green algae.

—Jonathan Abramson, a biophysicist who studies cell membrane transport, and the structure and function of membranes in cells. He obtained his Ph.D. from Rochester.

The Environmental Sciences Program at PSU is a multi-disciplinary program involving members of the departments of biology, chemistry, and physics. Its objective is to train scientists to study environmentally-related problems.

The program, which awards PSU's only Ph.D. in the sciences, was recently reviewed and accredited by Nobel Prize winner Linus Pauling and other distinguished scientists. They gave it high marks, and noted its need for further support and development.

Noted especially were the quality of research, the high degree of inter-departmental cooperation, and the accessibility of the faculty to students.

In a letter written in support of the grant proposal, outgoing Vice-President for Academic Affairs Leon J. Richelle wrote, "The plan outlined in your proposal will be the primary mechanism whereby the University will further develop its research objectives in the area of biomedical research."

(Reprinted with permission from the PSU Vanguard)

Being good takes practice

You come into the house with your arms full of groceries and find your preschooler playing with his toys in front of the television. Without warning, the bottom of your sack drops out, and groceries tumble across the floor in all directions.

Will your child jump up from his toys to help pick up the groceries, or return to the tube?

Children differ greatly in the amount of "pro-social" behavior they exhibit," says PSU psychologist Cathleen Smith. Smith and a team of graduate assistant researchers have been studying the incidence of helping, sharing, sympathy and teaching among preschoolers.

In a series of recent experiments, Smith and her researchers imbedded opportunities for such behavior into a stream of everyday events. For instance the researcher may "accidentally" bump her head or drop a paint brush and observe the child's response. In some of the experiments, the child was coached to help share, and in others their actions were simply observed.

One aspect Smith is studying is how parents can best encourage pro-social behavior. "Being a good example is not enough," she says.

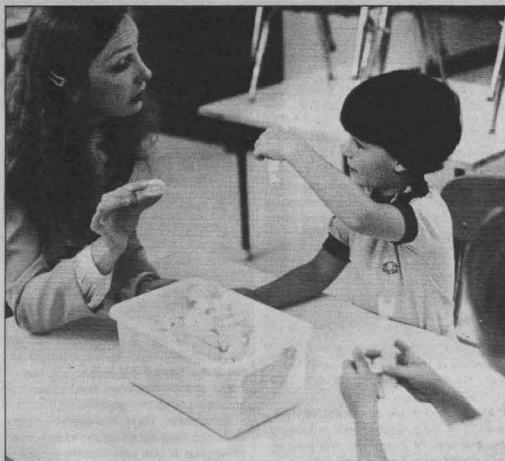
Her experiments have shown that actually "rehearsing the behavior" is the best way to assure its repetition.

"You have to get them to practice," she says.

The researchers found that more subtle suggestions were just as effective as more powerful commands in producing pro-social behavior. A child who was coached to share or help was just as likely to repeat that behavior as one who was ordered to do so.

In other experiments, Smith has looked for links between the incidence of pro-social behavior and parenting techniques. After the children's behavior was observed, their mothers were interviewed to see how they respond to the child's behavior in specific incidents.

Some of the incidents, such as the grocery scenario earlier described, gave the researchers an opportunity to see the mother's reaction to the child's pro-



"I don't know how to play with these," says psychologist Cathleen Smith in dismay as she gazes into a dishpan full of complicated plastic building blocks. Fortunately, J.P. Elliott is willing to give a detailed demonstration. Teaching is one of four pro-social behaviors being studied by Smith and a team of researchers.

social behavior. Other incidents such as catching the child coloring on the wall or fighting with a friend over a toy were added to see how the mother reacted when the child misbehaved.

Smith found that although very few parents failed to attend to misbehavior, many did not respond to or even ac-

knowledge the occurrence of pro-social or "good" behavior.

The consequences of that failure bore a definite correlation with the behavior of the child as observed by the research team.

"The evidence is significantly in favor of parents who express their feelings when the child is good as well as bad," Smith says.

"The important thing seems to be making the child aware of the consequences of his or her behavior for other people," Smith says. Parents must sensitize their children to the fact that other people have feelings and emotions.

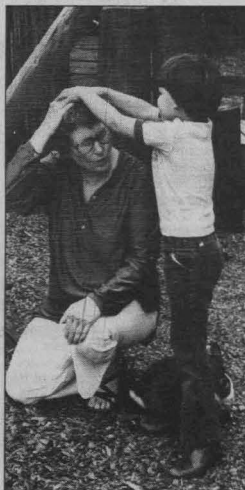
For example, a mother might say, "Since you helped your friend, he got done faster, and now he'll have more time to play," or "When you act like that, it makes me feel very angry."

Smith says that other researchers around the country are looking at pro-social behavior, but her efforts are among a very few aimed at younger children.

She says that several years ago, scientists became interested in the failure of persons in urban areas to act as "good samaritans."

A great deal of research ensued on altruism in adults.

Smith is interested in the origins of such behavior, and wants to eventually study even younger children.



J.P. Elliott is on hand to provide a sympathetic pat to Mary Leinbach who has just bumped her head. Smith found that children vary greatly in the amount of pro-social behaviour they exhibit. Some seemed to think that adults don't need sympathy, while others were willing to kiss the head of a complete stranger.

Sad grad

(Continued from p. 3)

To simplify the task of locating a job, the office cohorts selected 20 key "employment cities" across the country. Care was taken to choose cities which were not overrun by journalism graduates and where living conditions would be at least tolerable.

Every few days places would be pinpointed on a relief map placed on my desk, accompanied by inviting descriptions of the city's size, major newspaper, important industrial products and cultural activities.

"Decatur, Illinois. Pop. 90,397. Situated on beautiful(?) Lake Decatur. Manufactures earth moving tractors, steel tanks, women's garments. Millikin University is there. Kind of flat. Lots of corn. Newspaper, the *Herald*, has 36,699 circulation."

Also placed in my typewriter were a barrage of "help wanted" ads, spanning the spectrum of journalism and journalism-related jobs: from a film critic in Hollywood to a sports writer/photographer in a Colorado resort town.

The office's copy of *Editor and Publisher* was dog-eared by the end of the week — as each co-worker circled and re-circled promising ads.

Most ads called for at least one year's (professional) experience. I have discovered to my dismay that three years of working on the student newspaper and one year of writing for university publications translates into a thin six months of "professional" experience.

If this sounds as though my friends were working harder than I at finding me employment, it probably is true, for I must confess I felt somewhat detached from the entire process. At most as if we were talking about someone else's future. That feeling, accompanied by occasional lapses into angst, was altered suddenly one bright Sunday afternoon in June when I found myself outside Memorial Coliseum, diploma cover in hand, my College work study and financial aids career behind me, face to face with the future.

Pass me another Scotch, will you? Has anyone seen this week's *Editor and Publisher*?

Affirmative action means open doors

Kay Toran (MSW 70) believes that individuals should have the opportunity to succeed — or fail — on their own merits, not because of artificial barriers or prejudice. As Director of the Affirmative Action Office for the State of Oregon, she's getting the chance to combine her beliefs with the potential for action.

"Affirmative action means opening opportunities to people," says Toran, whose warm, easy manner and quick smile may belie her firm resolve on questions. "It means not closing doors or erecting artificial barriers to keep people out."

Her appointment to the state post by Governor Vic Atiyeh was confirmed by the State Senate on August 18, but Toran already had been hard at work as an assistant to the governor.

As director, Toran has overall responsibility to help establish the direction of affirmative action employment programs in all state agencies. Toran translates that broad goal into two immediate tasks: surveying all state agencies to find out where they are in terms of employment practices and personnel; and asking agencies to identify any problems they have had in working toward affirmative action goals.

Toran worked in PSU's counseling center and was on the School of Social Work faculty following graduation. She moved off campus, gaining field experi-

ence in Portland's minority community and working her way up in the management of social services delivery systems.

One of the reasons she is excited about her new appointment is that it is a move upward in administrative responsibility, an area where she believes her main strengths lie. She also will be calling into play her skills at interpersonal communication and persuasion in helping agencies meet affirmative action goals.

"I'd like to believe that any resistance to affirmative action we might meet would be because of some perceived obstacle within the system," Toran says. "Not because of prejudice."



Kay Toran

And, if there is a problem in the system, the Affirmative Action Office can help."

She believes that affirmative action has an undeserved negative image in the minds of some managers. "Affirmative action is not synonymous with hiring unqualified people and then living with them," she points out. "That's a real put-down to a lot of talented people."

She insists that affirmative action simply is a system of hiring, training and developing people. "If there are artificial barriers and inappropriate criteria for hiring, those are things we have to look at," she says.

Working with state agencies on personnel policies and development of an affirmative action plan are not the only tasks Toran has set for herself and her staff. Education also plays a part. "The beginning of an affirmative action plan is education, in the most elementary sense," she says.

"To have, eventually, a society that allows all people to have careers of their own choice, we have to start with youngsters in school, at the kindergarten level, really."

What does the future hold for PSU graduate Toran? "Right now I want to do the best possible job in the Affirmative Action Office. It's a job that needs to be done."

Toran lives in Portland with her husband John who is an attorney.

Faculty excellence award goes to Dodds

Professor of History Gordon Dodds was presented the first Brantford Price Millar Award for Faculty Excellence by President Joseph Blumel at June commencement.

The award, including a grant of \$1,000, was established by the PSU Foundation to recognize a faculty member who has demonstrated excellence in instruction, scholarship, university service, and public service. The award was named for Brantford P. Millar who was President of PSU from 1959 through 1968.

Dodds, as recipient of the Millar Award, will deliver the annual Academic Recognition Awards Address next spring.

A magna cum laude graduate of Harvard with advanced degrees from the University of Illinois and University of Wisconsin, Dodds came to PSU's History Department in 1966 after eight years on the faculty of Knox College in Galesburg, Illinois.

He is a recognized authority on Northwest history and has published

several major works including, "Oregon: A Bicentennial History," for the American Association for State and Local History. His current projects include a book, "American Northwest," scheduled for publication in 1982 by Forum Press. He also serves on the editorial boards for several professional historical periodicals.

In naming Dodds the Millar Award winner the selection committee, composed of fellow faculty members, cited his work with students (portions of these he directed for masters degree candidates have been published); his service to the University (active on faculty committees and in the American Association of University Professors); service to the community (volunteer teaching for retired persons, service on educational and public service committees and commissions, and work with the Campus Christian Ministry); as well

as his personal scholarly achievements.

Dodds directs PSU's innovative Public History Program. He is a member of the Oregon Historical Society, the Western History Association, the Council on Regional Historical Research in Progress, the American Historical Association, and the Organization of American Historians.

"The award means a great deal to me," Dodds said in a letter to PSU Foundation President Earle A. Chiles. "Not only as the one who received the distinction, but simply as a faculty member, to have this formal recognition of the qualities — some tangible and others immeasurable — that the University is designed to furnish to society."

Dodds said he sees the Millar Award as, "a tribute to the PSU Foundation's dedication to the purposes of Portland State University."

"For that," he said, "I am deeply grateful, as I am sure are all the members of the faculty."

Space-age Portland captured by alums

"It was not until he had got off the subway at the Ross Island Bridge West, and had walked up the hill and taken the elevator 18 floors to his one-room 8½ x 11 flat in the 20-story, independent-income steel-and-sleazy concrete Corbett Condominium (Budget Living in Style Downtown) and had put a soybean loaf slice in the infrabake, and had taken a beer out of the wallfridge, and had stood some while... looking up at the West Hills of Portland... that he thought at last. Why didn't Dr. Haber tell me that he knows I dream effectively?"

George Orr is afraid of the power his dreams have to change reality and fearful of his psychiatrist's desires to use those dreams, in the sometime future world of Portland science fiction writer Ursula LeGuin's second novel, *The Lathe of Heaven*.

Set in space-age Portland, the novel is a terrifying and imaginative look at a future which may not be that far off. LeGuin, a Northwest Portland resident and winner of science fiction's coveted Hugo and Nebula writing awards, paints a vivid picture of a future Portland which includes decaying suburbs in Gresham, a plague-infected downtown and invaders from outer space.

The job of capturing on film the powerful descriptions of LeGuin's Portland was the job of another set of artists. PSU alums and filmmakers Derek Muirden and George Hood of The Film Loft on NW Kearney.

Muirden and Hood, part of a growing community of Portland filmmakers, are in the process of wrapping up second unit production work for a television version of LeGuin's book, due to be aired nationwide on public television in the fall.

Although most of the film was shot in Texas, Muirden and Hood were responsible for more than 30 outdoor scenes, designed to establish location and set the mood for the film.

"We still need two more shots of Mt. Hood on a clear day," explained Muirden as he sat in the Film Loft's third-floor offices.

Waiting for that clear day may take quite a while, admits the blond, bearded cinematographer, who opened the Film Loft with long-time associate Hood nearly five-and-one-half years ago.

Since that time, the two filmmakers have produced a number of films — almost 90 to date this year — on everything from 45-minute documentaries to training films for doctors.

One of their current efforts is a public service campaign with the Ted Hallock, Inc., public relations firm called "Keep Oregon Liveable."

Muirden and Hood spent their 4th of July holiday downtown putting a number of local extras through the paces in a day-long filming session for the 60-second spot which will air this month.

"People on the street couldn't believe it could take that long for one spot," says Muirden, a compact man with sparkling eyes and seemingly boundless energy.

"What they don't realize, he continued, "is that it took four of us, weeks to get to the state where we could film for that one day — and it'll take still more time and effort to do the final editing and mixing."

Muirden who calls himself an "imagineer" (a term he says originated in the Walt Disney studios) considers film a demanding and precise medium in which organization, patience and compromise are the key components.

"You develop an idea and then break it down into all of its elements; then you film all those separate elements using whatever expertise and creativity you have in an effort to reconstruct the original idea," says Muirden with an earnest and emphatic shake of his fist. Filmmaking concedes Muirden, takes a lot of time "and a lot of compromise."

Muirden and Hood met at PSU in the 60's and began making films together



George Hood



Derek Muirden
(photos by Gay Shryker)

under the tutelage of PSU instructors Ben Padrow, Andries Deinum and Tom Taylor.

The teachers and their students still keep in touch and Muirden credits Padrow, Deinum and Taylor with inspiring him to pursue a career in filmmaking.

The instructors in turn have fond memories of the two cinematographers:

"George was the youngest film student I ever had," remembers Deinum, who now teaches screen writing at PSU's Center for the Moving Image. "George used to come into my class with his father in 1958 when I was teaching at the Art Museum and Derek helped with a CMI class just this past fall."

Deinum founded the center in 1969 and Muirden says he hopes one day to see a full-blown film school at PSU.

"There's certainly community interest for a school there," says Muirden who estimated that at least one half of the city's young filmmakers have come out of PSU.

Muirden and Hood pool their talents at the Film Loft by dividing duties —

with Muirden acting as director, producer and "imagineer" and Hood rounding out the collective talents as cinematographer and chief editor. Two other support personnel, a unit manager and an office manager complete the Loft's permanent staff of four.

"But we often hire other local filmmakers to help us," says Muirden, who estimated that the Loft's employee list can vary from 2 to 20 at any given time.

Muirden says he believes in pulling from local filmmaking talent as a way to get Oregon on the filmmaking map and because Portland's northwest area is one of the most thriving centers of the state's budding filmmaking colony.

"I think the hardest part in getting Oregon established as a film center is the lack of exposure we've had. It's going to take a collective effort for us to gain that exposure."

Muirden sees his company's work on the LeGuin television adaption as one step in the right direction — using home-grown talent to produce nationwide results.

Annual giving campaign begins

The University's alumni will be the object of a major organizational effort this fall to begin building an annual giving program at PSU. Heading up the campaign will be Karen Martini (BS '73).

Martini, recently director of public relations at Marylhurst Education Center, was hired as Director of Annual Giving.

The plan for this fall calls for personal, face-to-face solicitations of more than 600 individuals. In addition, several hundred more will be contacted by telephone volunteers.

The campaign also will include direct mailings to some 25,000 alumni explaining the Annual Giving Campaign.

Funds from the campaign will be used for scholarships, library support, faculty development and program support. In the area of program support there is a critical need at the University for "opportunity" funds, or seed money to help establish new programs.

Martini will oversee the entire campaign, including the enlistment and training of volunteers, and management of direct mailings.

alumni notes

VANPORT

Russel Orvil Luke ('46) is now pastor of Holy Trinity Church in Portland.

Victor D. Menashe ('47) is the director of the Crippled Children's Services Division at the U. of O. Health Sciences Center.

John L. Newell ('46) is now a fibert farmer in Newberg.

Robert R. Reischman ('46) works with the Portland Fire Department as an alarm operator.

Roy Schnaible ('48) is assistant vice-president of Pacific N.W. Bell Telephone.

Anthony J. Vidulich ('46) works for the Right of Way Section of the Transportation Department's Operations Division as a title supervisor.

James M. Vranizan ('47) is the secretary-treasurer of the Vranizan Co., Inc.

50's

Dale R. Allen (BS '57) works for Pioneer National Insurance as a supervisor.

Jerraine Bakken (BA '58) has three boys, is a homemaker and teaches at the Lutheran Bible Institute.

Clytis Beloit (BS '56) is a social studies teacher at Jackson High School.

Gene R. Bentley (BS '58) teaches music and has his own trumpet and trombone studio in Portland.

Lloyd T. Bergman, Jr. ('50) is a science teacher and football coach at Ft. Vancouver High School, Vancouver, Wa.

Darrell Brandenburg (BA '58) is the principal at the Harry S. Truman Elementary School in Vancouver, Wa.

Irwin Jay Caplan (BS '57) is editor of the Daily Journal of Commerce.

Joanne H. Dahlke (BS '58, MS '76) teaches at the Kellogg School.

Mitchell G. Drake ('50) is vice-president and secretary-treasurer of the Don Drake Co. (contractors).

William A. Drapeau ('50, BS '57) works with IBM in Portland.

Marlin R. Goebel ('50) is president of Goebel, Pollard & Co., P.C. (CPA).

Helen L. Hess ('59) teaches at Sunnyside School.

Judith Tyle House ('59) plays the viola and is a dancer. She is married to a horn player from Seattle and they play together for a symphony orchestra in Brazil.

Gordon A. Hunter (BS '59) once a PSC Viking editor, is now a real estate agent with Oster and Associates, Inc.

Dale Ross Jersey ('50) is president of John L. Jersey & Son, Inc., an excavating firm.

Walter Norton ('59) is a physician.

Harold Lee Settemier ('59) once a music teacher in the San Francisco Bay area, Harold has since become an antique dealer.

Mary Helen Wilder ('58) a physician from the U. of O. Health Sciences Center is currently a medical missionary in Pakistan.

60's

David Baker (BS '68) is now assistant vice-president of the statewide bank for First National Bank of Oregon.

David Belles (BA '60) is executive vice-president of First National Bank of Oregon.

Ellen M. Benedict (BS '65, MS '69, Ph.D. '78) is a research assistant with PSU. She led a team of students and graduate workers in analyzing the causes underlying the beaching of sperm whales at Florence this summer.

Ronald Bogh (BS '62, MS '75) is supervisor of the Portland Adult Corrections Office.

David R. Brandes (BS '67) is senior information systems specialist with Battelle-Northwest, Inc.

James A. Brown (BS '66) works for the State Children's Services Division in McMinnville as the branch manager.

Corinna Campbell (BA '66) has recently been involved with the Portland Art Museum's "Art About Art" exhibit, where she designed the exhibition poster.

Perry Carandanis (BS '60, MST '69) is an art teacher at Franklin High School.

Ellen Currans ('68) helps run a pottery shop with her husband Tom and has recently had her work shown at the Lawrence Gallery in Bellevue, Oregon.

Walt Curtis (BA '66) was called "Portland's most visible street poet" in a recent Willamette Week review. He is also one of the stars of local moviemaker, Penny Allen's film "Property." He has recently published a new book, *Packneck Country* and a short story, "Mala Noche."

Rena Mae Cusma (BS '69) is director of the Multnomah County Environmental Services Department.

Daniel McWilliams (BA '68) is a co-founder of McWilliams-Church Co., an advertising firm in Portland which has risen to prominence in the seven years since its founding.

Albert L. Menashe (BS '60) is an administrative law judge in the Portland office of the State Workmen's Compensation Board.

Peter C. Morgan (BS '66) is a contractor and carpenter.

Caroline Norton ('60) is a retired teacher and now a homemaker.

Caroline Price ('60) an ex-teacher, is currently a substitute teacher and cares for her three children.

Harry Price ('61) is principal of Rainier Elementary School.

Nancy Rangila ('69) in addition to her other work, was involved this past spring in a seminar at Marylhurst Education Center entitled, "I Give, Devise and Bequeath" concerning financial planning and the writing of wills.

Wayne Richard Robbins (BS '60, MS '69) after three years with California/Hawaii Consortium for Community Education in San Diego, is moving to Michigan to become program officer for the C.S. Mott Foundation.

Carol Jo Skala (BS '60) is one of our alumni listed as missing in a recent

Perspective article. She has recently been identified as living in Shingle Springs, California near Sacramento.

Ron Subotnick (BS '65) is trying his hand at theater arts and is writing plays.

Robert Ronald Thurman ('60) was a Campus Crusade Missionary in Indonesia and is now a ministry discipleship at the First Baptist Church in Bend.

Prudence M. Twohy (BA '69, MA '72) teaches at the Catlin Gabel School.

70's

Stephen L. Adams (BS '75) is the manager of The Old Store in West Linn.

Anne Bargar (BA '74) is in charge of amplifying the director's ideas and assuring that the cast learns it parts in the 19 productions to be put on this Opera season after a summer with the Santa Fe New Mexico Opera as an assistant director.

Vynn Berg (BS '72) works with the Commercial Insurance Agency.

Alum takes aim at apathy

Making education count — turning the bitter into the sweet for some of Portland's hardest-to-reach students is the job of PSU alum Rance Spruill.

Spruill, 38, is the head of the Albina Youth Opportunity School; an alternative middle and high school program for students who've either dropped out of school or don't have the basic skills to remain there.

Spruill's students, who range in age from 10 to 18, come to the school voluntarily, usually on a referral from juvenile court, the state's Children's Services Division, parents or the Portland School District.

Motivating kids to drop the "I don't care" attitude toward school instead of school itself takes tenacity and good humor in the face of almost unbeatable financial and psychological roadblocks which confront the center and its students. Luckily Spruill, a former Jefferson High School football player and bus driver who earned a bachelor's degree in General Studies at PSU in 1973, is blessed with both qualities.

At the moment he must deal with a \$40,000 hole in the program's annual \$66,000 operational matching fund. If the school does not receive the money from individual or group donations, it may have to cut back on its programs, says Spruill.

Financial insecurity is not an uncommon phenomenon among programs like this — but what compounds the financial woes, says Spruill, are the more human problems his students face.

Greatest among those problems are the frustrations and apathy that Spruill says he sees in the students he counsels.



Rance Spruill

"We try to work them away from attitudes of 'I don't care.' They give you the impression of apathy. But if you didn't have ways to make it through the maze of life, you'd be apathetic, too."

The fact that they've opted to try out the center is saying a lot for the young students, says Spruill, who questions his own ability to have made it given similar circumstances.

Whether or not he could have weathered similar circumstances seems to be a moot point. The fact that Spruill has been with the program since it began in 1967 is testimony enough that he's committed to helping others make it.

For more information on the Albina Youth Opportunity School, contact them at 3710 N. Mississippi, Portland, Ore. 97227, 288-5813.

Ellen Mary Zurawski Boyce (BS '78) is the director of the local Senior Citizens Nutrition Program.

Kenneth L. Chorpennig (BA '78) was recently commissioned from Officer Training School in Lackland Air Base in Texas and has now been sent to Navigation School at Mather Air Force Base.

Nathan J. Coleman (MBA '78) recently graduated from a health services administration course in Texas and has been assigned as Assistant Hospital Administrator at Wiesbaden Air Force Base in West Germany. This facility is the regional center for all U.S. military and civilians in Europe.

Martin R. Cranton (MS '76) is the planning director for Multnomah County. He will soon become the planning director of the Charlotte-Mecklenburg Planning Commission in Charlotte, North Carolina.

Carl Gregory Danielson (BA '73) is a graphic artist in West Linn.

Nancy J. Doughty (BS '75) is a county planner for Clackamas County.

Lindsey Fessler (BS '71) entered the American Graduate School of International Management's Thunderbird campus in Glendale, Arizona this summer.

Dennis Michael Goss (BS '74) is a branch manager of the Shindler-Haughton Elevator Company. He runs company operations in Oregon and Washington.

Lucinda Lee Graf (BS '75) is personnel administration specialist with Farmer's Insurance Company.

Gerry Griffith (BA '71) is committee administrator for the State House Education Committee.

Margot Hansen (BS '77) works for the Multnomah County Department of Taxation and Assessment as an appraiser.

Hazel G. Hays (BS '73, MS '74) formerly manager of the Albina Human Resources Center and most recently manager of State Family Services for the Multnomah County Region, has just been appointed to the State Parole Board in Salem.

J. Harold Heaton (MBA '71) was named senior vice-president of the Nicolai Company, the nation's largest manufacturer of fir and hemlock entrance doors, in late June. The company is headquartered in Portland.

Robert M. Hight (MSW '73) is a clinical social worker with the US Air Force in Europe.

Glenda Overacre Hill (BA '77) is married and working at the Kaiser Foundation Alcohol Treatment Center.

Conspiracy is "otterly" wacky!

What's the wildest, wackiest thing you can imagine happening to you or your friends? If you could, would you have a man dressed up in a gorilla suit, abduct a co-worker as the prelude to her going-away party? Would you delight your eight-year-old by having a real-life Tarzan swing out of a tree at a backyard birthday party?

If your answer to either of these questions is yes, you may be a candidate for the services of one insanely creative PSU alum, Robert Hunter and his "Otter Conspiracy."

The conspiracy, reads Hunter's yellow and red business card, is the "purveyor of happenings", a kind of zany leasing company that specializes in "creative abductions for that special someone, choreographed parties and off-beat caterings."

Whatever you want to happen — Hunter and a band of his merry friends (mostly starving artists, waiting to be discovered) will do it. And if you don't have a clear idea of what you want — they'll be happy to create something for you.

"We'd deliver an ice cream cone to someone in Fairbanks," says Hunter, a 1978 graduate of PSU's Department of Theater Arts, who started the "conspiracy" named after the "playful" otter, this spring.

Since that time Hunter and his crew (many of whom, he says, are PSU alumni) have staged a parade down

Broadway complete with fire-eaters, magicians and 150 balloons, served a catered lunch (in complete costume) in the park blocks and procured a llama and a pigmy goat for some undisclosed prank.

Of course, there have been the more mundane requests for singing telegrams and cake emergencies — which, Hunter adds quickly, the "conspiracy" is happy to take on.

Fees for conspiracy services vary anywhere from \$25 to \$10,000 depending on the request and the amount of travel time necessitated. "We'll go anywhere in the world," he's quick to point out.

Although they have no limitations on the amount of craziness they'll inject into a request, Hunter says his troupe would never design or perform an event that was in any way intimidating or belittling. "We might run up to a guy with a huge lemon meringue pie, but we'd stop short before we'd throw it," he said reassuringly.

Hunter has a background in theater, having come to Portland in 1973 and worked for a couple of years with the Coaster Theater in Cannon Beach and with a since-folded theater group. Prior to forming the "conspiracy", Hunter made ends meet with a CETA job as an engineer with the city of Portland.

According to the native Virginian, it's difficult for actors and other performers to get jobs in Portland because the



Robert Hunter

competition is so steep and because support for theater in Portland, is less than overwhelming.

Hunter figures that in addition to creating a business that's fun (and hopefully lucrative) he's providing jobs for some deserving if yet unrecognized talents.

So, the next time you're looking for a little something to liven up a traditional dinner party or birthday celebration, consider the Otter Conspiracy — they're listed in the phone book under "wild and crazy guys."

Arthur Honeyman (MA '74) after recently running for a seat on the school board in Portland, was named by Labor Commissioner, Roberts, to be coordinator of the State Bureau of Labor's Research Project. He will do research on the needs and problems of the handicapped. Arthur has cerebral palsy.

Leland Edward Hunefeld (BS '72) graduated in June from the Claremont School of Theology with a Master of Divinity and Doctor of Ministry degree.

Eileen G. Wallace Johnson (BS '74) is a data programmer at Tektronix.

Andre Kimboko (MST '70, Ph.D. '78) is the affirmative action officer with the State Transportation Department in Salem.

Kimberley Koehler (BA '74) is a newscaster on KOIN-TV.

Randi Christine Martin (MS '75) just received a Ph.D. in Arts and Sciences from Johns Hopkins University in Baltimore.

Jon Olinghouse (BA '72) makes a number of educational and police-training movies. One, "The Squires of San Quentin" was

nominated for an Academy Award in documentaries this year, and another film, "Who Do You Tell?" is helping Portlanders with the problems of victimized children.

John Milton Pitcher (BS '76) is an inspector with the Immigration and Naturalization Service.

Joan Elizabeth Powers (BA '75) was recently graduated from the American Graduate School of International Management in Glendale, Arizona with a Masters in International Management.

Alex Roca (MA '72) has put out a study for the Pacific Northwest Regional Commission on ways to expand trade opportunities with Latin America.

J. Mark Saltman (BS '78) is an environmental health specialist with the County Health Department.

Brad Skinner ('70) is eastern area marketing manager for Schneider Transport in Green Bay, Wisconsin.

Marilyn Smith ('75) is in charge of public relations and public relations at Good Samaritan Hospital.

James W. Stuff (BS '76) is an insurance salesman with New York Life's Willamette Branch office.

Ben Talley (MS '72) is the director of the Albina Human Resources Center.

Pamela Ann Turner (BA '78) is the director of recreation on Guam.

Victor Mark Trelawny (BA '75) is now a faculty member at Arizona.

Bradley J. Toynbee (BS '78) was recently graduated from the Marine Corps Basic Training School in Quantico, Virginia.

William S. Walker (BS '73) works for the City of Portland as the area director for the East County Area Office of the Portland Housing Authority.

Terrie Wetle (BS '68, MA '71, Ph.D. '76) formerly with the School of Urban Affairs faculty and the Institute on Aging at PSU, has moved back east. She is on leave temporarily with HEW's Administration on Aging. She will soon join the faculty of Yale Medical School's Epidemiology/Public Health Dept.

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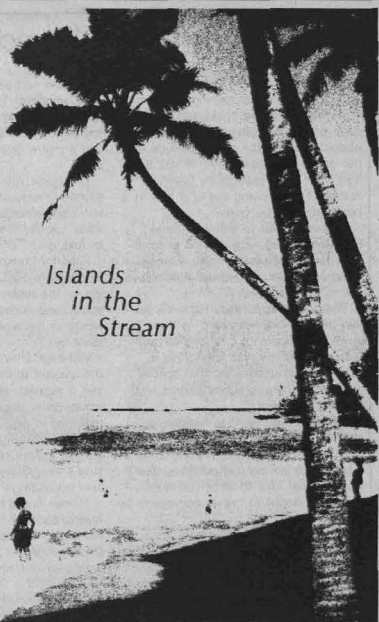
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Islands in the Stream



Now seasoned

It will be the same wide-open offense, but with a new Atlanta defense employed by Portland State's Vikings when the 1979 football season kicks off in Portland Civic Stadium, Saturday, September 8, 7:30 p.m. The goal of energetic Athletic Development chief Bob Josephson is to "sell out the stadium" for that night as the Vikings host defending Big Sky champion Northern Arizona.

Beginning his fifth year as head coach of the Vikings is colorful "Mouse" Davis — PSU's most successful head coach to date. Under "Mouse", the Vikings are 28-16, and a near-perfect 21-1 at home. Since Davis took over as head coach, the Vikings have led the nation in passing and

Sport Shorts

June Jones (1976) and Dave Stief (1977) are back in the NFL this season with the Atlanta Falcons and the St. Louis Cardinals, respectively. Jones backs up Steve Bartkowski with the Falcons, while Stief is pushing for a starting job in his second season in the pros.



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Jim Dunn, PSU's All-Northern Pacific League second baseman in 1979 and All-NorPac pitcher in 1978, has signed a substantial bonus contract with the San Francisco Giants. Dunn, the son of head baseball coach Jack Dunn, was the Giant's six-round draft choice and has been assigned to the team's Fresno, California league.

Dunn will be back in school next winter term to complete work on his business administration degree. He has a 3.2 grade point average and was named second team Academic All-American in 1977 when he had a 10-1 pitching record. Dunn hit .392 in league play and committed only three errors in 49 games at second base.

The Viking Athletic Association has elected new officers. Jess Rogerson is the new president, replacing long-time supporter Al Giusti. Joe Fulop and Bob Grant will serve as vice presidents.

James Todd, vice president for finance and administration, will remain as secretary-treasurer.

The VAA's goal for the coming year is to raise \$195,000 in scholarship funds for men's and women's athletics at PSU.

Vikings kick-off season September 8

total offense, first in Division II, and last season in the newly-created Division 1-AA (second highest NCAA football classification).

Familiar faces abound on this fall's pre-season roster, with only wide receiver John Urness absent from the '78 pass-catching corps. The team's extra year's development in size, strength, speed and skill paint an optimistic picture for the Viking's 1979 season. Last year's excellent freshmen and sophomores, who saw considerable playing time in key positions, are now sophomores and juniors, with only five seniors on the entire 65-man roster.

*At quarterback will be 6-3, 214-

pound junior Neil Lomax, who completed 55 percent of his passes for 3,506 yards and 25 touchdowns in 1978. Pro scouts have told "Mouse" that Lomax could easily be a first round draft pick in 1981 if he continues his present rate of improvement.

The fullback is 6-1, 228-pound Joel Sigel, another junior, 12-15 pounds heavier than when he rushed for 725 yards and gained another 536 by catching 54 passes. "The Birdman" hit the end-zone 18 times as a sophomore and is destined to become PSU's career scoring leader in only his third season.

Returning front-line receivers include juniors Stu Gausson and Ken Milosovich, senior Robin Pflugrad, and sophomores Jeff Peterson, Jeff Rudolph, and Dave Simantel.

The offensive line is led by 6-6, 245-pound third-year starter Kurt Ivanoff. Sophomores Jeff Long and Matt Lawrence saw starting time in the front five in their first season.

Defense will be led by now-seasoned juniors Ron Seawell (225, strongside end), strong safety Doug Rabe and cornerbacks Scott Martin and Kevin Alexander, and an experienced sophomore group that includes down-linemen Fred

Nordgren, Charlie Brown, Kevin Grillo, and Doug Wright, and linebackers Mark Peterson, Kurt Wilmarth, and Phil Hopkins.

Top newcomers are 6-5, 215-pound wide-receiver Clint Didier from Columbia Basin Community College and 6-2, 185-pound free safety Larry Hill from Walla Walla Community College. Football practice begins on August 20.

All 11 games this fall will again be broadcast on KYYI Radio (1520 AM).

Those wishing information about home game tickets or football trips may contact the Athletic Development office, 229-4000.

1979 Viking Football Schedule

Notes and comments on this year's Viking schedule and opponents:

Sept. 8: Northern Arizona at Portland Civic Stadium, 7:30 p.m. Coach Joe Salem turned NAU into a big winner (26-17 in four years), and departed for the head coaching job at Minnesota after winning the Big Sky Conference last season. The 8-2 Lumberjacks have 13 starters, 36 lettermen, and 9.5 speed at the receiver positions. A new coach and the loss of two running backs, plus the home field advantage, give the Vikings upset hopes in this big season opener.

Sept. 22: Weber State at Wildcat Stadium, Ogden, Utah, 7:30 p.m. Improvement is the key word for Weber State. Despite a 4-7 overall record, the Wildcats' 78 finish, in which they defeated Idaho 51-6, Idaho State 34-12, and Utah State 44-25, was impressive. Weber will open up; they led the Big Sky in passing and total offense last season, and also were number one in overall defense.

Sept. 29: Humboldt State at Portland Civic Stadium, 7:30 p.m. Although 5-6 last season, HSU jolted the Vikings last year at Arcata with an aggressive defense that sacked PSU quarterbacks 11 times. Veteran Coach Bud van Deren will have big, tough personnel as usual. Top receivers return but offensive backfield was lost to graduation.

Oct. 6: Puget Sound at Portland Civic Stadium, 7:30 p.m. The Loggers were 9-1 in first year under PSU Ron Simonson including a 23-12 win over Montana at Missoula. Key offensive people return: quarterback Ivy Iverson, running back Wyatt Baker, top receivers Baker and Keith Brown. Top linebacker Mark Madland and kicking specialist Brent Wagner were important losses to graduation.

Oct. 13: Cal State-Northridge at Portland Civic Stadium, 7:30 p.m. Former

Oregon lineman Tom Keele is CSN's new coach, inheriting 5-5 club that handed PSU a 42-27 loss at Los Angeles. Several JC All-Americans head a group of impressive recruits that include Rick Minyard from Pierce College, expected to quarterback a new pro-style offense. Front five on offense will average over 240. Speedy running backs will also pose problems for the Vikings.

Oct. 20: Northern Colorado at Jackson Field, Greeley, Colorado, 1:30 p.m. Bears were 4-6 last year but handled Northern Arizona 33-6, Cal Poly 15-10, and have an 81-38 record in 14 seasons under Coach Bob Blasi. Top rusher and two receivers who caught over 35 passes each are back. Defensively, eight of 11 starters return. UNC was second in NCAA II in passing last year.

Oct. 27: Cal Poly-San Luis Obispo at Portland Civic Stadium, 7:30 p.m. Mustangs made the playoffs with 7-2 record last year and still have an experienced, skilled football team. Tailback Louis Jackson rushed for 267 yards against Portland State and teamed with flanker Robbie Martin to score 38 touchdowns during the season. The offensive line returns in tact, with four of five starting for the third season. Craig Johnston is an outstanding passer and field general.

Nov. 3: San Francisco State at Cox Stadium, San Francisco, 1 p.m. The Gators hit bottom in 1978 with a 1-9 record, but graduated only 13 seniors and still have top running back Dan Priest, an All-Far West selection. Another top returnee is Don Sutton, who led the nation with 10-interceptions as a freshman. Coach Vic Rowen starts his 19th season at SFS with an overall 92-84 winning record.

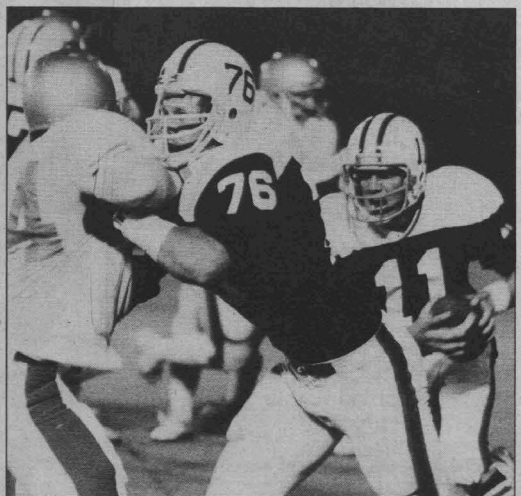
Nov. 10: Idaho State at Portland Civic Stadium, 1 p.m. The return of four All-Big Sky players and 14 sophomores

who started at least one game as freshmen help make the Bengal Boosters optimistic about their season. Split end Greg Smith caught 49 passes last year, punter Case deBruyn was second nationally in punting at 41.2, and tailback Eddie McGill, ex-Mt. Hood CC tailback, is back from an injury that caused him to red-shirt in 1978. ISU upset Northern Colorado 9-7 at Greeley for a major win last season. That, and a 27-13 win over PSU in Pocatello, made ISU 2-9.

Nov. 17: University of Montana at Missoula, 1:30 p.m. The Grizzlies posted 5-6 mark last year and last at PSU 27-16, but were second in Big Sky at 4-2. This is their most experienced team in several seasons: 41 lettermen, 15 starters. Montana will not have a warm

welcome for the Vikings one week before Thanksgiving.

Nov. 23: U.S. International at San Diego Stadium, San Diego, 8 p.m. This is a Friday night affair, the day after Thanksgiving, in the 52,000-seat San Diego Stadium, as the Vikings earn a deserved holiday trip south after visiting Montana the previous Saturday. USIU is up-grading, with sights set on Division 1-AA by the time they pay a return trip to Portland in 1981. The quarterback will likely be Mike Kennedy, who started five games for the University of Oregon last season, passing for 257 against USC. Four JC All-Americans and a 260 pound lineman from University of the Pacific are other touted transfers.



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