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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
SEPTEMBER 4, 1984

NEWS PEOPLE: For further information
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SYMPOSIUM WILL ADDRESS
INFORMATION ACCESS

(FOR IMMEDIATE RELEASE)

"Telecommunications and the Myth of Access," a symposium on issues of access and use of telecommunication technology, will be held Sept. 19 at the Sheraton Midway hotel in St. Paul.

The symposium will begin with a 9 a.m. session devoted to barriers to information access such as cost, user intimidation, aesthetics of machines, system structures and others of interest to librarians and information professionals. A 1:30 p.m. session will examine avenues to information access and changes in the regulation, management and use of information created by developments in telecommunication technology. The gathering will end with the 7 p.m. presentation, "Directions and Evolutions in Telecommunication," by Robert C. Haavind, editor of "High Technology."

The symposium is sponsored by the Minnesota chapter of the American Society for Information Science and the Minnesota chapter of the Special Libraries Association in cooperation with the department of conferences, continuing education and extension, at the University of Minnesota.

The fee for the symposium is \$70, which includes materials, instruction, lunch, coffee breaks and an evening banquet. Extra banquet tickets may be purchased for \$20. Application for registration accompanied by the full fee should be received one week before the symposium. After that time, reservations can be confirmed by calling (612) 373-5361. A \$60 refund will be made if a registration is cancelled in writing before the symposium. For further information and a brochure, call Lori Graven at (612) 373-5361.

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(AO,3,4d,12;B1,8;CO,3,4d,12)

MTR
N47
GASP

Feature story from the
University of Minnesota
News Service, 6 Morrill Hall
100 Church St. S.E.
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Telephone: (612) 373-7517
September 4, 1984

Editor's Note: Burger will be in
Minneapolis through Sept. 9, after
which he will leave for the rest of
his lecture tour. Photos of Burger and
his toys are available from the
University of Minnesota News Service.

WEST GERMAN PROFESSOR 'TOYS' WITH
MECHANICAL PRINCIPLES

By Deane Morrison
University News Service

The ancient Druids had some pretty sneaky ways of controlling their tribes. One way was to show the people that supernatural forces backed up the Druids' actions. Convicts were told that the Druids would spin needle-shaped stones to determine if their conviction were just. If the stones spun in the right direction, the prisoners could go free. Not too many did.

The Druids may have been reluctant to divulge the secret of their magical "Celtic stones," but Wolfgang Burger has no hesitation. Burger is a visiting professor in aerospace engineering at the University of Minnesota and heads the Institute of Theoretical Mechanics at the University of Karlsruhe, West Germany. He explained that the stones, shaped like bananas cut lengthwise, would balance on the curved side. And although they appeared perfectly symmetrical, they weren't quite; their slight unevenness allowed them to spin in only one direction.

"The Druids promised the convict that if the stone spun the right way he would be released, knowing full well that the stone only spun the other way," said Burger. "It was an oracle that served to reinforce the Druids' judgments."

Celtic stones have given way to appellate courts, but Burger has found that replicas of the stones are quite useful in demonstrating mechanical principles and problems. He started using toys as teaching aids six years ago to attract graduate students to the field of mechanics. The project grew into nearly a second career for Burger, who became such an expert on the mechanics of toys that West German television had him do a show for four years. The show featured a competition between contestants who had to figure out why experiments worked as they did or to predict how various gizmos worked.

(MORE)

Burger has brought a large box of toys on his current lecture tour of the United States. They add color and even amusement to his lectures, which he delivers in fluent and enthusiastic English. Among them are several varieties of yo-yo, a toy with a long history and important technological applications.

"A bowl dating to about 450 B.C. shows a Greek playing with a disk on the end of a string -- revealing that the yo-yo was known in classical antiquity," Burger said. Whether the yo-yo was a Greek or Chinese invention, or both, is not known, but Burger is skeptical of claims that peoples of the Philippines developed it from a hunting weapon. For one thing, the double disks are too dull to make an effective weapon. Also, the yo-yo works by storing energy in the rotation of the disks during descent, which leaves less energy available for speed. Thus the yo-yo must slow down as it travels down the string. It is more likely that the hunters hurled stones with strings attached at their prey. They could then easily retrieve the stones if they missed the target.

Burger said that researchers trace the modern yo-yo to its appearance in Paris as the "joujou de Normandie" in 1791. It was a favorite of French nobles, some of whom took it to Germany as they fled the Reign of Terror. Perhaps the most famous yo-yo player of the Napoleonic era was the Duke of Wellington.

The fascinating ability of the yo-yo to climb up its string results from the energy stored in the disks' rotation. As the disks reach the end of the string they are spinning too rapidly to simply stop. To keep spinning they must recoil the string, which means moving upward. Scientists have put this energy of rotation to use in the "satellite yo-yos." These satellites were made to spin fast in order to stabilize them in orbit during separation of the last stages from the main body of the craft. Attached to the outer wall of the satellite were two strings with masses at their ends. After separation, the satellite's spin was slowed by letting the strings unwind and fly off, taking some of the satellite's rotational energy with them.

Burger has specimens of another rotating toy that has long intrigued mankind
(MORE)

-- the boomerang. Boomerangs can take many forms, said Burger, and most will return if properly thrown. How far a boomerang will travel before returning depends mostly on the shape of the wings and not on how hard they are thrown. The wings are turned by the flow of air past them, which creates lift, the same force that gets airplanes off the ground.

"Boomerangs come with either two or four wings," said Burger. "The four-winged kind is preferred by scientists studying the aerodynamics of flight because it is symmetric, and thus simpler to work with."

Australian aborigines made only two-winged boomerangs because they lacked the technology to glue together the pieces for a four-winged type. Their hunting boomerangs were very broadly curved and could not return; however, they had a long flight path and could inflict great damage on prey. Their returnable boomerangs were more sharply curved and were used for sport. Both types were carved from single slabs of wood.

Another toy in Burger's collection is the tail-wagging dragon, a string of green blocks with two sets of wheels. The first block is carved and painted to resemble a dragon's head, but is, like all the other blocks, symmetrical. Burger used a string attached to the dragon's mouth to pull it along, taking care to pull straight and steadily. The dragon followed, but the blocks lurched first one way then another, moving the dragon's body in a sinuous fashion. The tail was especially energetic, lashing back and forth in a steady rhythm.

"The blocks are analogous to trailers being towed behind a car," said Burger. "It is dangerous -- and illegal -- to pull more than one trailer because they swing widely as the blocks do. We think that straight motion is theoretically possible, but the tiny perturbations that cause the wobbling get amplified down the dragon's body. As far as I know I'm the only one using the dragon to study this type of wobbling, but there are certainly other scientists working on the general problem of trailer stability."

Burger will travel to other American universities this summer and fall, lecturing on the scientific virtues of toys. Meanwhile, anyone who comes upon a group of engineers bouncing balls off walls or having a yo-yo contest should be reassured to see them working so hard.

DITW
MAY
GROUP

UNIVERSITY OF MINNESOTA
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SEPTEMBER 7, 1984

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**SHERBURNE NAMED CONSULTANT
IN SEARCH FOR U OF M PRESIDENT**

(FOR IMMEDIATE RELEASE)

Neil Sherburne, former chairman and longtime member of the University of Minnesota Board of Regents, has been appointed as consultant to the regents in their search for a new university president.

Sherburne, 66, who served as a regent from 1969 to 1981, has numerous contacts in higher education circles throughout the country as a board member of the Association of Governing Boards of Universities and Colleges (AGB), a national association of university and college regents and trustees.

"As former chairman of the AGB, he has more contacts in higher education than most anyone else in the country," said Lauris Krenik of Madison Lake, chairman of the regents. "He may know of someone who may be available for the presidency. It's a unique opportunity to make use of the expertise he has."

Sherburne headed up a regents' presidential search committee in 1974. That search ended in the selection of C. Peter Magrath as university president. In June Magrath announced his resignation to become president of the University of Missouri. The regents named Ken Keller, vice president for academic affairs at the University of Minnesota, as interim president until Magrath's successor is chosen.

At their August meeting, the regents appointed an advisory committee consisting of seven faculty members, four students, one civil service employee and one university administrator to aid in the presidential search. The deadline for receiving applications for the presidency is Nov. 15.

"The search for a new university president is important not only to the regents, but for the whole state of Minnesota," Sherburne said. "As a longtime

(MORE)

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citizen, I'm available and ready to assist in any way I can."

Sherburne, from Woodbury, served as chairman of the regents from 1975 to 1977. As secretary-treasurer of the Minnesota AFL-CIO for 22 years, he brought an industrial relations and labor perspective to the regents.

He was a member of the U.S. Commission on Public Diplomacy, which oversaw cultural, educational and informational exchanges between the United States and other nations. Sherburne is also a member of the governor's commission that studied the future of post-secondary education in Minnesota. Additionally, he serves as a trustee for the Minneapolis College of Art and Design.

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(AO,1;B1;C1)

BROADCASTERS: A taped report from the regents meeting can be obtained at (612) 373-7676 from 4 p.m. Friday (9/14) until noon Monday (9/17).

UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
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SEPTEMBER 7, 1984

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MEMO TO NEWS PEOPLE

The University of Minnesota's operating and capital improvement budget requests to the state Legislature for fiscal years 1986 and 1987 will be acted on by the Board of Regents at 10:30 a.m. Friday (Sept. 14) in 238 Morrill Hall.

Proposed funding requests for the university's operating budget represent about a \$142 million increase over the last biennium. Administrators have tentatively requested a \$125 million capital improvement budget.

The regents may also take action Friday on a proposed, multimillion dollar, multipurpose telecommunication facility. Plans are to construct an underground facility adjacent to Morrill Hall.

Here is a schedule of meetings and a sample of agenda items:

--Special meeting of full board, 9 a.m. Thursday (Sept. 13), 238 Morrill Hall. Appeal by C. E. Mueller of the Recreational Sports office. Meeting may be a non-public hearing.

--Special meeting of committee of the whole, 10:30 a.m. Thursday, 238 Morrill Hall. Update on university's telecommunication project.

--Educational policy and long-range planning committee, 1:30 p.m. Thursday, 300 Morrill Hall.

--Budget and legislative coordinating committee, 1:30 p.m. Thursday, 238 Morrill Hall. Discussion on capital improvement and operating budget requests to the state Legislature.

--Physical plant and investments committee, 3 p.m. Thursday, 238 Morrill Hall. Discussion on issuing up to \$80 million in variable-rate demand notes, which would be used to pay university debts.

(OVER)

MEMO

-2-

--Faculty, staff and student affairs, 3 p.m. Thursday, 300 Morrill Hall.

--Committee of the whole, 8:30 a.m. Friday, 238 Morrill Hall. Action on capital request and on operation and maintenance special requests.

--Full board meeting, 10:30 a.m. Friday, 238 Morrill Hall. Final action on votes taken in committee.

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UNIVERSITY OF MINNESOTA
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SEPTEMBER 10, 1984

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U OF M OFFICIALS SELECT VENDOR
FOR NEW TELECOMMUNICATIONS SYSTEM

(FOR IMMEDIATE RELEASE)

University of Minnesota officials have selected an offspring of the de-regulated AT & T as vendor for a \$20 million to \$25 million state-of-the-art telecommunications system that will be housed underground on the Minneapolis campus.

FirsTel, a newly formed subsidiary of U.S. West, the parent firm of Northwestern Bell, was favored over four other vendors. The new system will provide more efficient and less costly telephone and data communication for up to 23,000 phones and an estimated 1,200 to 1,500 microcomputers and word processors on the Minneapolis and St. Paul campuses. The voice-data system, along with a high-capacity, high-speed data communications system and an updated closed-circuit TV system, are scheduled to be operational by the summer of 1986.

For the past five years, university administrators have been mapping a change-over from the current leased telephone and low-speed data transmission system to one that could be university-owned and operated and would feature multi-functional telephones and higher-speed data transmission.

Estimates are that during the next few years, costs will rise substantially for the university's present telephone equipment and services. These costs for the 1983-84 fiscal year were \$4.8 million, and officials say that once the new system is in place, operating costs should not rise more than 5 percent per year. The university will finance the system with tax-exempt, variable-rate demand notes, and that debt will be paid off in 10 years or less through normal telephone charges to university departments.

In recommending FirsTel for contract negotiations, University President C. Peter Magrath mentioned the firm's "strong local presence and a commitment to Minne-
(MORE)

sota" through its ties with U.S. West and its affiliate Northwestern Bell. Magrath described InteCom, a Dallas-based firm that will supply FirstTel with the telecommunication equipment, as having particularly well-suited voice-data switching capabilities and physical design for the university. Each of the other vendors is capable of providing high-quality telephone service, officials said, but the university has opted for FirstTel because it provides the greatest flexibility and integration of voice-data capabilities. The bulk of the telecommunications system will be housed in an approximately 17,000-square-foot underground building adjacent to Morrill Hall.

The selection of FirstTel by Magrath, three university vice presidents and six university telecommunications committee members will be reviewed by the Board of Regents in a special meeting Thursday morning. Following the review, the university will initiate contract negotiations with FirstTel, with the anticipation that the regents take final action on the contract in October. Construction on the new system is scheduled to start this fall, with the first service scheduled for the new hospital addition, Unit J, in March 1986.

The four other firms that submitted proposals for the four-component telecommunication facility are Contel Inc. and Centel Inc., Atlanta- and Chicago-based firms, respectively, that operate local telephone companies and sell telecommunication equipment; AT & T Information Systems, a New Jersey-based firm that sells telecommunication equipment and services; and Intecom, which proposed its own system. Eight firms had initially submitted proposals to the university.

For the university's telephone users, the system will be capable of automatically redialing busy numbers, conference calling, transferring a call and leaving messages. For the university's computer and word processor users, the system will mean data transmission at considerably higher speeds and without use of special equipment.

The new system is scheduled to provide support and access for a proposed on-line library card catalog system, a proposed supercomputer institute and a variety of computer networks that have either sprung up or are being planned at the university.

UNIVERSITY OF MINNESOTA
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SEPTEMBER 11, 1984

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U OF M TO HOST REGIONAL HEARING
ON EXCELLENCE IN EDUCATION

(FOR IMMEDIATE RELEASE)

The University of Minnesota will host a Sept. 25 and 26 regional hearing of the National Commission on Excellence in Teacher Education, a 17-member panel examining the quality of teacher preparation in the United States.

The commission, which grew out of the 1983 "Nation at Risk" report, was established this spring to review the status of teacher training programs, to study problems in teacher education, and to make recommendations to higher education as well as federal, state and local school authorities.

The commission's first regional hearing will be at the Earle Brown Center on the university's St. Paul campus and will be followed other regional hearings in Austin, Texas, Atlanta, New York and San Francisco in October.

The theme of the hearing at the University of Minnesota will be "Research and Teacher Education." Topics will include research findings on teacher education; teacher training in other countries; the next generation of teacher training programs; and research methodologies appropriate to teacher education.

On the afternoon of Sept. 25, research papers solicited by the commission will be discussed in a seminar open to the public. On the morning of Sept. 26, commission members will visit local teacher education programs. That afternoon, the public is invited to present oral and written testimony to the commission. Anyone interested in testifying should contact William Gardner, Dean of the College of Education, at 104 Burton Hall, 178 Pillsbury Drive S.E., University of Minnesota, Minneapolis, MN 55455 or at (612) 373-9880. Advance notice is required.

(MORE)

COMMISSION

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The commission includes two Minnesotans, C. Peter Magrath, who is chairing the panel, and Dr. Joan Parent of Foley, who is the president of the National Association of School Boards. Other members include Bob Graham, governor of Florida, the presidents of the National Education Association and the American Federation of Teachers as well as 12 other federal, state and education officials.

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AO, 14, 15, 16; B1, 11; CO, 14, 15, 16; DO, 15)

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UNIVERSITY OF MINNESOTA
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SEPTEMBER 14, 1984

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MURTHY NAMED ASSOCIATE VP AT U OF M

(FOR IMMEDIATE RELEASE)

V. Rama Murthy, head of the School of Earth Sciences and former acting dean of the Institute of Technology at the University of Minnesota, has been named associate vice president for academic affairs. His appointment was approved Friday (Sept. 14) at the meeting of the university's Board of Regents. He will replace Albert J. Linck, who has accepted a post as provost and academic vice president at Colorado State University.

A native of India, Murthy received degrees in geology from Andhra University in Waltair, India, and the Indian School of Mines in Dhanbad before earning a master's and a Ph.D. from Yale University. He served as research fellow in geochemistry at the California Institute of Technology and as assistant research geochemist at the University of California, San Diego, coming to the University of Minnesota in 1962 as an assistant professor. He has been a full professor since 1969 and head of the School of Earth Sciences since 1971 and served from 1983 to 1984 as acting dean of the Institute of Technology. Murthy also served as visiting professor at the Indian Institute of Science in Bangalore from 1973 to 1974.

Kenneth Keller, vice president for academic affairs, called Murthy a candidate of outstanding credentials and capacity. "Dr. Murthy has served this university for almost 20 years," Keller said. "He is a geologist who has great national prominence and he is a scholar of the first rank. He did a remarkable and responsible job as acting dean of the Institute of Technology."

Murthy is expected to assume his new duties within a few weeks.

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(AO,1;B1;CO,1;D4f;E4f,15)

UNIVERSITY OF MINNESOTA
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SEPTEMBER 14, 1984

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U OF M OKS LEGISLATIVE
REQUESTS FOR NEXT BIENNIUM

(FOR IMMEDIATE RELEASE)

The University of Minnesota's funding requests to the state Legislature for the next biennium were adopted by the Board of Regents Friday (Sept. 14).

The request for capital improvements was \$125 million, and the operating budget request represented about a \$142 million increase over the current biennium.

About \$98 million of the capital improvement items were requested for the first year of the biennium, highlighted by a proposed \$46.5 million electrical engineering-computer building on the Minneapolis campus. University President C. Peter Magrath described the capital request as "solid and very well justified."

University officials expressed concern that \$84 million of the capital funding requests have already received funding commitments from the Legislature, leaving few dollars for new projects. Underscoring that concern is Gov. Rudy Perpich's proposal to avoid a 1986 legislative session, thereby eliminating the possibility of a 1986 bonding bill.

Magrath said the university's operating budget may face tough going in the Legislature. "This will not be an easy request to sell," he said. "It's a very tough environment."

The proposed 16 percent increase in the biennial operating budget is the smallest percentage increase requested since 1969. If passed, it would mean 102 new academic positions and 149 new civil service positions at the university. The largest item in the operating budget is \$46 million for proposed faculty salary increases, 7 percent each year of the biennium.

Vice president Stanley Kegler, the university's chief lobbyist, said that Perpich's proposal to provide tax relief, funding for Minnesota wastewater treatment

(MORE)

problems and other items would drain the state revenue pool for the university and other state agencies.

In other business the regents:

--Reviewed the selection of FirstTel, a newly formed subsidiary of Denver-based U.S. West, Northwestern Bell's parent company, as the vendor for a new telecommunications system for the Twin Cities campus. David Lilly, vice president for finance and operations, said he would begin negotiating a \$20 million to \$25 million contract with FirstTel to install a system capable of providing more efficient and less costly telephone and data communication for up to 23,000 phones and 1,500 microcomputers and word processors. Lilly said that if talks break down with FirstTel, he would begin negotiating with another vendor. The regents will be asked to approve a contract at their October meeting in Crookston.

--Heard report on the university's efforts to recruit high-ability students. Julieann Carson, who heads the program, stressed that the five university campuses should work toward an "all-university" recruitment drive. "This is not a one-time, flash-in-the-pan thing," Carson said. She presented a preliminary 1985-86 budget of \$889,000, almost triple its current \$300,000 budget. Regent Charles Casey called the recruitment effort a "giant step and an exciting thing to see."

--Heard an update on a proposed university transitway between the Minneapolis and St. Paul campuses. Representatives of St. Anthony Park residents living nearby the proposed transitway asked the regents to consider additional neighborhood concerns about the proposed \$18 million project.

--Reviewed a staff proposal on issuing from \$80 million to \$85 million in tax-exempt, variable-rate demand notes to retire university debts. That financial instrument would allow the university to pay off existing bank loans at a lower interest rate. It would also be used to pay for the university's new telecommunication system and other capital needs. The regents will consider issuing the bonds in October.

UNIVERSITY OF MINNESOTA
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SEPTEMBER 17, 1984

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**PUNCHINELLO PLAYERS ANNOUNCE
1984-85 SEASON**

(FOR IMMEDIATE RELEASE)

Three plays will be presented by Punchinello Players at the University of Minnesota during the 1984-85 season.

The fall production will be Thornton Wilder's "Our Town," directed by Kevin Olson, who won the Kudos Award for his production last season of "Translations" at the university. The play will open Nov. 2 and continue on Nov. 3, 9, 10, 15, 16 and 17. There will be a special matinee Nov. 4 to celebrate the Punchinello Players' 70th anniversary.

The winter production will be James Goldman's "The Lion in Winter," directed by Dennis Lickteig. It will open Feb. 15 and continue Feb. 16, 22, 23 and 28 and March 1 and 2. The Players will round out the season with the spring show, Oliver Hailey's "Father's Day," directed by Stephen Barberio. Performance dates are May 10, 11, 17, 18, 23, 24 and 25. All performances will be in North Hall on the St. Paul campus.

For further information about the season call Punchinello Players president William Marchand at (612) 373-1570 after Sept. 17.

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(AO,2,2e;B1,13;CO,2,2e)

DATE
TIME

UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
SEPTEMBER 18, 1984

NEWS PEOPLE: For further information
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U OF M PROFESSOR IS CONSULTANT
FOR NBC SPECIAL SEGMENTS

(FOR IMMEDIATE RELEASE)

Family health is the theme of 20 NBC-TV segments for which University of Minnesota family social science professor David Olson is serving as consultant. The 10-minute spots will be shown during October on the "Today Show."

"Health doesn't really convey it all," said Olson, who was asked to help put the programs together by Dr. Arthur Ulene, the longtime health consultant to NBC, who suggested family health month. "What we are trying to do with the programs is to make families aware of their strengths and the issues they may want to discuss and deal with. NBC wants to to give viewers an awarenesss of the importance of prevention in family issues."

The segments, which will focus on such diverse topics as marriage enrichment, financial stress, family therapy and chronic illness, will be accompanied by a 12-page family wellness booklet to be enclosed in an October issue of Family Circle magazine.

"We hope the programs and booklet will make people more aware of what's happening in their families and marriages, and will motivate them to do something about problems early on," Olson said. "Too often we wait until there's a crisis -- a threatened divorce, a runaway, an acute alcoholic -- before we do anything about it."

Prevention, which has long been a theme in dentistry and medicine, should be a theme in family relationships, too, said Olson. "We just assume our families will work out without maintenance, even though we never assume that about our teeth, our physical health, even our cars," he said. "Relationships need and take time, energy and commitment to grow and to maintain their vitality."

(MORE)

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SEPTEMBER 18, 1984

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TRAFFIC TIE-UP EXPECTED WHEN
U OF M CLASSES START THURSDAY

(FOR IMMEDIATE RELEASE)

You can pretty much count on two things Thursday morning (Sept. 20): The sun will rise in the east, and traffic will be tied up as fall quarter starts at the University of Minnesota's Twin Cities campus. But just as certainly, the traffic problem will largely vanish after the first week of school.

Traffic may be more congested than usual this fall quarter on the Minneapolis campus because of construction projects, said Kathy Behymer, the university's of parking services manager. On the west bank, 19th Avenue S. is being realigned, and a bridge over Highway 12 is being constructed. Additionally, on the west bank, crews are working on the new music facility and the new Hubert H. Humphrey Institute building. Sewer construction is also under way at 21st Avenue S. and Second Street S. Alternate routes are recommended because of the bridge and sewer projects. Meanwhile, on the east bank, construction of a new Radisson Hotel could tie up traffic.

Of the estimated 45,000 students and 16,000 faculty and staff who will converge on the Twin Cities campus later this week, it is predicted that up to 25,000 of them will be commuters vying for 13,000 parking spots. They will have additional choices this fall because of the opening of a 750-car parking ramp on the west bank, which will more than make up for the 585 spots lost because of construction.

"This fall quarter should be no different from previous ones," said Roger Huss, the university's transit coordinator. "There will be a rather significant traffic problem no matter how much in advance we tell people."

Huss has advice for those wishing to evade the traffic snarl and accompanying

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headache: Take a bus. The university, along with the Metropolitan Transit Commission (MTC), operates 13 semiexpress bus routes from various neighborhoods in the Twin Cities to the university. Just under a million passengers rode these buses, called route 52 buses, last year, and Huss predicted that this year ridership may not only exceed a million but could top the record of 1,059,000 passengers set in 1980-81.

The MTC will also do its best to minimize parking and traffic congestion at the university by offering increased service between the university and the downtowns of Minneapolis and St. Paul. The MTC will also increase services between the university and the south Minneapolis area, and for the first time it will pick up riders in the 19th Avenue bridge area and at entertainment centers in that vicinity, Huss said.

But if riding the bus doesn't sound too appealing, Huss suggests car pooling. There's still time (until Sept. 28) to make use of the university's free computerized car pooling system, which links up drivers and passengers living near each other. Two parking lots are set aside for car poolers on the Minneapolis campus.

For students who don't want to use the mass transit system, who don't want to car pool and who don't want to arrive early to find a parking spot, Huss recommends parking at the 700-space parking complex at 29th Avenue S.E. and Como Avenue. The complex typically doesn't fill up until midmorning, he said.

Finally, Huss said, students who insist on driving their cars should arrive by 7:30 a.m. the first few days of school. University police will guide cars into the various lots as they fill up, said Capt. Arthur Halpin of the police department.

For the students who have traffic on their minds Thursday, Huss offers this consolation: "As easy as it is to predict traffic congestion around the arteries and intersections at the university during the first week or so, it's equally easy to predict that traffic will be running smoothly by the end of the first week."

-UNS-

(AO,1;B1)

Feature story from the
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September 18, 1984

MTK
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U OF M JOURNALIST EXAMINES
LIFE AND WRITINGS OF DOROTHY DAY

By Deane Morrison
University News Service

It is much easier to be a pacifist today than in the days just before World War II, when the echoes of marching jackboots struck fear in the hearts of Americans and united the country against Hitler. Tuning the American war machine also helped boost the United States out of the Great Depression, fueling resentment against pacifists, who were seen as an economic as well as a political threat. Probably no one was more scorned than the leader of the pacifist Catholic Worker movement, Dorothy Day.

"It's hard to imagine the courage it took to espouse absolute pacifism in those days," said University of Minnesota journalism professor Nancy Roberts, who has just finished a study of Day and the movement's monthly newspaper, also called the Catholic Worker. Day edited the paper from its beginning in 1933 until her death in 1980. She lived in voluntary poverty in a small New York tenement that became the paper's editorial office. The paper championed personal activism to achieve social justice, criticizing the church only when it appeared not to live up to its teachings. Violence, even when directed against a great evil, was condemned -- a stance that prompted street beatings of some Catholic Worker salespeople during the height of the war fever.

Roberts's book, "Dorothy Day and the 'Catholic Worker,'" seeks to address questions ignored by previous writers. "For example, what was it like in the '30s to be a recent Catholic convert, a socialist, a single parent and a woman leading a radical movement in a church that was very conservative in the area of sex roles?" she said. Day had been a secular radical with communist and socialist friends for many years before joining the Catholic Church in 1927. She was quite conscious of

(MORE)

the distrust between the church and secular radicals, striving always to back up her social views with church doctrine or tradition. She found support for her pacifism, for instance, in Gospel accounts of early Christians.

Day kept firm control of the paper but tended to downplay the significance of a woman in that role. She did little to encourage women to write for the Worker, apparently feeling that male writers would give the paper more clout. And though she forged her own career and sympathized with women's lot in life, she never embraced feminism. She thought feminism was almost selfish, given the overwhelming poverty of so many; her concern was for the poor as a class rather than women as a class. Day also seemed to think that the feminist revolution of the '60s was largely a movement for sexual license, Roberts said.

Day was careful to keep the Worker, a lay publication, from treading on the authority of church officials. During the 1930s and '40s she wrote many letters to her bishop's office to explain her positions. She often bolstered her opinions by informing the bishop that Peter Maurin, the paper's co-founder, agreed with her.

"Day was a convert, but Maurin was French-born, with impeccable Catholic credentials," Roberts said. "His support gave her confidence." Maurin also harbored a mild anticlericalism, but Day wouldn't allow any of it to seep into the Worker's editorials, keeping the paper's message focused on issues of peace and social justice. She once remarked that if the cardinal asked her to stop publishing, she would -- but she would then move "across the river" and resume publishing outside his jurisdiction. She meant not to defy the church, but to find some way to carry on her work.

Roberts said that her book breaks new ground by analyzing Day's writing and the editorial content of the paper, which remained consistent for 50 years. Day was an advocacy journalist; her best work displayed a great concern for peace and social justice. She personalized oppressed people, even the deranged, by writing profiles of them as individuals. She also was an outstanding labor reporter, capable of incisive reviews and political commentary. In the 1930s, Day was one of two re-

(MORE)

porters allowed to interview striking General Motors workers in a Flint, Mich., plant. A 1954 article traced the history of foreign involvement in Southeast Asia, warning against American meddling.

"Day got a lot of flak for a piece she did on the Cuban revolution," Roberts said. "She traveled there and concluded that although the violence of the revolution was abhorrent, Castro was for the workers, and that was good." She had already come out against the Korean War and McCarthyism and had been jailed for refusing to participate in mass air raid drills in New York.

Her activities did not endear her to J. Edgar Hoover, who thrice recommended to the U.S. attorney general that the Catholic Worker movement be prosecuted on grounds of sedition. The FBI had some trouble keeping its files on Day in order, though; material collected in the 1950s confused her with a friend who operated a shelter for the poor. It listed her as a Russian emigrant and her New York soup kitchen as a dance studio and front for communists.

Hoover's animosity serves to underscore the influence Day and the Worker wielded. "It has probably been the most influential alternative publication in American history," said Roberts. "Everyone in the Catholic left during the '60s came through the Catholic Worker movement." Day's spiritual children include Michael Harrington, whose book "The Other America" inspired President Kennedy to push for anti-poverty measures, activist priests Daniel and Philip Berrigan and Trappist author Thomas Merton. Roberts said that the Catholic Church be very different today without Dorothy Day, citing last year's pastoral letter from American bishops that condemned nuclear war and credited her role in the peace movement.

"Day lived in the same squalor as many poor people -- bedbugs, lice, filth, everything," said Roberts. "She didn't require anyone to live as she did, but wanted people to become personally involved with the poor in their own way. She never thought of it as doing the poor a good turn, but as finding one's own salvation through the work. Her life was seamless; there was no difference between what she practiced and what she preached."

Roberts said that Day would probably turn over in her grave if she knew about the current movement to have her canonized. Day wanted no part of any suggestion that she was a saint, much less an official declaration by the church. She felt that being placed on a pedestal would make her example appear unreachable, discouraging others from taking her message to heart.

Roberts's book is richly illustrated with photographs and wood engravings by Catholic Worker artists Fritz Eichenberg and Ade Bethune. It will be published early in October by the State University of New York Press in Albany.

(AO, 13, 20, 33; B1, 14; CO, 13, 20, 33;
DO, 13, 20, 33; EO, 1, 13, 20, 33)

UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
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SEPTEMBER 21, 1984

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GROUNDWATER INVESTIGATION AT U OF M
ROSEMOUNT FACILITY BEGINS IN OCTOBER

(FOR IMMEDIATE RELEASE)

A hydrogeologic investigation into groundwater contamination near the University of Minnesota's Rosemount Research Center is scheduled to get under way early in October. A proposal for the \$86,000 study was developed for the university by Soil Exploration Inc. and has been approved by the Minnesota Pollution Control Agency.

The need for the study surfaced in July when the MPCA found concentrations of chloroform that exceed drinking water guidelines in 16 residential wells northeast of the university's 8,000-acre research facility. The Minnesota Department of Health recommended in mid-July that 28 families using those wells and others nearby not use the water for drinking or food preparation because chloroform may be a carcinogen when consumed over long periods. Since then, the university has been providing bottled water to the affected families.

The project to be undertaken by Soil Exploration, a St. Paul firm, calls for soil sampling and for the emplacement of a number of wells for groundwater monitoring. Groundwater samples will be collected late this fall and again next spring before conclusions can be drawn from the study, according to Fay Thompson, assistant director of Environmental Health and Safety at the university. Thompson expects that the university, Soil Exploration and the MPCA will work closely throughout this project to assure prompt and reliable results.

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(AO,18;B1;CO,18)

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UNIVERSITY OF MINNESOTA
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MINNEAPOLIS, MINNESOTA 55455
SEPTEMBER 24, 1984

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BORICH NAMED DIRECTOR OF U OF M
AGRICULTURAL EXTENSION SERVICE

(FOR IMMEDIATE RELEASE)

Patrick J. Borich was named director of the University of Minnesota Agricultural Extension Service Monday (Sept. 24), pending approval by the Board of Regents at its October meeting.

Borich, a professor and associate director of extension, personnel and staff development, has been responsible for the personnel and human resource development system for extension's staff of more than 800.

"Dr. Borich has the credentials and experience we need to continue the important advancement we've made in revitalizing our outreach programs," said Richard Sauer, deputy vice president for the university's Institute of Agriculture, Forestry and Home Economics.

Borich, a native of Alborn, Minn., has served as a county extension agent, an area coordinator, a district supervisor, a state leader and an assistant director for the University of Minnesota Agricultural Extension Service. Before joining extension, he taught high school in Butterfield, Minn.

"I'm thrilled to be able to continue to serve the people of Minnesota with this new assignment," Borich said. "Minnesota's Agricultural Extension Service has an outstanding national reputation. That is because of the commitment in this state by the people and the staff to quality education and outreach programs. We, like many organizations and institutions, are going through substantial changes, but I would rather be working through that process in Minnesota than any place else. I look forward to the challenges ahead."

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BORICH

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Borich received a Carnegie fellowship to study adult education at the University of Chicago, where he received his Ph.D. in 1971. He was editor of the Journal of Extension, a national research publication for extension educators, from 1973 to 1975.

Borich has taught extensively in extension education. One of his classes, humanizing extension efforts, has been offered at Extension Winter School in Arizona and at Minnesota Extension Summer School in Duluth. Well known for his approaches to extension education, Borich has lectured and conducted workshops throughout the United States and in Canada. He has also chaired national committees and conferences for program and personnel systems.

Active in numerous professional education associations, Borich was president of Minnesota's Association of Continuing Adult Education from 1975 to 1976.

Borich replaces Norman A. Brown, who resigned June 30 to be a program director for the Kellogg Foundation in Battle Creek, Mich.

The Agricultural Extension Service offers educational programs in agriculture and related industries, community and natural resource development, home economics and youth development. It has at least one office in every Minnesota county.

-UNS-

UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
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SEPTEMBER 25, 1984

MTR
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NEWS PEOPLE: For further information
contact LAURA ANDREWS, (612) 373-3424

FOLKLORIST TO SURVEY
MINNESOTA ARTS AND ARTISTS

(FOR IMMEDIATE RELEASE)

If you are the latest in a long line of duck decoy painters, quilters or Slovenian pastry decorators, Willard Moore wants to hear about you. Moore, a Minneapolis folklorist, will conduct a yearlong hunt for Minnesota folk arts and practicing folk artists. The University of Minnesota Art Museum will coordinate and administer the survey, which will begin Oct. 1. Moore, as guest curator, and the museum staff will organize an exhibition and publication on Minnesota folk arts from the material he collects.

The exhibition will probably open within a year following the end of the survey and will be assembled at the museum on the university's Minneapolis campus. Sections of the exhibition will subsequently tour throughout the state as an offering of the museum's Touring Exhibitions Program.

Moore will not collect artifacts or complete performances, but will record and document the activities of artisans or performers along with contextual and biographical information. He is not only interested in well-recognized art forms such as quilting and ballad singing, but in offbeat creations such as durable, hand-forked haystacks or the paper hats that printers and press operators make fresh daily.

Moore will seek virtually every folk art form: immigrant songs, traditional instruments and textiles, hand-wrought fishing and hunting lures and decoys, forged items, food forms such as Kransakakke and kolaciky, traditionally made home and farm implements, folk dances, furniture, emblems, tales and legends, wall decorations and stencils, religious songs and sermon styles, basketry and paper art. He also will

(MORE)

seek ceramics in the form of folk pottery or religious statuary of shrines or grottoes and won't neglect the grand displays of folk art on the landscape: fencing, farm layouts and gardens.

Moore hopes to establish a network of contacts with interested individuals, art and historical societies, schools and local newspapers throughout the state during October and early November. While he will place prime importance on living artists recognized within a cultural group and active in an ongoing tradition, Moore will also record historic pieces and subjects. County historical societies, families, ethnic institutions and churches often hold valuable examples of folk art that are no longer practiced but are closely linked to the history of the area. Photographs of these art forms and how they were used would also enhance the survey.

"Through these public contacts I hope to reach Minnesota's tradition bearers," said Moore. "I am looking forward to speaking to local clubs and agencies who can direct me to sources of folk arts or who are sorting out things they have that might be folk art."

Funding for the project is provided in part by the National Endowment for the Arts. Anyone who knows of a practicing folk artist who represents and is part of an ongoing cultural, regional, occupational, religious or ethnic tradition is asked to contact Moore at FOLKARTS, the University of Minnesota Art Museum, 110 Northrop Auditorium, 84 Church Street S.E., Minneapolis, MN 55455, (612) 373-3424.

-UNS-

(AO,2;B1,13;CO,2;D2;E2)

Note to News People: There will be a press conference following Schmidt's speech; a news advisory will be sent when specifics are arranged.

UNIVERSITY OF MINNESOTA
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SEPTEMBER 25, 1984

NEWS PEOPLE: For further information contact LEE EDDISON, (612) 376-9766, or NANCY GIROUARD, (612) 376-9780

HELMUT SCHMIDT TO DELIVER
CARLSON LECTURE AT U OF M

(FOR IMMEDIATE RELEASE)

Helmut Schmidt, former chancellor of West Germany, will be the next distinguished Carlson Lecturer at Northrop Auditorium Oct. 15 at 12:15 p.m. Schmidt's address, titled "The U.S. - Soviet Standoff: A European Perspective," is free and open to the public. It is made possible by a gift from Carlson Companies to the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota.

Schmidt, a Social Democrat, was chancellor from 1974 to 1982. During his tenure he gained reknown as a tough-minded pragmatist and a skillful manager of economic affairs. Schmidt adhered to the policy of "Ostpolitik" (reconciliation with the Communist countries of Eastern Europe) while also seeking stronger ties with the United States. A strong believer in arms control, Schmidt encouraged negotiations between the superpowers. He promoted economic cooperation among Western European nations and was one of the founders of the annual Economic Summits, which began in 1975. Domestically, Schmidt employed stringent measures to combat unemployment and to safeguard West Germany's position as the country with the lowest inflation rate and the largest trade volume in Europe.

An economist by training, Schmidt has spent most of his life in politics. He received a degree in political economy in 1949 from the University of Hamburg. Schmidt was elected to the Bundestag, lower house of Parliament, in 1953. From 1962 to 1965 he directed the department of domestic affairs for the state of Hamburg. Schmidt returned to the Bundestag in 1965 and served as the Social Democratic floor leader from 1967 to 1969. He joined Willy Brandt's cabinet as defense minister in 1969 and was made finance minister in 1972.

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Since 1983 Schmidt has been senior editor at the West German newspaper Die Ziet. He is the author of numerous books and articles, including "Defense or Retaliation: A German View" (1962) and "The Balance of Power: Germany's Peace Policy and the Superpowers" (1971).

The Humphrey Institute is planning several events before Schmidt's visit, including a series of university forums and a daylong symposium for high school students. Three noontime public forums will be held to discuss issues of concern during Schmidt's tenure and today. The first forum will be held Oct. 9 in room 337 of Coffman Union, on the east bank of the Minneapolis campus. The topic for discussion will be "The Green Party: Does it Have a U.S. Counterpart?" The second forum, titled "German Economic Policy: Lessons for the U.S." will be held Oct. 11 in the theater at the St. Paul Student Center. The "Reunification of Germany: Implications and Possibilities" will be discussed Oct. 12 in room 110 of Anderson Hall, on the west bank of the Minneapolis campus. All three forums will run from 12:15 to 1:15 p.m. University faculty and community leaders will participate. Schmidt's address will be the highlight of the "Humphrey Scholars Symposium," to be attended by select high school students from schools across Minnesota.

The Carlson Lecture Series was established by the Humphrey Institute through a \$1 million gift from Curtis L. Carlson, founder and chairman of the board of the Minneapolis-based Carlson Companies. The purpose of the Carlson Lecture Series is to bring distinguished national and international leaders to the Humphrey Institute to speak on current topics of public interest. Past speakers have included former President Jimmy Carter, Sen. Barry Goldwater, former Vice President Walter Mondale, General Alexander Haig, Ambassador Jeane Kirkpatrick, former British Prime Minister James Callaghan and Coretta Scott King.

-UNS-

(AO,3,13;B1,8;CO,3,13;DO,3,13;E13;F22)

UNIVERSITY OF MINNESOTA
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SEPTEMBER 26, 1984

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NEWS PEOPLE: For further information
contact DEANE MORRISON, (612) 373-7517

GOPHERS HOPE TO "TURN WILDCATS
INTO MILD CATS" AT HOMECOMING OCT. 20

(FOR IMMEDIATE RELEASE)

A large, seasonal migration of golden gophers is expected to converge on the Twin Cities between Oct. 12 and 20, in hopes that their team can "Turn Wildcats into Mild Cats" when the University of Minnesota holds its annual Homecoming. The celebration before the Oct. 20 football game against Northwestern will feature contests, games and entertainment, with highlights including:

--A Friday night bonfire, set for Oct. 19 at 8 p.m. on the Sanford Hall field, 1122 University Ave., in Minneapolis. Back after a long recess, the bonfire will offer entertainment and prizes.

--A gala Saturday afternoon on the mall in front of Northrop Auditorium on the east bank of the Minneapolis campus. The gathering includes live entertainment, booya -- a food akin to goulash -- and the College Expo, a get-acquainted exhibition by various university groups. The Expo begins at 11 a.m., other activities start at noon.

--The Homecoming parade. The parade, expected to be the biggest ever, will show off over 100 units, including several high school marching bands, which will compete for prizes. It begins at 3 p.m. Oct. 20, at the Williams Arena parking lots, and will travel down University Avenue, turning onto the campus at Pleasant Street and ending at Northrop Auditorium. Float judging begins at 1:30.

--Royalty competition. All university students may compete for the title of Homecoming King or Queen. Judging is based on essays, Homecoming button sales, a trivia contest, an obstacle course and other factors. The royal couple will be crowned after the parade Saturday on Northrop Mall.

(MORE)

HOMECOMING

-2-

--The Gophers, under new head coach Lou Holtz, will take on the Northwestern University Wildcats at 7 p.m. in the Metrodome. This year's game theme is "Turn Wildcats into Mild Cats." Special halftime entertainment is planned.

Anyone wishing further information on Homecoming activities should call (612) 376-9995 or Lane Bunkers at (612) 623-3047.

-UNS-

(AO,7;B1;CO,7)

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UNIVERSITY OF MINNESOTA
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SEPTEMBER 26, 1984

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U OF M SCIENTIST SAYS CHROMOSOME ANALYSIS
IS EFFECTIVE PREDICTOR OF ACUTE LEUKEMIA

(EMBARGOED UNTIL SEPT. 27)

The outlook for patients with acute myelogenous leukemia (AML) may be greatly improved through analysis of their tumor chromosomes, according to a University of Minnesota geneticist.

Using a sensitive new technique that highlights details in human chromosomes, doctors have found that AML, the most common form of blood cancer in adults, is a more complex disease than previously thought and is actually composed of at least 17 different subtypes.

By determining the particular subtype a patient has, new treatment strategies can be applied accordingly, reports Dr. Jorge Yunis, professor of laboratory medicine and pathology, in this week's issue of the New England Journal of Medicine.

High-resolution chromosome analysis can be used as an independent prognostic indicator of AML. "With the use of such indicators, overall survival will be substantially improved by selection of specific types of therapy for groups of patients with different median survivals and responses to treatment," Yunis wrote.

Clinical oncologists should have the chromosomes of their AML patients analyzed with the new technique before treating them because chromosomes can indicate the severity of the disease, he said in an interview. He added that the current study "should give strong impetus to the idea that chromosomes may also serve as useful prognostic indicators in other types of cancer."

Patients with AML have a median life expectancy of about one year. Although 50 to 80 percent of patients experience temporary remission of their cancer, approximately 20 percent are long-term survivors, meaning they lived for five or more years, Yunis said.

(MORE)

The Minnesota study involved bone marrow samples from 105 patients aged 16 to 88 who were treated between February 1980 and January 1984 at four hospitals: the University of Minnesota Hospitals, the Veterans Administration and Abbott-Northwestern hospitals in Minneapolis and United Hospitals in St. Paul.

Yunis and his colleagues identified 17 chromosomal categories, 12 of them representing single recurrent defects. Yunis speculated in an interview that follow-up studies may reveal as many as 30 different subgroups of AML.

"This is an unusually high degree of complexity for a given type of cancer and understandably necessitates a very large study to substantiate the reliability of each of the proposed chromosomal categories," Yunis wrote. The follow-up studies will probably involve 200 to 300 patients.

The usefulness of chromosome analysis as a prognostic tool is that it will help clinicians tailor treatment according to the type of acute leukemia.

"Therapy can be designed in a more precise manner," Yunis wrote. "For example, patients identified by chromosomal analysis as having the potential for a relatively long remission . . . could be considered as candidates for consolidation therapy or elective bone marrow transplantation in an attempt to achieve survival. Patients with a potentially short remission and survival . . . could be treated with more aggressive therapy at the outset. Finally, patients identified as very poor risks, such as those over 40 years old with complex chromosomal abnormalities, many of whom die during induction remission, could be offered symptomatic or innovative treatment," Yunis wrote.

A refined chromosome testing technique was first developed by Yunis in 1976 to study birth defects. That work led to the discovery of more than 50 genetic defects. Beginning in 1980, Yunis began looking at cancers, including leukemias and lymphomas.

In a preliminary study in 1981, Yunis identified defective chromosomes in most patients suffering from AML. That report in the July 16, 1981, issue of the New

(MORE)

England Journal of Medicine, has resulted in the use of his technique of chromosome analysis at major medical centers in the United States and Europe.

Dr. Robert S. Sparkes of the UCLA School of Medicine, said in an accompanying editorial in this week's Journal, "It is anticipated that studies like the one reported by Yunis et al will improve classification and diagnosis and thus prognosis and selection of therapy. At the more basic level, this information will better define the role of genetic changes in tumor development."

BACKGROUND INFORMATION

All human body cells contain 46 chromosomes -- 23 from each parent -- and each chromosome consists of thousands of genes that carry hereditary information. As cells divide to form new cells, the chromosomes also split.

Scientists have found that when chromosomes are stained before they divide, they display a distinct pattern of light and dark horizontal bands. Early experiments showed that there were 320 such bands, but Yunis's refined method has revealed more than 3,000 bands, with each band containing approximately 10 genes.

In high-resolution chromosomal analysis, the chromosomes are immobilized and studied during an earlier stage of division -- at a time when they are longer and thinner. By viewing the "stretched" chromosome, it is possible to detect minute bands that are either out of order, missing or duplicated. Those defective bands have been linked to various types of cancer.

-UNS-

(AO, 23, 24; B1, 4; CO, 23, 24; D23, 24)

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SEPTEMBER 27, 1984

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NEWS PEOPLE: For further information
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SEXUALLY ABUSED CHILDREN MAY
THINK ABUSE IS THEIR FAULT

(FOR IMMEDIATE RELEASE)

Child sexual abuse has become a matter of national concern in recent months. When "Something About Amelia," a made-for-television movie about father-daughter incest, won three Emmy awards this week, it was another sign that the American public is ready to deal with this serious and once taboo subject.

In that film and in most other widely reported instances of alleged abuse, the accused were in positions of authority over the children. Recent research by Jane F. Gilgun, assistant professor of social work at the University of Minnesota, shows how powerful the adult is in the eyes of sexually abused children. Gilgun conducted in-depth interviews with 20 sexually abused girls between the ages of 10 and 15, using a non-coercive interview method in which the girls were encouraged not to talk about the abuse if they didn't want to.

Gilgun's study shows that children see adults as powerful authority figures who have the right to tell them what to do. One child even thought there was a law that children have to do what adults tell them to do. For almost three years this child was molested by a neighbor, a grandfather figure to her.

She stopped obeying him when the actions of a friend made her realize she had a choice. One day, when the man called her and a friend of hers over to see him and began to molest her, her friend ran out the door. "The next time he started it, I cried and told him I didn't want to do it. He didn't do it again," she said.

Sometimes the children resisted, and the adults threatened or beat them. One 14-year-old reported that when her father told her to take her clothes off she did. "I don't know why I didn't just leave," she said during the interviews. "The idea

(MORE)

didn't occur to me." If she said she didn't want to do it, she would get hit with a belt. "So I did what he said almost every time," she said.

Some children obey not only out of fear and obligation, but also they believe the abuse is their fault. An 11-year-old was sexually assaulted in the bathroom by an offender who had used a hand puppet to say, "Go into the bathroom." Once she went in, the offender had sexually assaulted her. The victim believed the assault was her fault because she went into the bathroom. When asked if she would've obeyed if a 6-year-old had told her to go into the bathroom, she said no.

Even when children are threatened and beaten, they may continue to blame themselves. A 15 year-old was beaten by her father when she resisted the abuse. Finally, her shame led her to attempt suicide by taking all the pills in the medicine cabinet. "The pain was locked up inside of me," she said. "The only way I could get rid of it was to kill myself."

Some of Gilgun's other major findings include:

--Standards of sexual conduct among sexually abused girls do not differ from the standards of their female peers who have not been sexually abused. Sexually abused girls were not more sexually active than their non-abused peers.

--Children in middle-income families also experience sexual abuse. More than half of the families of the victims in the study owned their own homes.

--Some girls are abused by more than one offender. The 20 girls in the study were abused by 26 men. Half of the abusers were family members, and another 11 were family friends; just two were strangers to the girls.

--Most of the girls earned average or above average grades in school; four were in the gifted track at school, and three were below their grade level.

--Disclosure of the abuse was always a major family event. When the offender was an immediate family member, the family nearly always broke up, with the victim or the offender being ordered by the court to live away from the family home. When the offender didn't live with the child, the child and her family cut off contact with the offender.

(MORE)

--Average length of the victimizing relationship was 18 months. The range was from a single incident to eight years.

--Nineteen out of the 20 girls told at least one close friend about the abuse. Sometimes the girls told their friends before they told their parents.

--Many didn't understand what the offender was doing. An 11-year-old said, "I didn't know why he did that, what he did." Said a 12-year-old, "I never heard of any of the things he did."

--Most victims were afraid that disclosing the abuse would cause them to get into trouble and make people think they were bad. They often felt a mixture of hurt, rage, and love for the offender, especially if he was a family member or was well-liked by their families.

--Some of the girls expressed fears about getting married and having children. They were frightened that a husband might do to their children what had been done to them. They also were frightened of future sexual relationships. A few wanted to live alone or with other females when they grew up.

-UNS-

(AO,6;B1,16;CO,6;D6;E6)

UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
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OCTOBER 2, 1984

NEWS PEOPLE: For further information
contact RALPH HEUSSNER, (612) 373-5830

AUSTRALIAN VETERINARIAN TO DISCUSS
BREEDING STRATEGIES OF WILD ANIMALS, MAN

(FOR IMMEDIATE RELEASE)

One of the world's leading experts in comparative reproductive biology will give a series of three lectures at the University of Minnesota titled "Reproductive Strategies of Animals and Man" Oct. 9 through 11.

Roger Short, professor at Monash University in Melbourne, Australia, and a fellow of The Royal Society, will deliver the sixth annual "Wesley W. Spink Lectures on Comparative Medicine." The lectures are named in honor of Spink, an emeritus professor of medicine and comparative medicine at the University of Minnesota, who retired in 1973 after 36 years on the medical school faculty.

"Comparative medicine is the bridge between human medicine and veterinary medicine," explained Dr. James Hanson, a university veterinarian and coordinator of the Spink lectures. "Many diseases of animals are transmissible to man and are known as zoonoses. Basic and applied research on animals has contributed widely to the welfare of man." Spink's research on brucellosis is an example of classical work in this field.

This year's lectures will address comparative aspects of physiology and behavior as they affect reproductive performance. The lectures are: "Understanding the Reproductive Strategies of Wild Animals," Oct. 9, 8 p.m., St. Paul Student Center Theatre; "Understanding the Reproductive Strategies of the Wild Ancestors of Our Domesticated Animals," Oct. 10, noon, Room 125, Animal/Science Veterinary Medicine Building, St. Paul campus; and "Understanding Human Reproductive Strategies" Oct. 11, noon, Auditorium, University Hospitals, Minneapolis campus.

-UNS-

(A3,30;B1,3,8;C3,30)

UNIVERSITY OF MINNESOTA
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OCTOBER 2, 1984

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COMPARABLE WORTH WILL BE
DISCUSSED AT U OF M FORUM

(FOR IMMEDIATE RELEASE)

The merits and demerits of comparable worth in the public, private and non-profit sectors will be discussed at the sixth annual University of Minnesota Industrial Relations Institute forum Oct. 11 at the St. Paul Hotel in St. Paul.

The one-day program is designed to alert human resource professionals, labor leaders, lawyers specializing in labor or discrimination law and employee advocates to the implications of comparable worth or pay equity.

The forum will feature as speakers state Sen. Linda Berglin, DFL-Minneapolis, author of Minnesota's comparable worth law, who will discuss her interpretation of the law; Nina Rothchild, state commissioner of employee relations, who will talk about implementing the law; June O'Neill, director of the program of policy research on women and families at The Urban Institute, who will discuss comparable worth and the economic status of women; and Dr. Mary Frances Berry, Howard University professor and commissioner on the U.S. Commission on Civil Rights, who will talk about the implications of comparable worth on the state and federal levels.

The forum is sponsored by the Industrial Relations Center and the Industrial Relations Alumni Society. For further information, call James Beaton, program director of the employer education services at the Industrial Relations Center, at (612) 373-5391.

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(A3, 12, 12a, 12b; B1, 7, 8; C3, 12, 12a 12b)

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
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OCTOBER 3, 1984

NEWS PEOPLE: For further information
contact RALPH HEUSSNER, (612) 373-5830

MEMO TO NEWS PEOPLE

The latest developments in the treatment of impotency is the subject of a one-day continuing medical education course Oct. 10 in Mayo Auditorium on the University of Minnesota Minneapolis campus.

The seminar will examine the reasons for the disorder, the treatment options available and patient counseling techniques. The program is designed for physicians, nurses, psychologists, social workers and counselors.

For more information on the conference, contact Bart Galle, director of continuing medical education at the University, at 373-8012.

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(FOR RELEASE ANY TIME)

Editor's Note: Keynes will present a report on the UMTYMP at a meeting of the American Society for Engineering Education Oct. 15 and 16 in Coffman Union on the university's Minneapolis campus.

Feature story from the University of Minnesota News Service, 6 Morrill Hall 100 Church St. S.E. Minneapolis, Minnesota 55455 Telephone: (612) 373-7517 October 3, 1984

TALENTED YOUTH PUT U OF M IN EQUATION FOR EXCELLENCE

By Deane Morrison
University News Service

Most high school students are happy if they can handle the amount of math homework they get on a regular night, but not Laurie Christianson. The 14-year-old Owatonna high school freshman travels 65 miles every Thursday in search of mathematical challenges. She is one of 433 Minnesota students attending the University of Minnesota's Talented Youth Mathematics Project (UMTYMP), which gives gifted youngsters a crack at advanced math that is not taught early enough -- or not at all -- in their own schools.

"I don't really mind commuting," Christianson said. "Here we have a chance to work faster than in regular math classes, so we don't have to keep going back over stuff we've already learned. There are two others from Owatonna here; our parents take turns driving."

UMTYMP offers students like Christianson, who otherwise would face the frustration of sitting through classes well below their level, accelerated courses in high school-and college-level math. The students can master algebra 1 and 2 in their first year at UMTYMP, then go on to complete geometry, trigonometry and other pre-calculus subjects in their second year and spend the next three years chalking up as many as 30 college honors calculus credits.

A better idea of the pace comes from project director Harvey B. Keynes, a mathematics professor at the university. "Regular Minnesota high school algebra courses, both beginning and advanced, average 180 contact hours per year per course, or 360 total hours for both courses. The UMTYMP covers two years of high school mathematics in just 60 hours, or in one-sixth the usual time period," he said.

(MORE)

The project is a continuation of the Minnesota Talented Youth Mathematics Project (MTYMP), which began in 1976 in the Twin Cities and Duluth with funding from the federal Department of Education and help from an advisory board set up by the Minnesota Department of Education. The initial Twin Cities program, housed in St. Paul's Hamline University, comprised just two courses in algebra, one for ninth graders and another for seventh and eighth graders. The second year, 1977-78, MTYMP offered one algebra and one geometry/trigonometry class. This was the pattern until June 1980, when the federal grant expired and the University of Minnesota took over the project. The UMTYMP got a vital boost from two private contributors, Mrs. George W. Taylor of Rockford, Ill., and James M. Vaughn of Houston. Their support and a grant from the university helped the program expand to include calculus classes.

This year the UMTYMP offers 12 classes on the university's Minneapolis campus, where students may enroll in algebra, geometry/trigonometry and pre-calculus or first-, second- or third-year calculus. New this year are outreach programs in Rochester, Owatonna, St. Cloud and Moorhead, each of which offers an algebra class. Instructors are chosen from outstanding local high school and college teachers. Enrollment this year reached a record 433 students.

Some of the participants have managed feats that would be remarkable for students several years older. Last year, for example, a 12-year-old seventh grader in the first- year calculus class scored a perfect 800 on the national Scholastic Aptitude Test (SAT) in math. Three other students, ages 12 to 14, scored at or above 760, which represents the 99th percentile of all college-bound high school seniors who take the SAT in math. This year, UMTYMP students posted five of the top 11 scores and seven of the top 21 in a field of 12,352 students who took the Minnesota section of the American High School Mathematics examination.

For all their mathematical prowess, UMTYMP students are far from the image of the bespectacled young genius who can only talk in equations. "These young people are extremely talented in other areas," Keynes said. "Many have won prizes and
(MORE)

honors in music competitions, debating and oratory activities and various athletic competitions. These students generally dispose of the myth that mathematically talented students are only interested in mathematics." Still, many plan careers in math, science or engineering; a sampling of UMTYMP 1983-84 calculus graduates turned up such career fields as astrophysics, robotics/artificial intelligence, biochemistry, mathematics/music and ownership of a small genetics/artificial intelligence firm.

A vexing problem for the program has been to retain female students who have successfully completed their first year with UMTYMP. The most common reasons for not returning were the availability of geometry in the local school and desire to take classes with friends at home. But Keynes thinks things are improving.

"We've seen a big increase in the numbers of new and returning female students this year," he said. "The algebra class in Rochester, in fact, is over 40 percent female. I think it's becoming more socially acceptable for women to do this sort of thing. Also, half of the teaching staff are women, and that probably helps."

Keynes said that a fair number of UMTYMP students choose to attend the university, but there is room for improvement. "Financial aid packages are not quite as good as at many private schools," he said. "Also, these students are looking for strong peer relationships, which you get in honors programs and small classes with students of similar ability. We have to offer more aid based on merit. And the Institute of Technology (IT) needs a stronger honors program and more small classes." He added that IT gave merit scholarships to two UMTYMP graduates this year and that Dean Ettore Infante is committed to doing more to attract high-ability students.

The state of Minnesota now provides the bulk of support for the project. The Legislature approved \$90,000 for the 1983-85 biennium and an additional \$75,000 for expansion and the outreach program. But, said Keynes, more support from both state and private sources is necessary as the project inevitably grows.

"Without such a program, gifted students just suffered along with classes that went too slowly," Keynes said. "The UMTYMP focuses attention on the needs of gifted and talented students in Minnesota."

UNIVERSITY OF MINNESOTA
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OCTOBER 4, 1984

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FORUM WILL COMMEMORATE
U.N. DECADE FOR WOMEN

(FOR IMMEDIATE RELEASE)

Kate Millet, nationally known feminist author and St. Paul native, will headline a Twin Cities forum Oct. 27 commemorating the U.N. Decade for Women.

The forum, which will be conducted on the St. Paul campus of the University of Minnesota, will serve as a preview to next year's world conference in Nairobi, Kenya, July 15 and 16. The Nairobi conference will review the progress of women in the U.N. Decade (1976-85), study obstacles to progress in the future and develop strategies to achieve equal partnership between men and women by the year 2000.

Millet, perhaps best known for her book "Sexual Politics" will be the keynote speaker at the Earle Brown Center on the St. Paul campus. Millet is scheduled to speak on why U.S. women should be concerned about the women's movement in this country and in the world.

The forum will also feature Arvonne Fraser, a senior fellow at the Hubert H. Humphrey Institute, who is scheduled to discuss policy changes affecting women since the beginning of the U.N. Decade for Women; Hilda Paqui, a Ugandan and information adviser on the U.N. Decade for water supply and sanitation, who is expected to speak on the experience of women in Africa, Asia and Latin America for the past 40 years and on health issues in the Third World; Achole-Pala Okeyo, a Kenyan and U.N. social affairs officer for the Department of Information for Economic and Social Issues, who is scheduled to speak on accomplishments and goals of the U.N. Decade for Women; Margaret Snyder, from New Zealand, executive director of the U.N. Volunteer Fund, who will talk about health issues and the United Nation's plans for women's issues after the Nairobi conference; Gayle Graham Yates, University of Minnesota

(MORE)

American studies professor, who is scheduled to speak about women and religion; Sara Evans, University of Minnesota history professor, who is expected to discuss the U.S. and European women's movement; and Anne Kanten, assistant commissioner of the Minnesota Department of Agriculture, who is planning to speak about rural and Third World women.

Registration for the conference, which includes lunch, is \$10 and \$5 for low-income persons. Childcare will be available at 50 cents an hour for those pre-registering, and accommodations are available for outstate participants. To make reservations or to receive further information, call (612) 645-8776.

-UNS-

(AO,3,36;B1,8;CO,3,36;D3,36;E36)

(FOR IMMEDIATE RELEASE)

Feature story from the
University of Minnesota
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Telephone: (612) 373-7517
October 4, 1984

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U OF M DAIRY SCIENTIST PIONEERS 'CHEESY' RESEARCH

By Deane Morrison
University News Service

A luscious Swiss cheese sandwich or a baked potato swimming in sour cream probably wouldn't appeal to the most dedicated gourmet if these foods were described as "chock full of bacteria." Yet there would be no cheese and sour cream without dairy starter cultures -- the bacteria that ferment lactose, or milk sugar, to produce the acid that curdles milk. Most strains of starter bacteria do a good job, but sometimes a strain will "forget" how to ferment lactose. They can also lose two other traits -- the ability to digest milk protein, which means stunted growth and low acid production, and the ability to make the chemical that gives buttermilk and sour cream their distinctive aroma.

University of Minnesota dairy microbiologist Larry McKay, the first scientist to work on improving the genetics of starter cultures, has found the key to both the losses and ways to manipulate the bacteria's genetics to build strains with stable traits. His work aims to develop such products as longer-lived cottage cheese and faster-aging cheddar.

Since 1970, when he first asked why bacteria lose their desirable traits, McKay and his colleagues have produced a bacterial strain showing stable lactose fermentation and milk protein digestion. And this year the group announced that it had induced dairy bacteria to take up DNA straight from the surrounding medium, paving the way for better cultures through genetic engineering.

McKay laid the groundwork for his field by discovering that the bacteria carried genes for lactose fermentation, milk protein digestion and aroma production on tiny circular pieces of DNA called plasmids. Common features of bacterial cells, plasmids can change their cell of residence either during "mating" of two cells or

(MORE)

when a virus picks them up from one cell and delivers them to another. Sometimes plasmids become part of a bacterial chromosome, which stabilizes plasmid-born traits.

McKay found that dairy bacteria's chromosomes contained some DNA delivered by viruses. He next devised a way to coax this viral DNA in and out of the chromosome, then used the virus as a "delivery truck" to give bacteria a plasmid with genes for lactose fermentation and protein digestion. When the genes joined up with the chromosome McKay had a strain that was stable for these traits.

"We found that plasmids are vital for dairy streptococcus bacteria to ferment milk," he said. "Cottage cheese, cheddar, buttermilk and cultured butter bacteria all have many types and sizes of plasmid DNA. In the case of this new strain, genes for lactose fermentation and milk protein usage both happened to be on one plasmid."

In February McKay reported another genetic trick: He had transferred genes for lactose fermentation from a large plasmid to a small one in the same bacterial cell. The small one reproduced itself, giving many copies of the genes. This greatly enhanced the gene "dosage" within the bacteria, which means more fermentation per unit weight of bacteria.

While bacteria give dairy products and sausages their pleasing tastes and textures, the acid they produce also stems the growth of other bacteria, which cause spoilage or disease. One of McKay's graduate students is now developing starter cultures with an improved ability to retard the growth of undesirable bacteria; this work may result in cottage cheese with a much longer shelf life.

McKay also discovered a way to move genetic information directly from one strain of starter bacteria to another. The process, called conjugation, has been known for many years, but he was the first to observe this bacterial "mating" in dairy bacteria. Through conjugation, plasmids with genes for desirable traits can move back to a strain that has lost them. "If we're going to use genetics to improve systems, we need efficient systems of exchange," McKay said. "Initially, only one in a million bacterial cells can donate DNA to another through conjugation.

use them as donors, the trait is transferred half the time. The strains with the most potential for the dairy industry have 'transfer' plasmids, which join with other plasmids to give a double plasmid that gets transferred quite often. These 'transfer' plasmids may be used to move genes for lactose and protein usage, aroma production, or any number of others. We're currently working on developing transfer plasmids."

Conjugation, then, can be a very efficient way to transfer genetic traits, but bacterial cells still must be screened for receipt of the traits before they can be used commercially. With genetic engineering, however, scientists could add desirable genes to DNA in a test tube, then insert the DNA directly into bacteria. This would eliminate screening and produce a tailor-made, precise organism.

McKay's former graduate student Jeff Kondo was the first to do this with dairy starter cultures, although other scientists had done it with other bacteria. That work, published in August, may lead to strains that produce acid faster. Cheddar cheese producers would no doubt welcome such a shortening of the aging process because it would save much in storage and refrigeration costs. McKay is also tackling the biggest challenge to dairy microbiology: how to prevent unwanted virus infection of the bacteria. He has identified plasmids responsible for virus resistance and would like to combine -- if possible -- several resistance genes into a single plasmid, which could then efficiently protect the bacteria.

The dairy industry has learned much from McKay's work. Companies that produce starter cultures, for instance, have learned how desirable traits are lost and how to minimize losses. Laboratories around the world have followed his lead in developing strains of starter cultures.

"Everybody is looking for genes in starter bacteria now," he said. "In a few years the genetic studies will be applied commercially to give strains that do their job faster, more reliably and with greater resistance to viral infection."

BROADCASTERS: A taped report with actualities from this month's regents meeting can be obtained by calling (612) 376-7676 from 4 p.m. Friday (Oct. 12) until noon Monday (Oct. 15)

UNIVERSITY OF MINNESOTA
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OCTOBER 5, 1984

NEWS PEOPLE: For further information contact HARVEY MEYER, (612) 373-7514

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MEMO TO NEWS PEOPLE

University of Minnesota President C. Peter Magrath will attend his last Board of Regents meetings Thursday and Friday (Oct. 11 and 12) at the university's Crookston campus in the Brown Dining Room.

Magrath, who is leaving to become president of the University of Missouri in Columbia, has been the University of Minnesota's president since 1974. He will make a final report to the regents at 10:30 a.m. Friday.

The regents are scheduled to take action Friday on a proposed contract for a telecommunications system for the university's Minneapolis and St. Paul campuses. The university administration and FirstTel, a newly formed subsidiary of Denver-based US West, have agreed on a proposed contract for the system. University officials had asked that the system be capable of serving 23,000 phones, and allowing up to 1,500 microcomputers and word processors to communicate.

Also on Friday, the regents will hear a recommendation to extend the university's contract to play football in the Hubert H. Humphrey Metrodome. Magrath is recommending that the university secure a long-term contract with the Metropolitan Sports Facilities Commission, which operates the Metrodome. Action on the contract is scheduled for November.

Here is a schedule of meetings and a sample of agenda items:

--Faculty, staff and student affairs committee, 1:30 p.m. Thursday, Brown Dining Room. Review of student financial aid and discussion of student services fees process.

--Physical plant and investments committee, 1:30 p.m. Thursday, Staff Dining Room. Action on a proposal to issue from \$80 million to \$85 million in tax-exempt, variable-rate demand notes to retire university debts. Also, action on location of a

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proposed supercomputer institute at the university. Additionally, discussion on potential contamination at the university's research center in Rosemount and the university's 1983-84 investment report.

--Educational policy and long-range planning committee, 3 p.m. Thursday, Brown Dining Room. Discussion on entering-class sizes in health sciences.

--Budget and legislative coordinating committee, 3 p.m. Thursday, Staff Dining Room. Action on modification of the operations and management specials requests and capital improvements requests to the state Legislature.

--Committee of the whole, 8:30 a.m. Friday, Brown Dining Room. Action on the telecommunications system and discussion on the university's Metrodome contract.

--Full board meeting, 10:30 a.m. Friday, Brown Dining Room. Final action on votes taken in committee.

-UNS-

(AO,1;B1;CO,1;G2,3,5,6)

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OCTOBER 8, 1984

(SA)

NEWS PEOPLE: For further information
contact PAUL BLAKE, (612) 373-7945

"RICKSHAW BOY" TO BE SHOWN
AT UNIVERSITY OF MINNESOTA

(FOR IMMEDIATE RELEASE)

"Rickshaw Boy," a film about a simple and hardworking young peasant who travels to Beijing (Peking) to work after having gone bankrupt in the countryside, will be presented at 7:30 p.m. Oct. 18 in room 125/175 Willey Hall on the west bank of the Minneapolis campus of the University of Minnesota.

C.J. Liu, professor of East Asian studies, will lead a discussion about the film. Refreshments will be provided during the program, co-sponsored by the U.S.-China People's Friendship Association and the University of Minnesota China Center. A \$1 donation is optional.

Chinese films yet to be selected are also scheduled for Nov. 15, Jan. 17 and March 14 at the same location.

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OCTOBER 9, 1984

NEWS PEOPLE: For further information
contact DEANE MORRISON, (612) 373-7517

**ART INSTITUTE RECEIVES NEW
PORTRAIT OF COLUMBUS**

(FOR IMMEDIATE RELEASE)

The Associates of the James Ford Bell Library at the University of Minnesota will present a new portrait of Christopher Columbus to the Print and Drawing Council of the Minneapolis Institute of Arts at a reception on Friday (Oct. 12) at 6 p.m. at the institute, 2400 Third Ave. S., Minneapolis.

The portrait is a color intaglio print by Hamline University artist Leonardo Lasansky, whose works are included in many major museum collections. In commissioning the portrait, the associates have inaugurated a series of cultural and educational events reflecting the life and times of Columbus, which will be presented between now and 1992 -- the 500th anniversary of his most famous voyage.

The portrait is executed in a multi-color intaglio process and is published in an edition of 70 impressions signed and numbered by the artist. Following the premiere viewing, the portrait will be on public display at the institute for eight weeks before becoming part of the institute's permanent collection. A print of the portrait will also be on view at the James Ford Bell Library in Wilson Library on the west bank of the university's Minneapolis campus, and a poster of the portrait will be available from the associates. For further information, call John Parker or Carol Urness at 373-2888.

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OCTOBER 9, 1984

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UNIVERSITY ART MUSEUM
HONORS KATHERINE NASH

(FOR IMMEDIATE RELEASE)

The University of Minnesota Art Museum pays tribute to the late sculptor Katherine Nash in an exhibition on view at the museum in Northrop Auditorium on the Minneapolis campus through Nov. 18.

The exhibition, "Katherine Nash: A Sculptor's Legacy," a collection of 20 sculptures from her bequest to the university, will salute her as both artist and teacher. A public reception will be held from 5 to 7 p.m. Oct. 15 on the third floor of Northrop Auditorium.

Nash, a Minneapolis native, was educated at the Minneapolis School of Art and the University of Minnesota. She joined the faculty of the studio arts department at the university in 1963, and remained there until her retirement in 1976. A pioneer in the use of direct metal welding, Nash used scavenged and salvaged mechanical parts such as steel pipes from boat docks demolished by a tornado or pieces of machinery from a candy factory destroyed by fire in her sculpture. She welded, sandblasted, painted or plated parts of these metal objects into such works as "Sources of the Nile" and "Don Quixote," assuming the role of a social reporter who found expression in sculpting discarded man-made objects. "Nest of Violence," "Anatomy of Violence," "Man Caught in a Web" and other works in the exhibition demonstrate her concern with violence in contemporary society.

A committed teacher, Nash initiated and promoted the bachelor of fine arts degree and directed the Honors and Scholars programs at the university. She received the Morse-Amoco Award for excellence in teaching in 1978 and saw the Katherine E. Nash Gallery in the university's West Bank Union named in her honor the

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NASH

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following year. Two of her large welded metal pieces, "Twentieth Century Symbol" and "Moon Shot," are being installed permanently outdoors near the university's new Civil and Mineral Engineering Building on the east bank.

Museum hours are Monday, Tuesday, Wednesday and Friday 11 a.m. to 5 p.m., Thursday 11 a.m. to 8 p.m., Sunday 2 to 5 p.m. Admission is free and the museum is open to the public. For more information call Laura Andrews-Mickman at 373-3421.

-UNS-

(AO,2,2a;B1,13)

(FOR RELEASE ANY TIME)

Feature story from the
University of Minnesota
News Service, 6 Morrill Hall
100 Church St. S.E.
Minneapolis, Minnesota 55455
Telephone: (612) 373-7514
October 11, 1984

RESEARCHER WARNS VOTERS, JOURNALISTS
TO LOOK BENEATH THE SURFACE OF POLLS

By Harvey Meyer
University News Service

Politicians can use polls to show just about anything: That they're the hottest thing to hit the campaign trail since George Washington or that their opponents are scandalous warmongers. But during this poll-a-day political season, a University of Minnesota political science professor warns that not all polls are as they appear.

Depends. That's the operative word in determining the reliability of polls, said Professor John Aldrich, a poll analyst and confessed poll junkie. It depends on whether the sample polled is a good random sample. It depends on the wording of the questions asked, and the sequence in which they're asked. It depends on the timing of the poll. It depends on how the poll is interpreted. In short, there's a lot more to polling than simply tossing a couple of questions to a hundred or so people.

Aldrich, who is helping construct a post-election poll to be conducted by the Gallup organization, said a reasonably reliable poll is a mixture of sorts: one part science, one part craft and one part art.

Science is used in achieving a random sample for a poll. As long as you maintain the same probability in reaching voters in a voter preference poll, for example, then you'll have a good random sample, he said.

Unfortunately, Aldrich said, some polls cheat. "For instance, if you try to reach someone at home but that person isn't home and you go on to the next home, then you no longer have a truly random sample," he said.

A number of pollsters will try contacting people time and again to achieve as close to a random sample as possible. The University of Michigan, for instance, calls the same telephone number 65 times before giving up. "They darn near break you

(MORE)

down," Aldrich said. Many pollsters will "weight" their polls to achieve as close to a random sample as possible.

Polling only phone-users will not result in true random sample, since not everybody has a telephone, Aldrich said. The defunct Literary Digest magazine found out the hard way in 1936 when it predicted Republican Alf Landon would topple President Franklin Roosevelt. The magazine's downfall was that it only polled people with telephones -- a group then more apt to be members of society's upper crust, he said.

Craft is applied when pollsters word a question and a series of questions so they're reasonably free of biases, Aldrich says. A skilled pollster knows that substituting one or more words for the same question will elicit strikingly different results, he said. A classic case occurred in the 1950s when Americans were asked their views of President Eisenhower's Korean War policies at a time when Communist China entered the fighting. In a separate poll, Americans were asked what they thought of the involvement of the People's Republic of China in the war. The outcome of the two polls was quite different, Aldrich said.

Aldrich suggests the positioning of a key question in a series of questions also requires a craftsman's handiwork. Several years ago the emphasis was on fine-tuning a particular question, but these days pollsters are devising a series of attitudinal questions so they can get at an opinion in a number of ways, he said. That takes a fair amount of skill. For instance, it might be misleading to ask people what they think of President Reagan's foreign policies if that question was preceded by a question on what they thought about the president's policies on El Salvador, Aldrich said.

Art comes in interpreting polls, particularly voters preference polls, he said. First, pollsters have to find out who will vote. "The single most important question is determining who will not vote. This tends to be a trade secret, but it's a very inexact science, to say the least. They'll all say they're going to vote, but

(MORE)

that's not quite the case," Aldrich said, recalling that in some post-election polls more people said they voted than actually did.

Timing of a poll is crucial in measuring its impact, he said. "Taking a poll immediately after a political convention is equivalent to asking a leading question. Even bad conventions help a candidate. The 1980 Democratic convention was worth several points to President Carter even though Sen. (Edward) Kennedy sort of snubbed him."

Arnold Ismach, University of Minnesota journalism professor, would just as soon see the media abandon certain voter preference polling. "In the very early periods of a political campaign, the polls tend to persuade people or force them to make a choice, which makes it sort of a pointless exercise," he said.

News stories about polls are often lacking because reporters fail to include enough information, such as mentioning the poll's sponsor and sample size, Ismach said.

-UNS-

(A0,13,20;B1,14;C0,13,20;
D0,13,20;E13,20)

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OCTOBER 11, 1984

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CULTURAL VALUE CONFERENCE
TO BE HELD AT U OF MINNESOTA

(FOR IMMEDIATE RELEASE)

A conference, "The Mediation of Received Values," focusing on the role that intellectuals and educational institutions play in defining and mediating cultural values will be held at Coffman Union on the University of Minnesota Minneapolis campus Oct. 19 through 21.

Sponsored by the English department and the Center for Humanistic Studies at the university, the conference will examine such issues as the nature and causes of institutional and intellectual resistance to change, the manner in which dominant traditions cope with oppositional and marginal elements and the way academic traditions are defined. One of the purposes of the conference is to introduce the journal Cultural Critique.

Keynotes speakers are Stanley Aronowitz, of the City University of New York, who will speak on "Politics and Culture: National Public Radio -- Raising the Middle Brow" and Edward Said of Columbia University, who will speak on "Orientalism Reconsidered," in which he will evaluate developments in the theory of interpretation and critical methodology since the publication of his book on "Orientalism" in 1978. Aronowitz will speak at noon Oct. 19 in the Coffman Union Theater; Said will speak at 8 p.m. Friday in the Mississippi Room of Coffman Union.

For more information on the conference, call Donna Przybylowicz at 376-7139.

-UNS-

(AO,3;B1,8;C3)

UNIVERSITY OF MINNESOTA
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OCTOBER 12, 1984

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FALL QUARTER ENROLLMENT
DOWN AT U OF MINNESOTA

(FOR IMMEDIATE RELEASE)

Fall quarter enrollment at the University of Minnesota's five campuses declined by 3 percent -- from 57,831 to 56,050 -- compared to fall quarter last year.

Enrollment increased slightly at the Morris, Waseca and Crookston campuses but fell at the Twin Cities and Duluth campuses. At Morris, enrollment increased 3.9 percent to 1,665; at Waseca it rose 0.9 percent to 1,120; and at Crookston the student population rose 0.2 percent to 1,145. Enrollment declined 3.8 percent to 44,659 at the Twin Cities campus and 0.9 percent to 7,461 at the Duluth campus.

Most of the colleges on the Twin Cities campus posted small declines, but several registered modest gains. In the College of Agriculture, enrollment fell 7.6 percent and at the College of Liberal Arts -- the largest collegiate unit on the Twin Cities campus -- enrollment dropped 7 percent. Enrollment increased by 7.4 percent in the College of Education.

The number of new students on campus fall quarter declined from 14,131 to 13,611. New students entering the university from high school fell from 8,151 to 7,819, a 4 percent decrease. The number of new students entering the university with previous college experience declined from 4,796 to 4,607, down 3.9 percent.

-UNS-

(AO,1;B1;CO,1;E15)

UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
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OCTOBER 12, 1984

NEWS PEOPLE: For further information
contact HARVEY MEYER, (612) 373-7514

MAGRATH BIDS FAREWELL TO MINNESOTA
AT FINAL MEETING WITH U REGENTS

(FOR IMMEDIATE RELEASE)

CROOKSTON--University of Minnesota President C. Peter Magrath bid farewell to the state Friday (Oct. 12) by saying the university must remain resolute in its quest for excellence and resist what he called "fragmentation."

Magrath, 51, attending his last Board of Regents meeting before leaving to become president of the University of Missouri, said excellence must continue as a "guiding star in the university's constellation." And he said the university's commitment to planning and priority setting -- repeatedly emphasized during his tenure -- should remain uppermost in the minds of the regents.

The university can neither afford complacency nor rest upon its laurels, he said. "Instead, it must be persistent, indeed relentless, in its pursuit of excellence."

Magrath recalled that the state's fiscal crunch in the early 1980s created an "avalanche of retrenchments" and put the university at the brink of bankruptcy. He called actions during that period "my single greatest disappointment over the past 10 years."

Particularly disheartening, Magrath said, was a lack of public outcry at a time "when the university lost more (state) funds than any other tax-assisted unit. Silence, in this case, was not golden," he said. "As it was, there were too many hushed voices."

Magrath criticized some constituencies for pursuing special interests at the expense of the entire university. "In the end, such fragmentation destroys both the university as a whole and the particular interest which a group seeks to further."

(MORE)

In concluding remarks, he said, "When I took the presidential oath 10 years ago, I expressed the personal dream that it might someday be said: 'Peter Magrath left the University of Minnesota a better place than he found it.' My continuing dream is that the same thing will be said of my successor."

By an 8-2 vote, the regents approved an \$18.4 million contract with Denver-based FirstTel for a telecommunication system on the university's Twin Cities campus. In voting against the contract, regents David Roe and Mary Schertler, both of St. Paul, faulted the process by which FirstTel was selected. "It seems to me there's a lot to be desired in this process," Roe said. "I don't believe all vendors have been treated equally."

But, Regent Willis Drake of Edina said the selection process was "valid, ethical, in common practice and appropriate." Additionally, he said FirstTel met the university's time and operational requirements.

The telecommunication system will be headquartered adjacent to Morrill Hall on the Minneapolis campus, and is designed to serve up to 23,000 phones and allow 1,200 to 1,500 microcomputers and word processors to communicate. The system is scheduled to be operating by the summer of 1986. "Obviously, we're very pleased," said FirstTel president Dick Perry. "We intend to meet all commitments and deadlines."

In other action, the board:

--Accepted the resignation of Stanley D. Sahlstrom, founding provost at the university's Crookston campus, effective June 30, after 20 years of service.

--Heard a recommendation that the Gophers continue to play football in the Metrodome. A decision is expected in December on whether to exercise the last of three one-year options to withdraw from the university's 30-year contract with the Metropolitan Sports Commission. If the board does not act on the option, the Gophers will be obligated to play football in the Metrodome for the next 27 years. If the university decides to pull out, the Gophers would likely move back to Memorial Stadium, which would need extensive renovation to bring it up to standards.

--Authorized issuance of up to \$86.2 million in tax-exempt, variable-rate demand notes to retire university debts. That financial tool will allow the university to pay off existing bank loans, the new telecommunication system and other capital needs at a lower interest rate.

UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
OCTOBER 15, 1984

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contact DEANE MORRISON, (612) 373-7517

**"TAKING STEPS" OPENS UNIVERSITY THEATRE
SEASON AT U OF M**

(FOR IMMEDIATE RELEASE)

University Theatre will present Alan Ayckbourn's modern British farce "Taking Steps" Oct. 26 through Nov. 11, at 8 p.m. in the Whiting Proscenium in Rarig Center on the west bank of the University of Minnesota Minneapolis campus.

First presented at the Stephen Joseph Theatre in the Round in Scarborough, England, the play captures the uncertainties of six people spending a night in a three-story house. Confusion reigns as the six run up and down stairs, in and out of rooms, ending up in the wrong rooms with the wrong people and trying frantically to sort themselves out. The fact that the house may be haunted adds to the fun.

The production will be directed by Nancy Erhardt, with scenery, costumes and lighting by Thomas Thatcher. Tickets are \$6 -- \$5 for students and seniors -- and are available at the University Theatre ticket office, 120 Rarig Center, or by calling 373-2337. Group rates are also available. For further information call Nancy Sadusky at 373-4669.

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(A0,2,2e;B1,13)

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OCTOBER 15, 1984

NEWS PEOPLE: For further information
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U OF M, AMERICAN HOSPITAL SUPPLY SIGN PACT
TO MARKET TEST FOR COLO-RECTAL CANCER

(FOR IMMEDIATE RELEASE)

The Bio-Science Laboratories division of American Hospital Supply Corp. and the University of Minnesota announced Monday (Oct. 15) the signing of an exclusive license agreement for a test that may be used to diagnose colo-rectal cancer and other intestinal disorders.

The test, called HemoQuant, can detect the presence of blood in the gastro-intestinal tract much more accurately than tests currently available. Testing for hidden fecal blood is a routine laboratory test. The presence of such blood may indicate problems ranging from ulcers to cancer.

The new technology was developed in the laboratories of Hennepin County Medical Center and the Minneapolis Medical Research Foundation by Dr. Samuel Schwartz, professor emeritus at the University of Minnesota. The test determines the presence and amount of blood pigment and its breakdown product, porphyrin, in the digestive tract. Tests currently available cannot detect porphyrin or measure the quantity of blood pigment.

Bio-Science Laboratories, headquartered in Van Nuys, Calif., expects to have the test available as a reference in its laboratory locations within a month.

"Our goal will be to have the complexity and cost of the test reduced so that it can be competitive in the \$50 million-plus market for routine gastrointestinal screening within the next year or two," said James Connelly, president of Bio-Science.

"We're delighted to find within American a number of divisions that together have the capability to quickly commercialize new diagnostic technology in the

(MORE)

reference lab and then develop, manufacture and distribute the mass-produced bits and instrument systems required to achieve the technology's full potential," Schwartz said.

"We are pleased to have concluded these arrangements as a part of our increasing effort to transfer faculty discoveries into commercially viable products and services," said A.R. Potami, assistant vice president for research and technology transfer administration at the university.

American Hospital Supply Corp. is a worldwide manufacturer and distributor of health care products with 1983 sales of \$3.3 billion.

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UNIVERSITY OF MINNESOTA
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100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
OCTOBER 15, 1984

NEWS PEOPLE: For further information
contact MARY STANIK, (612) 373-5830

U OF M TO BEGIN LEAD SCREENING TEST

(FOR IMMEDIATE RELEASE)

A screening program to detect increased levels of lead in children will begin the week of Oct. 15, and is being sponsored by the Community-University Health Care Center (CUHCC) of the University of Minnesota and the Minnesota Department of Health.

Lead in the air and soil has become a major issue for government officials, and agencies and concerned citizens. It has been shown that increased levels of lead in the blood may lead to behavior problems and learning disabilities in some children who otherwise appear normal.

Only a small amount of blood will be required and will be obtained easily through a prick of a finger. The test will measure protoporphyrin, a protein in red cells that becomes elevated in cases of excess lead or insufficient iron. The screening will be able to identify children who have either elevated lead levels or iron deficiency, since either condition may be common in young children. If the protoporphyrin level is elevated, additional studies will be performed on blood collected at the initial bleeding to measure lead and iron levels. The results of the tests, with suggestions for any treatment, will be sent to the parents and to the physician identified by the parent as the child's primary care doctor.

Testing will be available at the following health centers: Fremont Community Health Service, regular appointment hours, contact Joan Graves at 588-9411; Beltrami Health Center, regular appointment hours, contact Karen Kensella at 788-6816; Cedar-Riverside People's Center, regular appointment hours, contact Kathy Cook at 332-4973; Health Etc., regular appointment hours, 721-5771; Southside Community Clinic,

(MORE)

LEAD

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Mondays, 1 to 9 p.m., and Tuesdays through Fridays, 9 a.m. till 5 p.m., contact Patricia Walker at 822-3186 and; Uptown Community Clinic, regular appointment hours, 374-4089.

Cost is based on ability to pay. The clinics will accept private insurance, medical assistance or cash. Testing is free for those unable to make any payment.

For additional information, call CUHCC at 376-4774.

-UNS-

(A23,24;B1,4)

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
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OCTOBER 17, 1984

NEWS PEOPLE: For further information
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ETHICS IN ECONOMICS TO BE
DEBATED AT U OF MINNESOTA

(FOR IMMEDIATE RELEASE)

A debate between a University of Minnesota professor and a Canadian professor Oct. 23 will focus on ethics in economics. The debate will be from 3 to 5 p.m. in Room 40 of the Law Building on the west bank of the Minneapolis campus.

R. Edward Freeman, associate professor in the University of Minnesota's department of strategic management and organization, is expected to argue that the role of the market system is to act as a mechanism for voluntary exchanges that benefit all parties involved.

Dr. Gregory Baum of St. Michael's College in Toronto is expected to argue that the market system too often ignores human concerns. This is a belief recently advanced by Canadian Catholic bishops.

Moderating the debate will be School of Management Dean Preston Townley, who was actively involved in corporate responsibility during his career at General Mills.

For further information contact Leslie Walters at 373-5901.

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(A3, 12, 12a, 33; B1, 8)

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OCTOBER 17, 1984

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U OF M HONORS
AGRICULTURAL MERIT SCHOLARS

(FOR IMMEDIATE RELEASE)

Fifty-three Agricultural Merit Scholars will receive their awards at a reception at 6:45 p.m. Oct. 25 in the Earle Brown Center on the University of Minnesota's St. Paul campus.

The reception will begin with refreshments in the lobby, followed by the awards ceremony at 7:45 p.m. in room 135. Keith Wharton, assistant dean of the College of Agriculture, will emcee the program, which includes a welcome from Rollin Dennistoun, deputy commissioner of the Minnesota Department of Agriculture; a keynote address by Keith Keltgen, president of the Keltgen Seed Co., Olivia, Minn.; and an awards presentation by Lauris Krenik, chairman of the university's Board of Regents.

The Agricultural Merit Scholars program began in 1983 to encourage outstanding students to enroll in the agricultural programs of the university in preparation for a career in agriculture. The program, which awarded 25 scholarships last year, is scheduled to name 75 scholars next year and 100 in 1986-87.

The program is privately funded; each award carries a scholarship of \$1,000 or more, provided by an individual, organization or business. Scholarships are awarded to qualifying high school graduates, transfer students and students in the undergraduate and graduate programs of the College of Agriculture in St. Paul, the two-year technical college programs at the university campuses in Crookston and Waseca, and in the veterinary medicine and post-graduate programs of the College of Veterinary Medicine in St. Paul. Fifty of this year's scholars have chosen to study at the College of Agriculture, with the remaining three enrolled at Waseca.

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Editor's note: If you would like to interview any of the colloquium speakers, call Barb Marsh at (612) 373-0945.

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OCTOBER 17, 1984

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U OF M COLLOQUIUM TO HONOR WINNER
OF ALEXANDER VON HUMBOLDT AWARD

(FOR IMMEDIATE RELEASE)

World-renowned economists will address the theme of Technology, Human Capital and the World Food Program during a colloquium Oct. 29 at the University of Minnesota.

The colloquium, which is open to the public, will be from 8:30 a.m. until 5 p.m. in the North Star Ballroom of the St. Paul Student Center. It is being held in honor of University of Minnesota agricultural economist Vernon W. Ruttan, winner of the 1984 Alexander von Humboldt Award for Contribution to American Agriculture.

Ruttan, a professor in the department of agricultural and applied science and a researcher for the Minnesota Agricultural Experiment Station, is receiving the award, which has a \$10,000 prize, for outstanding research in the economics of technical change, the theory of agricultural development and science and technology policy. Ruttan's research is of great importance because it provides insights into how science and technology ease the constraints to economic development and provide for a more abundant food supply and lead to improved standards of living worldwide, according to the Alexander von Humboldt Foundation in New York.

Speakers at the colloquium and their subjects will be: Robert Evenson, Yale University, "Developments in the International Agricultural Research System"; Hans Binswanger and Pradhu Pingali, the World Bank, "Evolution of Framing Systems and Agricultural Technology in Sub-Sahara Africa"; Martin Pineiro, Argentina's Center of Social Research on the State and Administration, "Technical Change and Development in Latin America"; Nobel laureate Theodore Schultz, University of Chicago, "Economic Change and the Family"; T. Paul Schultz, Yale University, "Growth, Public Education Expenditure and School Outputs"; Zvi Griliches, Harvard University, "Has There Been

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AWARD

-2-

a Decline in the Return to Research and Development?"; Vernon Ruttan, "Induced Technical Change and Agricultural Development"; and D. Gale Johnson, University of Chicago, "Technical Change, Human Capital and the World Food Problem."

The Alexander von Humboldt Foundation Award is given to the person or persons, who -- in the opinion of a panel of judges -- have made the most significant contribution to American agriculture during the previous five years. The foundation is funded by the Alfred Toepfer Co., a German grain trading firm.

-UNS-

(1A;P2;TCO)

UNIVERSITY OF MINNESOTA
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100 CHURCH ST. S.E.
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OCTOBER 22, 1984

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MEMO TO NEWS PEOPLE

Dr. Henry H. Balfour, a nationally recognized virologist, will discuss his new book, "Herpes Diseases and Your Health," during a Minnesota Press Club Newsmaker luncheon at noon, Thursday (Oct. 25) at the Press Club on the seventh floor of the Northstar Hotel in downtown Minneapolis.

Reservations can be made by calling 338-4466.

The book, published by the University of Minnesota Press, describes the most recent advances in the care and treatment of all forms of herpesvirus diseases, including genital herpes, cold sores, mononucleosis, chickenpox, shingles and birth defects caused by cytomegalovirus.

Balfour is a professor of pediatrics and laboratory medicine/pathology and director of clinical virology at the University of Minnesota. His co-author, Ralph Heussner, is a science writer at the University of Minnesota Health Sciences Center.

-UNS-

(A23,24;B1,4)

(FOR RELEASE ANY TIME)

Feature story from the
University of Minnesota
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100 Church St. S.E.
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Telephone: (612) 373-7514
October 22, 1984

ARE REAGAN AND MONDALE SUPERLEADERS?

by Harvey Meyer
University News Service

Ronald Reagan is some of the time. Walter Mondale could be. And John F. Kennedy was.

The subject is superleaders. Professors Charles Manz and Henry Sims Jr. contend that superleaders have the knack of drawing out the leadership qualities in all of us so that we end up inspiring, rewarding and leading ourselves.

Manz, on the strategic management and organization faculty of the University of Minnesota, and Sims, a Pennsylvania State University professor of organizational behavior, said John F. Kennedy's superleadership qualities were embodied in a memorable excerpt from his inaugural address: "Ask not what your country can do for you, ask what you can do for your country."

It's too early to tell whether Mondale has superleadership qualities, according to Sims and Manz, who make it clear that their forthcoming book on superleadership has nothing to do with their political views, but instead is their assessment of leadership style.

Reagan fits the superleader mold when he delegates and when he instills optimism in people, Manz said.

Delegating responsibility is one of the premier attributes of superleadership, and few people are better known for making use of their deputies than is the president. Reagan also is a torchbearer of optimism, even in the darkest of moments, said Manz.

Soon after Reagan was shot three and a half years ago outside the Hilton Hotel in Washington, D.C., he lifted the worried public's spirits with a string of one-liners from his hospital bed. "It seemed he was consoling people when it should have

(MORE)

been the other way around," Manz recalled. "What should have been a negative situation, he turned into a positive thing. He was the model of optimism."

Modeling is the first step toward becoming a superleader, said Manz. "It's been said that 'Actions speak louder than words,' and in this case, that old adage is especially true. By displaying systematic self-leadership practice in your behavior, such as by setting goals for yourself, purposefully making your work naturally enjoyable and seeking out opportunities rather than shrinking from obstacles, you are serving as an effective model and a stimulus for others," said Manz, who in 1983 wrote a book called "The Art of Self-Leadership."

The next step in the business professors' superleadership formula is to encourage and instruct others to learn self-leadership skills. "One useful approach in accomplishing this is to ask appropriate questions," Manz said. "Do you have any goals in your efforts? How well do you think you did and how do you feel about that? What aspects of your work do you enjoy? How could you make it more enjoyable?"

Finally, when people start applying self-leadership techniques, a superleader will offer suggestions and feedback, he said. "In particular, positive reinforcement of the self-leadership effort is crucial: 'I'm glad to see you setting goals for yourself; this should help you better accomplish what you set out to do,' or 'Your outlook has really improved. I can tell that opportunities rather than obstacles are your primary motivations now.'"

Superleadership is distinct from leadership in this way, said Sims: "We usually think of a leader as someone who says, 'Come on, let's go.' But a superleader tries to get others to say, 'Come on self, let's go.'"

Everybody is a promising superleader, according to Manz. "You don't have to be a star or charismatic to be a superleader. Superleadership can be learned, so at least everybody has a chance to become one or more of one."

Where Manz and Sims have seen self-leadership take hold, it has almost been like a "religious witnessing," Manz said. At a small manufacturing plant in the South, Manz and Sims watched self-managed work groups at the company take problems

(MORE)

into their own hands. The groups, which had access to almost all non-personnel company information, established their own rewards and reprimands, helped determine how to meet production goals and chose their own job assignments and work schedules. In one case, a young production worker crossed over to work in the laboratory and conducted tests identifying a product defect which may have saved the company thousands of dollars.

3M is a good example of a company that has given self-leadership a try, said Manz. "It lets people innovate, work outside their boxes. And much of the reason 3M is successful is because it displays many of the elements of superleadership -- providing autonomy, role models and an environment conducive to superleadership.

"When workers are given autonomy and then given the skills to deal with that autonomy, great things can happen," Manz continued. "One thing that's important is to give employees the opportunity to try things and even fail."

The superleaders heading up businesses across the United States may give this nation an edge over other countries, but superleadership need not be confined to the workplace, said Manz. It has applications in politics, homes, schools -- everywhere.

If and when the United States and the Soviet Union sit down for arms talks, a superleader could draw on many minds to craft a compromise. It could be a solution we haven't even yet heard of, said Manz.

Superleader mothers and fathers let their children develop self-leadership skills. That may mean nudging youngsters to take some initiative and consoling them if they fail. "What we need to do with children is allow them to grow up and tie their own shoelaces," said Sims. "When they get older, they have to make decisions on drugs, a work ethic, sexuality, friends. We can either facilitate that self-management process or we can stand in their way and impose our values on them. But, inevitably, that will lead to trouble."

What you don't do with superleadership skills, said Manz, is strictly adhere to their use under all circumstances. When you're dealing with nuclear reactors, I don't think it's appropriate to let people fail," said Manz. "You should apply superleadership where it's most appropriate."

Manz and Sims plan to publish their book on superleadership, complete with illustrations of U.S. superleaders and superleadership companies, in early 1986.

-UNS-

(AO,6,12;B1,7,16;CO,6,12;DO,6,12;E6,12)

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OCTOBER 23, 1984

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G. GORDON LIDDY
TO SPEAK AT U OF M

(FOR IMMEDIATE RELEASE)

Watergate figure G. Gordon Liddy will speak on "Government: Public Perception Versus Reality" at 7:30 p.m. Monday (Oct. 29) in the North Star Ballroom of the St. Paul Student Center, which is on the University of Minnesota's St. Paul campus.

Liddy, who served more time in jail than any other major Watergate figure, is today one of the most popular speakers on the campus lecture circuit.

Liddy's lecture is free and open to the public. Parking is available in campus lots on Cleveland Avenue near the Student Center and between the state fairgrounds and the St. Paul campus. For more information, call 373-1051.

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(AO,3;B1,8)

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OCTOBER 23, 1984

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MEIS CENTER AT U OF M
SPONSORS TWO CONFERENCES

(FOR IMMEDIATE RELEASE)

The Microelectronic and Information Sciences Center (MEIS) at the University of Minnesota will sponsor two project reviews, "High-Performance Integrated Circuits" on Oct. 30 and "III-V Compounds and High Speed Devices," on Oct. 31. Both reviews will feature presentations by faculty members and graduate students, lunch at the Campus Club in Coffman Union and laboratory visits and demonstrations.

The review of high-performance integrated circuits will begin at 10 a.m. Oct. 30 with presentations on sputter epitaxy, 3-D circuits and models, ion-beam technology for 3-D integrated circuits, diffraction studies of ion-implanted GaAs, design support, speed-power trade-offs in very large circuits, heterojunctions, acoustic microscopy and its application to the examination of integrated circuits and acoustic-image reconstruction. Lunch will be from 1 to 2 p.m. and laboratory visits from 2 to 3 p.m.

The review of III-V compounds and high speed devices begins at 9:30 a.m. Oct. 31 with an introduction, followed by presentations on metal overlayers on GaAs, microscopic control of interface reactivity and MOCVD and MBE synthesis of AlGaAs and GaAs heterojunctions. Lunch will be from 12:30 to 1:30 p.m., with a presentation on simulation, modeling, characterization and design of AlGaAs/GaAs devices and integrated circuits immediately following. Laboratory visits will be held from 2:30 to 3 p.m.

The location for the presentations has not yet been finalized. Both project reviews are free; lunch is \$9. For further information on the integrated circuit review, location, parking and lunch reservations, call Carol Siegel at 376-9122. For the same information on the III-V compounds and high-speed devices review, call Teri Holberg at the same number.

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UNIVERSITY OF MINNESOTA
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100 CHURCH ST. S.E.
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OCTOBER 24, 1984

NEWS PEOPLE: For further information
contact HARVEY MEYER, (612) 373-7514

U OF M'S SCHOOL OF MANAGEMENT
AWARDED MAJOR PLANNING GRANT

(FOR IMMEDIATE RELEASE)

IBM has included the University of Minnesota School of Management among 30 graduate schools vying for one of 12 \$2 million grants the company plans to award for research and instruction in management information systems.

The university was awarded a \$12,000 planning grant by IBM to produce and submit a proposal for the larger grant. Among the other graduate schools receiving planning grants were Harvard, MIT, Stanford, Wharton and UCLA.

"We're delighted," said Fred Beier, School of Management associate dean. "We really are very proud of the information systems area within the School of Management and we think the planning grant is a reflection of the quality we have in this program."

If the university is awarded a \$2 million grant, the money could be used by all departments within the School of Management as well as by other units within the university, Beier said.

The proposals from the 30 schools are due in January and IBM is expected to award the grants in April.

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(AO,4d,12a;B1,7;C4d,12a)

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Feature story from the
University of Minnesota
News Service, 6 Morrill Hall
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Minneapolis, MN 55455
Telephone: (612) 373-7504
October 24, 1984

ADOLESCENT ALIENATION -- NOT JUST A '60S PHENOMENON

By Lynette Lamb
University News Service

Many of the teen-agers James Mackey has met in the last 13 years do not have the same youthful enthusiasm that their parents' generation had. Bleary eyed and listless, more teens today are alienated and apathetic, a phenomenon first widely noted in the 1960s that lives on today.

Mackey, a College of Education professor at the University of Minnesota, defines adolescent alienation as a teen-ager's inability to connect meaningfully with other people. "At its root is an aloneness, a feeling that no one else is quite like you, that you are not what other people want you to be," he wrote in the August issue of Curriculum Review.

Adolescent alienation is a consequence of the ever-increasing complexities of our modern world, Mackey said. "It's a hard time to be an adolescent," he added. "Today's teen-agers have a compressed adolescence -- the larger society has invaded the schools, and they are no longer a safe place in which teen-agers can go about forging their identity. And this is the main concern of adolescence -- finding out who you are."

In studies he conducted in 1971, 1976 and 1980-82, Mackey interviewed and surveyed 4,600 high school students from around the country, trying to get at the sources of their alienation and the ways it is manifested.

After traveling to the poorest school district in Mississippi, to wealthy suburban Boston high schools and to many schools in between (including Twin Cities high schools and schools in Minnesota's Iron Range), Mackey found that the larger concerns of the world affect high schoolers today in ways they never did before. Nuclear war is a major worry among adolescents that Mackey uncovered while talking

(MORE)

to them, a concern they rarely articulate. "Over 50 percent feel they will be destroyed in a nuclear holocaust someday but they can't talk about it," said Mackey. "It's like sex was to the Victorians."

More and more teen-agers are living in single-parent homes or in homes where both parents work, situations that can lead to a shortage of parental guidance, Mackey said. "Kids lack clear-cut messages from their parents, which confounds them," he said. "Teen-agers need someone to set limits for them, to give them clear and concise rewards and punishments. This is why athletic coaches are so successful."

Another adolescent worry is the economy, and whether there will be jobs for them when they become adults. "Recent economic conditions make them strive for certainty," said Mackey. "They don't feel they can afford to make the idealistic vocational choices adolescents of the 1960s and early '70s did."

But today's adolescents are not just worried about the finances of their futures -- they are also increasingly concerned with their current finances. One of the results of this, and in Mackey's view both a cause and effect of adolescent alienation, is that more teen-agers are working, and they're working more hours than they did in the past.

According to recent National Academy of Science statistics, 42 percent of all high school sophomores are employed part time and three out of five seniors are. Fifty-two percent of all 16-year-olds work more than 14 hours a week. This is in contrast to 1940, when only 4 percent of all 16-year-old males and only 1 percent of all 16-year-old females worked part time.

For most of these employed adolescents, family need is not the impetus behind their eagerness to be employed. Rather, said Mackey, these teen-agers work for money to spend on consumer commodities -- clothes, records, makeup. "There is a relentless assault on them by advertisers who are determined to make them into consumers," said Mackey. "And the adolescent economic system, in turn, is very refined. They must

(MORE)

own certain things and dress in a certain way or they will be rejected by their peers. This creates a huge market."

Although Mackey agrees there is something to be gained through work -- a sense of competency, self-worth, job skills -- he emphasized that a 1978 University of California study concluded that when kids work more than 14 hours per week, the disadvantages outweigh the advantages. "Working that much makes kids contemptuous of abstract subject matter, and makes them withdraw in their commitment to school," he said. "Kids have never been able to invest much of their emotional energy in school, because they need it for the really big chores of adolescence -- forging their adult identity and breaking away from home," said Mackey. "Working too much leaves them with even less energy for school."

Another way students withdraw from school is through alcohol and drug use. Once the province of high school's disenfranchised, chemical abuse now cuts across all social lines in high schools, according to researchers from the National Institute of Drug Abuse. Mackey has also found this to be true.

Another result of alienation is apoliticism -- probably the most striking change of all from Mackey's first survey in 1971. Mackey calls this "a profound disinterest in and distrust toward all forms of political activity and a parochial attitude toward the world outside the narrow adolescent horizon." He believes it has come about partially because fewer adults are interested in national politics and that is the only sort of politics kids are introduced to in school. "Kids don't feel that even President Reagan has any power to do anything ... they feel being involved is a waste of time because there is nothing they can manipulate," Mackey said.

Combatting apoliticism can be accomplished through more meaningful and informative civics classes and through emphasizing local politics, where individuals can make more of a difference, said Mackey. He also believes that high schools must reconnect themselves to society by having students participate as volunteers in

(MORE)

social service agencies and in work/study programs with local corporations. "This would give kids the chance to see a place of business and would make the world of work seem less scary and remote to them."

Fighting alcohol and drug use is a more difficult problem, but one that Mackey believes teachers must be willing to become involved in. They must become aware of the symptoms and causes of drug use, make students accountable for staying straight in their classes and be able to refer them to help when they need it.

Stemming the growing tide of vocationalism is a somewhat more complicated issue, particularly because parents often encourage their teen-agers to work. "The school has a responsibility to inform parents of the statistics that show that working more than 14 hours a week is dysfunctional for their kids," said Mackey. Another tactic is to incorporate career and work information into the curriculum and to accommodate school hours to kids' work schedules, offering classes from 10 a.m. to 5 p.m., for example. "In any school you'll see lots of tired and yawning kids who were up till 2 a.m. closing a fast food restaurant," said Mackey. "Maybe we should take a cue from Las Vegas, where the high school runs shifts to accommodate a service city," he said.

While acknowledging that it may be unfair that "every social problem of the last 20 years has been taken over by the schools," Mackey persists in believing that educators can help bring students back into the mainstream of school life. "I am not a social scientist," said Mackey. "I've studied this because I want to help teachers teach better." To do that, Mackey believes he will first have to help teachers tackle adolescent alienation.

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(AO,6,14;B1,11;CO,6,14;DO,6,14;E1,6,14)

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
OCTOBER 25, 1984

NEWS PEOPLE: For further information
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MEMO TO NEWS PEOPLE

A University of Minnesota energy project that will save the state of Minnesota \$9 million a year will be unveiled at a news conference with U.S. Undersecretary of Energy William Collins Tuesday (Oct. 30) at 2:15 p.m. in the university's Southeast heating plant.

The university is now in the heating business. While using steam to heat and cool its more than 100 buildings, the university is also selling steam to Augsburg College and St. Mary's and Fairview hospitals. The steam powers a turbine, which in turn generates electricity that is sold to Northern States Power (NSP). None of this energy is generated by oil or natural gas; it all comes from burning a less expensive fuel -- low-sulfur Western coal.

The combination of selling steam heat and electricity and using a cheaper fuel source means that the state will pay \$9 million less to heat the university than it has in previous years. Meanwhile, Augsburg, St. Mary's and Fairview are saving on their heating bills and NSP is buying electricity produced more economically than it could produce itself.

As recently as 1976 the university burned oil and natural gas exclusively and had no capability of selling energy. That was the year the U.S. Department of Energy (DOE) asked for Grid-ICES project proposals (grid-connected integrated community energy systems -- in other words, district heating projects). The university project won the support of the DOE, 21 agencies and community groups, NSP, the three institutions buying the steam and the state Legislature.

After seven years of construction and \$34 million -- \$19 million of which came from the Legislature -- Grid-ICES is fully operational. The project involved buying

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MEMO

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the antiquated Southeast heating plant from NSP, almost completely refitting the plant, converting the university's original heating plant to burn coal, running underground steam lines between the two plants and to Augsburg, St. Mary's and Fairview and hooking up with NSP's electricity delivery system.

The community energy project is one of the largest operations of its kind in the country. The DOE considers it to be one of its biggest success stories, and has commissioned a film to explain the project to industry groups, cities and the public. Eight northern European countries have already requested copies of the film, which should be completed in November.

A short news conference explaining the project will be followed by a tour of the Southeast heating plant -- the turbine, boilers, state-of-the-art pollution control equipment and computer control room. The modern machinery is in stark contrast to the building itself, which was originally constructed to house the streetcar system's power plant. There will be opportunities for interviews during the tour.

The plant is on the Mississippi River's east bank; Sixth Avenue S.E. runs directly to the plant gates. Signs will direct media people to parking and the news conference room.

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(FOR RELEASE ANY TIME)

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Feature story from the
University of Minnesota
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Telephone: (612) 373-7514
October 26, 1984

U OF M STUDENT IS FLY-IN COMMUTER

by Harvey Meyer
University News Service

Perry Schermerhorn is a commuter. More aptly, he's a super commuter, flying his own airplane from Crookston to the Twin Cities every day to attend classes at the University of Minnesota. By car, that's about an 11-hour round trip; by plane, it's a little less than three hours. The marathon commutes probably qualify him as the university's premier commuter student.

But Schermerhorn, 25, is also a businessman. And it's the business side of him that makes the student side a little easier to understand.

Since Sept. 17 Schermerhorn has been operating his Crookston-based Schermerhorn Flying Service. He picks up passengers at Crookston's Municipal Airport, makes a pit stop for passengers in Detroit Lakes and then flies on to Holman Field in St. Paul.

Monday through Friday his twin-engine, six-passenger Beechcraft Baron is in the air by 7 a.m., cruising at 200 to 225 miles per hour and at altitudes of between 5,000 and 10,000 feet. By 8:30 a.m. he's landed, and by afternoon he's attending one of his two classes, finishing up a bachelor's degree in communications philosophy and psychology in aviation industry at the university's General College. By 5:15 p.m., he's airborne again, completing the circuit by 6:50 p.m.

"The way I justify flying from Crookston to the Twin Cities every day is that I'm going to school and getting a degree," Schermerhorn said. "That's a priority."

Some may say he's got his head in the clouds. Not his mother. "I'm just so delighted that he is willing to put so much effort into it," said Doris Schermerhorn. "He's trying to build a business and get an education, and he realizes an education is a most important thing for him to have."

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Indeed, Schermerhorn said, his schedule is not for everybody. "It takes a large amount of self-motivation to do this and keep on top of things. For people to do this they have to be highly motivated and have an intense commitment."

This is Schermerhorn's first quarter in the air and probably his last. He intends to take independent study credits winter quarter and graduate in the spring. But he may continue his flying service as long as he has enough passengers, he said. To break even on trip costs he needs two passengers a day paying \$159 apiece. As of last week, he was almost right on target.

"It's been up and down from week to week," said Schermerhorn, who plans to review his financial situation around Christmastime. "Last week I had 35 to 40 percent passenger loading. But this week it's really down. On Monday, one person booked but on Tuesday and Wednesday, no one booked so I didn't fly."

When he doesn't fly, of course, he doesn't go to school. But Schermerhorn said he's been able to catch up on schoolwork by reading and borrowing notes from classmates.

On some days it is Mother Nature that prevents Schermerhorn from flying. If clouds are under 400 feet, if visibility is less than a mile or if conditions are icy, his plane remains grounded in Crookston. But he noted that except for the icing problem, commercial airlines are subject to about the same weather conditions.

His plane service offers a far better view from the top than commercial airliners, Schermerhorn said. "Passengers initially have been very, very pessimistic as to what they'll see. But they've been happy because they can see much more at 10,000 feet than they can at 30,000 feet. And you can look outside all around you rather than just through a porthole. I haven't had any complaints so far. All the people who've used it said it has been very convenient and comfortable."

Such comments are not taken lightly by Schermerhorn, a stocky, low-key man who was reared on a farm near Callaway in northwestern Minnesota. He has been dead serious about his aviation career ever since graduating in 1979 from the University of Minnesota Technical College, Crookston, with an associate degree in agricultural aviation. Since then Schermerhorn has worked as a flight instructor, an agricultural aviation sprayer and a pilot for a small airline. He also continues to operate his charter service, which offers flights nationwide. In the process he has logged 3,500 hours in the air.

Although Schermerhorn's flight hours spent commuting to the university pale in comparison to this total, his commitment remains remarkable. As Ron Matros, the university's assistant director of student support services who works with student demographics said, "It's amazing. It's a testimony to his dedication and fortitude."

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
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OCTOBER 26, 1984

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FASHION SHOW TO BENEFIT
U OF M TRANSPLANT FUND

(FOR IMMEDIATE RELEASE)

Soiree '84, a night of entertainment sponsored by Rocco Altobelli, Inc. to benefit the Transplant Assistance Fund at the University of Minnesota Hospitals, will be held Sunday, Nov. 18 at 8 p.m. in the Carlton Celebrity Room, Bloomington.

The program will feature fashions by Minnesota designers as well as music and dancing.

Tickets, which are tax deductible, are \$15 for main floor seats and \$10 for balcony seats. All proceeds will go to the fund, which was begun in 1982 to help transplant patients and families meet special costs related to hospitalization and surgery.

Tickets can be purchased at all Rocco Altobelli salons and at the Carlton Celebrity Room, or by calling the University of Minnesota Hospitals at (612) 373-8961.

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
OCTOBER 26, 1984

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FIRST FORUM ON ARABS AND
JEWS TO BE HELD OCT. 30

(FOR IMMEDIATE RELEASE)

The first of a series of forums examining the common interests of Jews and Arabs will be held Tuesday (Oct. 30) featuring a speech by Norman Stillman, an Oriental Studies professor at the State University of New York at Binghamton. The speech will be at 7:30 p.m. in Auerbach Commons, which is on the main floor of the Law School Building on the University of Minnesota's west bank.

Stillman, author of the 1979 book "The Jews of Arab Lands," is scheduled to discuss historical relations between Jews and Arabs from the Jewish perspective. A question and answer session moderated by university political science professor Samuel Krislov and a reception will follow Stillman's speech.

At a Nov. 15 forum, Ibrahim Abu Lughod, a political science and African studies professor at Northwestern University, will discuss historical relations between Jews and Arabs from the Arab perspective. Abu Lughod has written four books and many articles on politics in Africa and the Middle East. A question and answer session moderated by university Afro-American and African studies professor Lansine Kaba and a reception will follow Abu Lughod's 7:30 p.m. speech in Auerbach Commons.

These are the first in a year-long series of forums examining the common heritage and common destiny of Arabs and Jews that will be held at the university. "The Historical Encounter" is the fall quarter theme, "Non-indigenous Modernization" is the winter quarter theme and "Paths to Conciliation" is the spring quarter theme. The forums are sponsored by the Middle East Forum Committee, which is composed of community groups and several units at the university. The forums are funded by the Minnesota Humanities Commission and the College of Liberal Arts and the Hubert H. Humphrey Institute of Public Affairs at the University of Minnesota.

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(A3,8,13,33,34;B1,8,17;G1,2,3,4)

UNIVERSITY OF MINNESOTA
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MINNEAPOLIS, MINNESOTA 55455
OCTOBER 26, 1984

NEWS PEOPLE: For further information
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U OF MINNESOTA TO HOLD
BREAKFASTS WITH EXPERTS

(FOR IMMEDIATE RELEASE)

Stephen Fuller, a Harvard Business School professor, will headline a "Breakfast with the Experts" session Saturday, Nov. 2 at 7:30 a.m. in the Earle Brown Continuing Education Center on the University of Minnesota's St. Paul campus.

Fuller, in addition to his teaching responsibilities, is involved in executive development programs worldwide.

At a Friday, Dec. 7 breakfast session, Albert Etchelecu, president of Diversified Energies Inc. (DEI), will deliver the 7:30 a.m. address. Etchelecu was president and chairman of Sperry-Sun, an oilfields subsidiary of Sun, before taking his DEI job. He is on the board of directors of DEI and Minnegasco, a subsidiary of DEI.

For more information on the sessions contact the Employer Education Service, Industrial Relations Center, University of Minnesota, 423 Management and Economics Building, 271 19th Ave. S., Minneapolis, MN. 55455, or call (612) 373-5391.

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(A3,12,12a;B1,7,8;C3,12,12a)

Feature story from the
University of Minnesota
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Minneapolis, MN 55455
Telephone: (612) 373-7504
October 29, 1984

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HERPES BOOK STRESSES KNOWLEDGE, TREATMENT

By Lynette Lamb
University News Service

Herpes is synonymous neither with genital herpes nor with despair. These are the major messages University of Minnesota Medical School professor Henry Balfour and writer Ralph Heussner convey in their book, "Herpes Diseases and Your Health," which will be published Tuesday (Oct. 30) by the University of Minnesota Press.

"Within the public there is a lot of confusion about the different forms of herpes," said Balfour. "We want to set these misconceptions straight right away in chapter one."

Herpes belongs to a family of viruses -- a fact that hasn't been stressed to the public before, Balfour said. "There are really many diseases caused by five different viruses, not just one disease caused by one single virus," he added. The five herpesviruses are herpes simplex type 1, which causes cold sores; herpes simplex type 2, responsible for genital herpes; cytomegalovirus, which can cause birth defects; Epstein-Barr virus, which causes mononucleosis; and varicella-zoster virus, which causes chicken pox and shingles.

Although the incidence of genital herpes has greatly increased over the last 20 years (the number of physician consultations increased ninefold between 1966 and 1979), it is still not the most common of the herpesviruses. That distinction belongs to herpes simplex type 1, which causes recurrent cold sores in 30 million Americans.

Nevertheless, because genital herpes is a profoundly disturbing illness and because it has been the subject of some confusing media reports, the authors have devoted two chapters of their book to it. What they most want to get across to

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readers is that genital herpes is treatable, it cannot be caught from toilet seats and it can be asymptomatic at first, flaring up months or even years later.

Part of the herpes hysteria, Balfour said, is caused by the mistaken belief that there is no treatment for genital herpes. "One of the reasons we wrote this book is to remove the great shroud of despair that surrounds people who have the various herpes diseases and think there is no therapy available," said Balfour. Acyclovir, which was just approved by the Food and Drug Administration in 1982, is now available in ointments and injections for genital herpes sufferers. The book also discusses acyclovir capsules, still being tested, which may be available soon as well. Although not a cure, acyclovir is an effective treatment, Balfour said.

Often when a patient contracts genital herpes it is the emotions rather than the body that are most in need of treatment, said Balfour. "The counseling role is a very important one for doctors to accept," he explained, "because the medical consequences of herpes are fairly mild but the psychological consequences are not.

"Very few patients are sick enough to be hospitalized with genital herpes but many are guilt-ridden and have major psychosocial disruption because of it," Balfour said.

The panic over genital herpes transmission via inanimate surfaces was the result of a National Institutes of Health (NIH) report issued last year that implied that genital herpes could be caught from inanimate surfaces, such as toilet seats or saunas. The Centers for Disease Control quickly voiced its opinion that this was next to impossible; Balfour heartily concurs. "First, the NIH study used laboratory strains, which are stronger. Second, herpes survived for just a few hours while other common viruses, such as influenza, survive on surfaces for days. And third, they never had any person try to catch herpes by touching the infected surface," said Balfour. "I feel the likelihood of transmission of the virus by inanimate surfaces is essentially nil."

The ability of the genital herpesvirus to remain latent for years, with

(MORE)

symptoms appearing years after transmission, is not widely understood by the public and has caused serious relationship problems for some people, Balfour said. "You don't always know when you have herpes," he added. "Herpes diseases cannot be categorized into yes or no because they're recurrent. The common biological significance of the herpes group that sets them apart from most of the human viruses is their propensity to keep coming back to haunt us."

Nowhere is this more true than in shingles victims, who suffer rashes and sometimes severe pain from a condition that is essentially a recurrence of chicken pox. In their book Balfour and Heussner estimate that there are about 300,000 new cases of shingles each year and that anyone who lives to 80 will have a 25 percent chance of suffering a shingles attack.

Cytomegalovirus or CMV is probably the least known of the herpesviruses, said Balfour, but it is currently the leading cause of viral birth defects, causing at least 3,000 brain-damaged children in the United States every year. It is also the most common form of infection in transplant patients, for whom it can be life threatening.

By contrast with these more virulent herpesviruses, mononucleosis, chicken pox and cold sores are fairly innocuous diseases. However, herpes simplex type 1, the virus responsible for cold sores, can cause herpes encephalitis, commonly called "sleeping sickness." And Epstein-Barr virus, which causes mono, is also strongly linked to certain forms of human cancer, although only in unusual cases does it provoke the growth of tumor cells.

All of the herpesviruses, their course and treatment, are laid out clearly for readers through the regular text, through question-and-answer sections and through patient histories, which make up about a third of the book. "We want people to get the kind of information they need to be treated but also to learn more about their viruses," said Balfour. "It's important to find out as much as possible about your disease because knowledge -- knowing what to expect, what other patients have experienced and where to go for treatment -- makes you comfortable with what's going on. Knowledge of the disease gives you power over it ... it's not the great unknown anymore."

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Balfour and Heussner's 195-page book, "Herpes Diseases and Your Health," which includes a seven-page glossary, is available from B. Dalton and the University of Minnesota Press for \$14.95. For more information or to order, contact University Press at University Press Building, 2037 University Ave. S.E., Minneapolis, MN 55414, or call Kirk Larson at (612) 373-3890.

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
OCTOBER 29, 1984

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U OF M DENTAL PROFESSOR WINS
AMERICAN DENTAL ASSOCIATION HEALTH AWARD

(FOR IMMEDIATE RELEASE)

M. Bashar Bakdash, an associate professor of periodontology in the School of Dentistry at the University of Minnesota, has been awarded the 1984 American Dental Association Periodontal Health Award first prize. The award was made for a 1979-80 television campaign that encouraged Minnesotans to visit the dentist to curb periodontal disease. Bakdash played a key role in developing the campaign.

The American Dental Association Periodontal Health Award was established in 1983 to recognize those who have improved the prevention, diagnosis and treatment of periodontal disease or increased public awareness of periodontal health needs.

Bakdash received the award Oct. 21 at the annual meeting of the American Dental Association in Atlanta. He donated the \$2,000 prize money to the university's department of periodontology to support research activities.

A native of Syria, Bakdash received a master's degree in public health from UCLA in 1972 and a master's degree in dentistry from Indiana University in 1974. Married and the father of three, he lives in Roseville.

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
OCTOBER 30, 1984

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SIX CHARACTERS SEARCH FOR AUTHOR
IN U OF M PLAY

(FOR IMMEDIATE RELEASE)

University Theatre at the University of Minnesota will present Luigi Pirandello's "Six Characters in Search of an Author" Thursdays through Sundays, Nov. 9 through 25 in the Rarig Center's Stoll Thrust Theatre on the west bank of the Minneapolis campus.

The play follows six characters who interrupt a rehearsal and plead to have their story played out. But when actors try to do so, they present lifeless stereotypes. Even the characters cannot agree among themselves about the details of their life together. Because their life is itself a play, their fates are already sealed by the author. Their struggle against the inevitable is doomed by artistic form. Pirandello uses the device of the rehearsal to explore reality on three different levels: in a written text, on stage and in life.

The play, written in 1921, caused a near riot at its premiere in Rome. University Theatre has presented the work once before -- in a 1964 production directed by Tyrone Guthrie. This fall's production will be directed by Amy Silverberg, with scenery by Jon Erikson, costumes by Gail Crellin and lighting by David Hartmann. Tickets are \$6 for the general public and \$5 for students, university faculty or staff and seniors. Group rates are also available. For further information call Nancy Sadusky at 373-4669.

-UNS-

(AO,2,2e;B1,13;CO,2,2e)

UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
OCTOBER 31, 1984

NEWS PEOPLE: For further information
contact LYNETTE LAMB, (612) 373-7504

WCCO OFFERS AID
TO MINORITY JOURNALISM STUDENTS

(FOR IMMEDIATE RELEASE)

Minority college students interested in broadcast journalism can apply for WCCO scholarships at the University of Minnesota's School of Journalism and Mass Communication.

The scholarships are available for students who will begin their junior year next fall or who are interested in graduate study for a master of arts degree. The program offers up to six quarters of financial aid toward a bachelor's or master's degree, amounting to between \$2,500 and \$4,000 a year. The program includes special counseling by journalism faculty and supervised internships at one of WCCO's three radio and television stations.

Recipients of the scholarships, first given in 1973, have included Robert Hernandez, senior photographer for PM Magazine in Minneapolis; Sam Ford, reporter for the CBS News Washington bureau; and Patricia Arnold, special projects producer for WLS-TV in Chicago.

The deadline for applications is April 1. For more information and application materials, contact the WCCO Scholarship Program Coordinator, School of Journalism and Mass Communication, 111 Murphy Hall, 206 Church St. S.E., University of Minnesota, Minneapolis, MN 55455, or (612) 376-8615.

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UNIVERSITY OF MINNESOTA
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OCTOBER 31, 1984

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NEWS PEOPLE: For further information
contact PAM BURKLEY (612) 373-2466

U OF M SCIENCE-TECHNOLOGY DAY
TO LOOK AT MINNESOTA'S FUTURE

(FOR IMMEDIATE RELEASE)

"Minnesota and Technology: An Outlook for the Future" will be the subject of this year's Science and Technology Day at the University of Minnesota Nov. 9.

An afternoon symposium, which is free and open to the public and begins at 1:15 p.m. in the Theater Lecture Hall of Coffman Union on the Minneapolis Campus, will feature presentations by Richard Caldecott, consultant to the president for technology transfer at the University of Minnesota; Michael O'Donnell, special adviser to the governor from the Office of Biomedical and Health Systems; Kathleen McLaughlin, executive director of Minnesota Project Innovation; and Timothy Flynn, manager at Peat, Marwick, Mitchell and Co.

The feature speaker at the evening banquet, which begins at 6 p.m. at the Radisson South Hotel in Bloomington, will be Erich Bloch, director of the National Science Foundation and vice president of IBM. The charge for the banquet is \$19.50.

The event is sponsored by the Institute of Technology Alumni Society of the University of Minnesota.

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UNIVERSITY OF MINNESOTA
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NOVEMBER 1, 1984

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NEWS PEOPLE: For further information
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ADOLESCENT HEALTH PROGRAM AT U OF M
RECEIVES HEALTH AND HUMAN SERVICES GRANT

(FOR IMMEDIATE RELEASE)

The Adolescent Health Program at the University of Minnesota, the Minnesota Department of Health and the St. Paul Ramsey Medical Center Maternal and Infant Care Project, have been awarded a three-year, \$565,000 grant from the U.S. Department of Health and Human Services to establish an adolescent health data base for Minnesota.

Dr. Robert Blum, director of the program at the university, said that such a data base is necessary because there is very little existing data on the health of children and youth in this country. "What does exist is data that is scattered about in many different agencies and is collected in a way that does not allow one agency's data to be compared to another's," Blum said. "This is the first attempt in the United States to collect continuing comprehensive health data and to establish a health monitoring system for one age group; we have chosen to collect it on adolescents."

Once the base is established, information will be collected from three basic groups: agencies, providers and the adolescents. At the agency level, a mechanism will be enacted so that data from one agency can be compared with that from another and allow all of that information to be used by many different sources. Steps will be taken to make it possible to look at data collected by hospitals and other institutions serving youths, as well as morbidity and mortality information.

Providers will be involved through a network of 50 clinics, physicians, and social service agencies. They will be linked to a central information base through a computerized data system, and they will be furnished with computers, so that developing information can be gathered on adolescent health and social problems. A

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national task force will also be formed, consisting of directors of maternal and child health divisions of five state health departments from across the nation. The intent is to assist health departments throughout the country in developing data systems for the monitoring of the health problems of youth.

Adolescents themselves will be involved through a system of representative junior and senior high schools throughout Minnesota. These young people will be asked on an annual basis to give their perspectives about their own health problems and concerns.

The grant runs through 1987.

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UNIVERSITY OF MINNESOTA
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100 CHURCH ST. S.E.
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NOVEMBER 1, 1984

NEWS PEOPLE: For further information
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NOBEL WINNER TO DISCUSS
ORIGINS OF ELEMENTS AT U OF M

(FOR IMMEDIATE RELEASE)

William A. Fowler, winner of the 1983 Nobel Prize in Physics, will present the second Abigail and John Van Vleck Lecture at 4 p.m. Nov. 7 in the Coffman Union Theatre/Lecture Hall at the University of Minnesota in Minneapolis.

Fowler's talk, "The Quest for the Origin of the Elements," is a modified version of his Nobel Lecture. The lecture is free and open to the public, and will be followed by a reception in the Campus Club on the fourth floor of Coffman Union.

Fowler is an authority on the nuclear processes that generate energy in the sun and other stars and that produce the various chemical elements. He will discuss such topics as the evolution of stars, the big-bang theory, how the activities of supernova stars affect the structure of our galaxy and why some elements are more abundant in the universe than others.

The Van Vleck Lecture Series was established by Abigail Van Vleck, a 1925 graduate of the university, in memory of her husband. John Hasbrouck Van Vleck, universally recognized as the father of modern magnetic theory, taught at the university from 1923 until 1928 and shared the 1977 Nobel Prize in Physics.

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(AO,3,4;B1,12;C3,4)

UNIVERSITY OF MINNESOTA
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NOVEMBER 1, 1984

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or LESLIE WALTERS (612) 373-5901

U OF M'S INDUSTRIAL RELATIONS
CENTER GETS RESEARCH CONTRACT

(FOR IMMEDIATE RELEASE)

The Industrial Relations Center at the University of Minnesota School of Management has won an 18 month research contract from Northwestern Bell to gather detailed information on 400 non-management jobs in Minnesota, Iowa, Nebraska and North and South Dakota to evaluate those jobs.

Up to 25 industrial relations graduate students have been hired and are being trained to gather on-site information on the job settings, work tasks, pay rates and employee benefits of 330 jobs in 30 or more private companies within the five state area. The students will also examine the job content of 70 Northwestern Bell jobs in Bell's service area.

"I doubt if there's been anything done in industrial relations in the United States that is of this scope and this intensity," said David Estenson, project manager and a visiting faculty member at the university.

"It'll be a tremendous opportunity and experience for the students," said Mario Bognanno, director of the Industrial Relations Center and the project's principal coordinator.

Data collected by the students will be used by a Northwestern Bell and Communications Workers of America committee to evaluate the jobs. The participating companies will have access to some of the research data, Estenson said. The university will use the data for further research on pay and job content.

The graduate students began a two-week job analysis training period in mid-October; the training was conducted by representatives of Bell Communications Research of New Jersey. The research contract expires Feb. 28, 1986.

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(AO, 12, 12a, 12b; B1, 7; C12, 12a, 12b; D12, 12a, 12b)

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
NOVEMBER 2, 1984

NEWS PEOPLE: For further information
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MEMO TO NEWS PEOPLE

A group lobbying to have Gopher football return to Memorial Stadium is scheduled to make a 15-minute presentation to the University of Minnesota Board of Regents Friday morning.

At its 8:30 a.m. meeting Friday (Nov. 9), the board will discuss the university's contract to play football at the Humphrey Metrodome. The regents are expected to decide in December whether to exercise the last of three one-year options to withdraw from the university's 30-year contract with the Metropolitan Sports Commission. If the university withdraws, the Gophers would likely return to Memorial Stadium, which needs extensive repair work.

In other business, Kenneth Keller, who became interim president Nov. 1, is expected to address the regents on the concerns and opportunities of the university during the next year, when the university will be looking for a replacement for C. Peter Magrath.

Here is a schedule of meetings and a sample of agenda items:

--Special meeting of the committee of the whole, 9:30 a.m. Thursday, 238 Morrill Hall. Discussion of two recent studies, one showing that funding for the university has dropped in constant dollars over the past decade and the second showing how university funding ranks in relation to other Big Ten schools.

--Faculty, staff and student affairs committee, 1:30 p.m. Thursday, 238 Morrill Hall. Discussion of a proposed faculty tenure code.

--Physical plant and investments committee, 1:30 p.m. Thursday, 300 Morrill Hall. Action on replacing the university's CRAY I supercomputer with a CRAY II.

--Educational policy and long-range planning committee, 3 p.m. Thursday, 238 Morrill Hall. Discussion on the university's library programs.

(OVER)

MEMO

-2-

--Budget and legislative coordinating committee, 3 p.m. Thursday, 300 Morrill Hall. Action on modifying the capital, operations and maintenance and state specials requests to the Legislature.

--Committee of the whole, 8:30 a.m Friday, 238 Morrill Hall. Discussion of Metrodome contract.

--Full board meeting, 10:30 a.m. Friday, 238 Morrill Hall. Final action on votes taken in committee.

-UNS-

(AO,1;B1;CO,1;F15;G2,3)

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
NOVEMBER 5, 1984

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U OF M, BIO-MEDICUS ANNOUNCE AGREEMENT
TO IMPROVE BLOOD PUMPS

(FOR IMMEDIATE RELEASE)

The University of Minnesota and Bio-Medicus, a Minneapolis manufacturer of blood-pump systems for advanced surgical procedures, have signed an agreement to license and develop a device to protect bearings on blood pumps during open-heart bypass surgery or after implantation in patients.

Perry L. Blackshear Jr., professor of mechanical engineering and director of graduate studies in bio-medical engineering at the university, will direct the project. The university and Bio-Medicus will share funding for the venture.

The program seeks to improve both long-term protection for the bearing seals of the Bio-Medicus's new line of centrifugal blood pumps and the design of advanced systems for future models of blood pumps. These improvements will be incorporated in the Bio-Medicus product line under a royalty arrangement with the university.

"We are very pleased to enter into a close working relationship with the university, which will benefit not only the parties but the medical community," said James F. Lyons, president and chief executive officer of Bio-Medicus. "We are particularly pleased that the skills and experience of Dr. Blackshear, who has an impressive background of achievements in the field of biomedical engineering, will be devoted to this program."

A.R. Potami, assistant vice president for research and technology transfer administration, spoke for the university. "We are pleased to have concluded this arrangement as part of our increased efforts to transfer faculty discoveries into commercially viable products and services," he said.

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(A12,23,24;B1,4,12;C4,12;D4b,4e)

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
NOVEMBER 5, 1984

NEWS PEOPLE: For further information
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ADA PRESIDENT TO GET
U OF M ALUMNI AWARD

(FOR IMMEDIATE RELEASE)

Donald E. Bentley, president of the American Dental Association and a general practitioner in Hawley, Minn., will receive the University of Minnesota's highest alumni honor.

Bentley, president of the ADA since October 1983, is a 1954 graduate of the university's School of Dentistry. He will be presented the Outstanding Achievement Award on Nov. 16 during a noon luncheon in the Great Hall of Coffman Union on the Minneapolis campus.

Active in the dental profession, Bentley has held several offices in the Minnesota Dental Association, including trustee for three years and treasurer for six years. He is also a past president of the Northwestern District Dental Society in Minnesota. Bentley has been a delegate to the ADA for 12 years.

A fellow of both the American College of Dentists and the International College of Dentists, Bentley is also a member of the Academy of General Dentistry. A graduate of Concordia College, he was named an outstanding graduate of that school in 1980.

A former mayor and member of the Hawley City Council, Bentley has practiced in Hawley since graduating from dental school. He and his wife, Dorothy, have four children, one of whom, Geoffrey, is also a dentist and is in practice with his father.

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(A25;B1,4;C25;D25;E25;F2)

UNIVERSITY OF MINNESOTA
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NOVEMBER 7, 1984

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NEWS PEOPLE: For further information,
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NIH DIRECTOR WYNGAARDEN
TO SPEAK AT U OF M

(FOR IMMEDIATE RELEASE)

Dr. James B. Wyngaarden, director of the National Institutes of Health (NIH), will deliver the annual Max Winter-Minnesota Vikings lecture at the University of Minnesota Tuesday (Nov. 13).

The lecture, titled "Biomedical Research Policy at the NIH," which is open to the public, will be at 3:15 p.m. in Room 2-650 Malcolm Moos Tower on the east bank of the Minneapolis campus.

Before joining the NIH in 1982, Wyngaarden was professor and chairman of the department of medicine at the Duke University School of Medicine.

The annual Max Winter-Minnesota Vikings lecture is held in conjunction with the announcement of research awards from the Vikings Children's Fund (VCF). Recipients of this year's awards will be announced at a noon luncheon.

Max Winter is president of the Minnesota Vikings Football organization. VCF is a philanthropic endeavor that involves Vikings team members and their wives in various fund-raising activities throughout the year. The money is used for basic research into childhood diseases.

-UNS-

(AO, 3, 23, 24; B1, 4, 8; C3, 23, 24)

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
NOVEMBER 9, 1984

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U OF M REGENTS HEAR PLEA TO RETURN
GOPHER FOOTBALL TO STADIUM

(FOR IMMEDIATE RELEASE)

Following a spirited plea to return Gopher football to Memorial Stadium, several members of the University of Minnesota Board of Regents Friday (Nov. 9) asked the university administration to prepare a financing plan for renovating the 60-year-old landmark before the board decides the Metrodome vs. Memorial Stadium issue.

And in a move to improve the university's academic ranking among Big 10 schools, the regents voted to ask the Legislature to approve an additional \$21.9 million in instructional costs for students.

In the Gopher football question, the regents are considering whether to continue in the university's 30-year contract with the Metropolitan Sports Facilities Commission to play in the Humphrey Metrodome. If the board does not exercise the last of three one-year options to pull out of the contract before the end of February, the Gophers will be obligated to play in downtown Minneapolis for the next 27 years.

William Semans, co-chairman of the University of Minnesota Memorial Stadium Committee, argued that such a prospect was "shameful." Semans said his committee's three-year investigation has cast doubt on arguments that Memorial Stadium was too costly to renovate, that attendance would rise at the Metrodome and that the indoor stadium would bolster recruiting efforts.

Semans disputed the university administration's estimates of the cost of refurbishing Memorial Stadium, saying it could be renovated for \$6.7 million for 20 years football use. University administrators add \$1.2 million to that figure for structural maintenance.

(MORE)

Semans chastised university officials for not undertaking a fund-raising drive to renovate the stadium and for not requesting money from the Legislature. He said the committee's efforts have netted an offer from a Chicago firm to conduct summer concerts at the stadium for five years for \$2.5 million.

School spirit would be revived with a return of football to campus, Semans contended, and recruiting would not be harmed. "Good programs and good coaches draw good athletes," he said. "Lou Holtz could recruit and field a good team even if he played in a parking lot. You can move the body of a team downtown but you can't move the heart and soul."

After the discussion, Semans predicted that once the regents have "accurate financial information," they will vote for a return to Memorial Stadium. "The vote won't even be close," he said.

Regent Wally Hilke of St. Paul asked the administration to develop a plan for financing the renovation of the stadium. Hilke said the plan should consider revenues from private use of Memorial Stadium, savings from not demolishing the structure, increased parking revenue and "creative" private fund-raising, among other items. Additionally, regent Charles Casey of West Concord asked the administration to examine the financial benefits of playing in each stadium.

Frank Wilderson, vice president for student affairs, said the university administration and athletic department held no "hostility" toward playing football at Memorial Stadium. Wilderson said the athletic department simply couldn't generate enough funds to renovate the stadium and make it structurally safe.

Semans's estimate on renovating the stadium for 20 years did not take into account a number of factors mentioned in a university consultant's report, according to Clint Hewitt, associate vice president for physical planning. The consultant recommended replacing lighting, upgrading the stadium's upper interior and several cosmetic changes at an additional cost of \$2.1 million, Hewitt said.

The regents are scheduled to take final action on the Metrodome contract in December, but several board members indicated a preference for postponing a decision

(MORE)

if enough information isn't presented.

In other action, the regents approved increasing the university's request to the Legislature for operating funds by \$28.3 million. The largest chunk -- \$21.9 million -- is targeted for increasing the university's request for instructional funds.

In a report to the regents, interim president Kenneth Keller noted that Minnesota ranked fifth among eight Big 10 schools in the amount of money spent for instructional purposes. The \$21.9 million additional request, on top of the \$82.5 million already being asked for, would improve the university's ranking to a tie for third, according to Stanley Kegler, vice president for institutional relations. The improvement would raise the amount of instructional dollars spent per student from about \$2,260 to \$2,600.

"We're not trying to ask for the moon," Keller told the regents. "We're trying to make the first step."

Keller said that while expected enrollment declines would act to boost the per-student instructional cost, additional money was still needed from the Legislature to improve the university's standing.

In his first report to the regents since C. Peter Magrath's resignation, Keller called on the regents to move forward with the university's institutional goals. Among the items Keller mentioned were development of a supercomputer institute and cable TV program, new initiatives in the humanities and administrative reorganization of the university's international activities.

"Moreover, if we are successful in making progress in the areas I have outlined, we can offer to our next president the leadership of an institution moving toward a place among the top five public universities in the country," Keller said.

-UNS-

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UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
NOVEMBER 9, 1984

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MEMO TO NEWS PEOPLE

The first research and clinical center in the United States devoted to finding a cure for spinal cord injuries will open at the University of Minnesota Nov. 20. The center is a collaboration of the university and the Spinal Cord Society. Opening ceremonies begin at 10 a.m. in the North Clinic of the Mayo Memorial Building, 420 Delaware St. S.E.

Functional electrical stimulation (FES) or "computer-aided" walking, one of the treatments to be developed at the center, will be demonstrated by Dr. Marsolais and patient Bassam Khawam at approximately 10:30 a.m. Khawam will walk up and down a set of stairs with the aid of implanted electrical devices.

Assisting with the opening will be Dr. Charles Carson, president of the Spinal Cord Society; C. Edward Schwartz, director of the University of Minnesota Hospitals and Clinics; Dr. Neal Vanselow, vice president for health sciences at the university; Dr. Robert Hansebout, medical director and head of neurosurgery at McMaster University and St. Joseph's Hospital in Hamilton, Ontario; and Dr. E.B. Marsolais, chief of rehabilitation medicine at the U.S. Veterans Administration Medical Center in Cleveland, Ohio. Dr. Hansebout is taking a leave of absence from his jobs to become director of the new spinal center.

The center will begin accepting patients after November 20.

-UNS-

(AO,23;B1,4;CO,23)

UNIVERSITY OF MINNESOTA
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NOVEMBER 12, 1984

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8:30

NEWS PEOPLE: For further information
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U OF M FORUM ON ARABS
AND JEWS CANCELED

(FOR IMMEDIATE RELEASE)

The Nov. 15 forum that was to examine the historical relations between Jews and Arabs from the Arab perspective has been canceled. Ibrahim Abu Lughod, a political science and African studies professor at Northwestern University, had been the scheduled speaker at the forum, which was to be held at the University of Minnesota Law Building at 7:30 p.m.

-UNS-

(A3,8,13,33,34;B1,8,17;G1,2,3,4)

Feature story from the
University of Minnesota
News Service, 6 Morrill Hall
100 Church St. S.E.
Minneapolis, MN 55455
Telephone: (612) 373-7517
November 13, 1984

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U of M Chemist Studies Why There Are Alkaloids

By Deane Morrison
University News Service

Among the many plants endemic to the American West is a spindly growth called *Senecio riddellii*. When times are good and rainfall is plentiful this plant doesn't cause much trouble for anyone. But when the weather gets dry, the plant's drought resistance makes it a target for hungry livestock unable to find enough of their normal food. Animals that graze on *Senecio* may then find some relief from hunger, but the price can be fearsome: The plant is loaded with carcinogens. And worse, people who eat meat from these animals run the risk of exposure.

There isn't much chance of teaching cattle, sheep and goats to avoid *Senecio*, but it may be possible to control the amounts of toxic substances produced in such plants. That is one reason University of Minnesota chemist Edward Leete devotes his efforts to unravelling the processes by which plants produce alkaloids, a class of compounds that includes cocaine, nicotine, mescaline and the substances in *Senecio* that cause liver cancer.

One of Leete's tasks is to find ways to block or redirect key steps in the chain of events leading to the synthesis of undesirable alkaloids. It's a bit like wanting to throw a monkey wrench into the plants' biochemical machinery, but first he must understand the machine's workings well enough to aim where the blow will be effective.

Leete is helping the U.S. Department of Agriculture take the first step toward controlling the *Senecio* problem. He is feeding *Senecio* plants with radioactive forms of chemicals known to be building blocks of the poisonous alkaloid riddelline. The plants will then produce radioactive riddelline, which Leete will extract and send to the USDA in Fargo, N.D. USDA scientists will feed the "hot"

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riddelliine to experimental animals and, using the radioactivity as a signal, trace the fate of the chemical in the animals' livers. Their findings should shed light on the question of how riddelliine and related alkaloids cause cancer.

Unfortunately, the opportunities for human exposure to the chemicals don't end with eating meat.

"There has been some work showing that goats ate Senecio and the alkaloids got into the milk, causing ill effects in children who drank the goats' milk," Leete said. "These plants are used for folklore medicine in teas, and the comfrey plant, which has the same alkaloids, is used in Britain to treat aches and pains. People rub it on their skin."

Leete is also engrossed in the mysteries of how -- and why -- a more familiar alkaloid is made. The roots of tobacco plants make nicotine through a series of about 10 steps. Each step is the enzyme-catalyzed conversion of one molecule to the next in the series, with the appearance of nicotine the last step. Blocking any step would prevent the synthesis of nicotine; one way to do this is to give the plant an "analog" chemical that resembles one of the normal intermediate molecules. Analogs often "trick" enzymes into interacting with them instead of the normal target molecule, shutting the enzymes off.

One enzyme in the pathway leading to nicotine is ornithine decarboxylase (ODC), which catalyzes the conversion of the amino acid ornithine to a pungent chemical called putrescine. Knowing that ODC can be blocked by a certain ornithine analog, Leete fed the analog to tobacco plants. But nicotine was still made, apparently because the plant made the biochemical equivalent of an end run around the block.

"Maybe another enzyme was converting the ornithine to the amino acid arginine, and the arginine was eventually converted to putrescine," Leete said. "Our next step will be to see if an analog of arginine can knock out this alternate pathway by blocking the enzyme that works on arginine."

Why should tobacco plants go to so much trouble to make a chemical like

(MORE)

nicotine, which seems to do little but accumulate in the leaves? The plant gets along just fine without nicotine, said Leete. In fact, perfectly healthy, nicotine-free tobacco leaves can be grown by grafting the tops of tobacco plants to the roots of tomato plants. The leaves' normal supply of nicotine from the roots is then cut off, but it doesn't seem to make any difference. Yet scientists are now devising some theories about how this drug, so addictive to humans, might benefit the plant.

Researchers Richard Larson and Karen Marley at the University of Illinois have suggested that some alkaloids, including nicotine, strychnine, atropine and reserpine, destroy a dangerous form of oxygen that can wreak havoc on plant and animal tissues. Small quantities of this material, which consists of single charged oxygen atoms, can be formed from normal oxygen by sunlight. Larson and Marley point out that alkaloids tend to be produced in greater quantities in sun-drenched tropical plant species than in temperate ones.

The tropics also have more of an insect problem, and Leete, while not discounting the Larson and Marley theory, suggests that alkaloids may serve to make plants toxic to insects. "Nicotine makes a good insecticide, and some insects avoid tobacco presumably because of it," he said. "Also, the bitter taste of pepper is due to alkaloids, which seem to keep birds from eating the plants."

Another possible role for alkaloids stems from the limited ability of most plants to excrete wastes. Sometimes plants release wastes through their roots, but by and large they are stuck with what they absorb from the soil. Plants may simply make alkaloids as a way to store excess nutrients such as amino acids, which contribute to the makeup of most alkaloids. Nicotine, for example, may help tobacco leaves get rid of unneeded ornithine. Any excess chemicals are eliminated when old leaves drop off the plants.

Leete cautioned against clinging to any single theory of alkaloid function. "Alkaloids can't have the same biological role in all plants because they're so diverse," he said.

Leete's work with Senecio and tobacco is just one part of his extensive
(MORE)

ALKALOIDS

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research. He is an authority on the synthesis of cocaine and a long list of other alkaloids. He also discovered that higher plants make cholesterol by the same mechanism as animals, but that plants quickly convert it to other compounds; thus even fatty plant foods like peanut butter are cholesterol-free. That discovery came while Leete was studying how the purple foxglove makes cardiac glycosides, a class of molecules that includes the heart drug digitalis.

Leete has a rooftop greenhouse where he raises Senecio, tobacco and some rather exotic plants for his experiments. But perhaps the most remarkable thing about this 35-year veteran of research is his unwillingness to let others have all the fun of discovery.

"Beautiful crystals of a new compound still give me pleasure," he said. "I'm amazed when I see scientists still in their 30s who have stopped working in the lab and are content simply to direct the work of others. I find that by doing things myself I have a much better feel for whether a particular procedure will work or not. I don't understand why some scientists want to miss out on the thrill of discovery, which is what science is all about."

-UNS-

(A4,4c;B1,12;C4,4c;D4,4c;E4,4c)

UNIVERSITY OF MINNESOTA
NEWS SERVICE, 6 MORRILL HALL
100 CHURCH ST. S.E.
MINNEAPOLIS, MINNESOTA 55455
NOVEMBER 16, 1984

NOTE
11/17
7:30 PM

NEWS PEOPLE: For further information
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U OF M TO HOLD TELECONFERENCE
ON HEAD INJURIES

(FOR IMMEDIATE RELEASE)

A teleconference on "Head Trauma: Key Issues in a System of Care" will be hosted by the University of Minnesota department of conferences Dec. 6 from 11 a.m. to 3 p.m. in 140 Nolte Center on the university's Minneapolis campus. It is the first nationwide teleconference on this topic and is a production of the American Rehabilitation Educational Network of Harmarville Rehabilitation Center in Pittsburgh.

The program is designed for occupational and physical therapists, physicians, nurses, psychologists, social workers, third party sponsors and others who care for persons with head injuries, including family members. The program will include a discussion of the methods used to assess the extent of brain damage and chances for recovery and how to help families cope with the situation. An overview of various treatment methods and their effectiveness, as well as legal and financial concerns in treating head-injured persons will be provided.

The teleconference faculty includes widely recognized experts in the field, including Sheldon Berrol, chief of physical medicine and rehabilitation at San Francisco General Hospital and associate clinical professor of physical medicine and rehabilitation at the University of California School of Medicine and Stanford University Medical Center; Michael Bond, professor of psychological medicine at the University of Glasgow, Scotland; Kenneth Kolpan, an attorney with Katz and Harrison in Boston and assistant professor at Tufts University School of Medicine; Graham Ratcliff, a neuropsychologist at Harmarville Rehabilitation Center and clinical assistant professor of psychiatry, neurology and psychology at the University of Pittsburgh School of Medicine.

For further information or registration, call Lori Graven at (612) 373-5361.
(AO,23,24;B1,4;C23,24)

NOTE
1947
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Feature story from the
University of Minnesota
News Service, 6 Morrill Hall
100 Church St. S.E.
Minneapolis, MN 55455
Telephone: (612) 373-7504
November 16, 1984

ADULT CHILDREN STRONGLY AFFECTED
BY PARENT'S DIVORCE
U OF MINNESOTA RESEARCHER FINDS

By Lynette Lamb
University News Service

Because they're grown up and usually aren't living at home, young adults weren't generally thought to be affected by their parents' divorce. Articles have been written and studies done on younger children, and divorcing parents have suffered enormous guilt because of their preschool and school-age children, but experts and parents alike have assumed that offspring in their 20s and 30s were well able to handle Mom and Dad splitting up.

Not so, says University of Minnesota psychologist June Louin Tapp, who has just completed a preliminary study of young adults between ages 21 and 35 whose parents have recently divorced. "These adult children are very upset," said Tapp. "They feel a lot of anger toward their parents."

Tapp calls them adult children for a reason. "As I listened to these people, I decided that one really had to call them adult children because although they are adults in the world's eyes, at some level emotionally they are still children. They still felt very connected to the family."

Two-thirds of the subjects were disillusioned about marriage, but the same percentage also expected to marry someday. All but one felt anger and resentment toward the leaving parent, usually the father. And what Tapp found particularly interesting was that most subjects felt they should have been at least consulted about the divorce, instead of just being informed. "They were angry about the unilateral decision," said Tapp.

Although she has had a long-term interest in the connections between the law and psychology, when Tapp began this project she also had a personal interest. Her own 32-year marriage had just ended unexpectedly and the effects of that divorce on

(MORE)

her grown daughters were major.

When she looked around, she realized that the number of divorces in long-term marriages was on the upswing, and yet most research had been done on how divorce affects young children. "Nobody had looked at this group of young adults, which is getting to be a larger group," said Tapp. "We've assumed they're not affected. Obviously they are. I wanted to see what was happening."

This pilot study, supported by the Marshall Fund, which was designed to test the five research instruments for a later, larger study, included just eight subjects, seven of whom were female. Tapp and her research group tried to get male subjects, but all but one continually broke their appointments. Although they hope to get an equal proportion of men and women in the next study, which will include at least 50 adult-children of divorce as subjects, Tapp and her research team believe it is telling that only one man would cooperate. "I think it's all part of men being less willing to discuss these matters," she said.

Although subjects were diversely representative in most ways, they were fairly uniform in socioeconomic terms. All were from well-educated middle-class families in which all but one father had advanced college degrees. "We'll have to look at that," said Tapp. "It may be that the divorce rate in long-term marriages is higher in this socioeconomic class. If it's an educated, upper-middle-class phenomenon, that's worth looking at, too." However, she does intend to get a more diverse socioeconomic sample in her larger study.

Their parents' divorces caused subjects to experience crisis and change in many spheres of their lives, including sexual, marital, emotional and economic. Half the females reported that their dating patterns were affected and married subjects worried about their own marriages. Although increasingly sensitized to the possibility of divorce, the majority hoped to avoid it, half saying they would do anything -- seek counseling, live together before marriage and explore all other options -- before contemplating divorce. An especially painful event for many was the sale of the family home. "The home becomes symbolic of the family life," said

Tapp. "Its sale is felt as a real loss."

Despite attempts to be "adult, fair and independent," more of the study subjects held their fathers responsible for the divorce and identified with and worried more about their mothers. In seven of the eight cases the fathers were the ones who had left; most fathers had a new relationship at separation time and certainly by the time of the divorce. Perhaps for these reasons, none of those studied felt positive about their fathers dating. "Fault may be absent from the law," said Tapp, "but there is a real emotional aftermath to divorce and fault is felt by the people involved."

Although the adult children of divorce didn't expect any money from the court settlement, they did feel a certain sense of economic deprivation, said Tapp. "They know the money is being fought over and spent on lawyers," she said. "This is money they might have borrowed for a first home or for graduate school."

Because these adult offspring have been gone from the home for awhile and have not been part of the day-to-day conflict, their parents' divorce is even harder for them to understand, said Tapp. "It takes them by surprise," she said. "They think: 'why now? If you've lasted this long, why now?'"

Studying the effects of divorce on adult children is just one part of a larger study that Tapp hopes will provide new information on the socialization and development of young adults. "We're challenging the notion that identity formation is over at adolescence," she said. "We think it goes on much longer. What happens to people between ages 21 and 35? We know very little about this group."

Tapp and her research group will also study adult children of alcoholics and "normals" -- young adults whose families have neither of these problems -- in an attempt to see what effect added stresses have on young adults. "Divorce may get blamed as a reason for a problem or it may just exacerbate a condition that is already there," said Tapp.

Subjects' reactions to their parents' divorces were not completely negative, Tapp added. Most of them felt that their parents were better off not being married to each other and most were relieved to see the conflict end. Also, many felt closer and more compatible with one or both parents after the divorce, initially and usually the mother.

Despite these positive outcomes, the most universal response of adult children to their parents' divorce was grief. "After all," said Tapp, "It wasn't simply their parents' marriage that was lost. These people really feel they lost their families."

MTR
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Feature story from the
University of Minnesota
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November 19, 1984

WOMEN AND THE BOMB: A COLD WAR CONNECTION

By Lynette Lamb
University News Service

June Cleaver and her sisters in suburban motherhood have more in common with the cold war than just sharing the same decade. At least that's the contention of University of Minnesota American studies professor Elaine Tyler May, in her current study "Domestic Containment: American Families in the Atomic Age."

May sees a strong connection between the cold war and the pro-family ideology of the 1950s that caused a drop in the average age of marriage, a large increase in the percentage of people marrying and an even larger increase in the birth rate.

"There was a remarkable conformity to a pattern," said May. "What I want to know is why in post World War II was there a demographic and ideological surge toward family life?"

The usual explanation of a country eager to get back to normal after war and depression are not satisfactory to May, who claims that the 1950s were not "the good old days." "The '50s were not a return to the traditional ways," she said. "They were a throwback . . . a real blip decade in American history." Rather than being like the 1920s and '30s, said May, the postwar years were, in both clothing styles and domestic advice literature, much more like the 19th century than the 20th. "The pinched-in waists, accentuated bustlines and tight undergarments as well as the stress on traditional gender roles within the home, were much more like the 19th century than they were like immediately previous decades," May said.

It is not the clothing but what it represented -- a return to strictly traditional gender roles -- that concerns May. In cold war America, which was also the era of the expert, women were told in no uncertain terms that their place was in the home as wife and mother, and the earlier they got there the better. Most

guidelines gave 21 as a healthy age for marriage. In one typical guidebook of the era the authors advised: "If you are more than 23 years old . . . perhaps you have begun to wonder whether Mr. Right would ever come along for you. Your chances are still good: You can increase them appreciably by taking actions which this book advocates."

Throughout U.S. history, social chaos has often been associated with sexual chaos, said May, and there has been a resulting clampdown on homosexuality, sexual deviance, promiscuity and other deviations from the norm. "Any perceived challenge to married heterosexual life seemed to signal massive political and social disruption," she said.

In magazine articles and Civil Defense Administration propaganda of the period, said May, homemaking was strongly connected to nuclear attack preparedness, with women encouraged to stock bomb shelter pantries and persuade public officials to become interested in civil defense by approaching them, as one pamphlet urged, "in your own feminine way -- but never be belligerent, please . . ."

One piece of literature even suggested that church women could feed the survivors of nuclear war because "It's second nature for them to put on large dinners. Aren't they just naturals for our mass feeding programs?"

Just as "good women" could help with the cold war effort, "bad women" -- those who challenged traditional roles and restraints -- "threatened to bring social chaos," said May. Women who did not conform were seen as dangerous and something to "contain" or limit just like nuclear power, said May. "It is no accident that during these years sexy women outside the home were called 'bombshells'," she added. Sexual restraint outside of marriage and traditional gender roles inside of marriage were the two ingredients required to maintain stable families, and women were responsible for both of these.

But traditional gender roles constricted men as well as women, said May. "Men felt enormous pressure to be the stable providers," she said. In the 1950s questionnaires and case survey data that May has studied, couples talked about their

(MORE)

feelings about kids, families and marriage and there is a lot of emphasis on sacrificing for kids. "People were willing to sacrifice a lot of many purely individual satisfactions to raise strong and stable citizens," she said.

Although this is in many ways admirable, said May, the pressure this inflicted on people was intense. "At rock bottom, this is about choices," said May. "The choices men and women of the 1950s were forced to make, the choices they weren't given and the opportunities they missed. For women it was an either-or proposition. It was impossible for them to pursue their careers and have a family, too. Besides, at the time they could gain more social status as the wife of somebody important than they could through their own work."

It is important to understand that the family has often been seen as a bulwark against social chaos, said May, because this reaction has recurred and indeed is to some extent happening again today. "The period we're in now reminds me of the '50s in some ways," said May. "We're moving toward a conservative leadership, we've revived the cold war ideology and traditional gender ethics and the Moral Majority is providing a strong push to roll back some of the gains made by the women's movement in the '60s and '70s."

It is important to note the lessons of history, and to ask whether periods like the 1950s, looked upon nostalgically today, really worked for the people who lived through them, May said. In her research May discovered a collection of letters written to Betty Friedan after publication of "The Feminine Mystique," a book that criticizes the constricted choices available to women in the postwar years. "The women in these letters wrote, 'It's too late for me, but what can I do to make it different for my daughter?'" said May. "Both men and women in the 1950s were forced to make certain choices so their lives would work."

By identifying the historical connections between times of social challenge and pressure to return to traditional gender roles, May hopes to help future generations avoid having to make those constricting choices at all.

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REPORT ADVOCATES REMOVAL OF JUVENILES
FROM ADULT JAILS IN MINNESOTA

(FOR IMMEDIATE RELEASE)

Locking up youthful offenders in adult jails in rural Minnesota, where few juvenile detention facilities exist, is doing more harm than good, according to a recent report by two researchers at the University of Minnesota's Humphrey Institute of Public Affairs.

In their report, "The Jailing of Juveniles in Minnesota," Ira M. Schwartz, a senior research fellow, and Kimberly J. Merriam, a research assistant, urge state lawmakers to adopt legislation prohibiting the use of adult facilities for juveniles and to give priority to developing alternatives for detention and incarceration.

The report was the focus of discussion at a working conference at Cragun's Conference Center in Brainerd, Nov. 14 and 15. The conference was hosted by the Minnesota Department of Corrections and attended by legislators, county commissioners, probation officers, sheriffs, judges, public interest group representatives, lawyers and juvenile justice professionals from around the state. "This is a particularly timely issue," said Schwartz, "because Minnesota's juvenile laws are in the process of being reexamined. We want to address this issue in Minnesota before a tragedy occurs."

Under current Minnesota law, juveniles may be confined in approved adult jails for up to eight days when arrested for felonies or misdemeanors and up to 24 hours when arrested for status offenses such as truancy or running away. During 1983 more than 4,000 juveniles were admitted to county jails and police station lockups in Minnesota, according to data collected by the Department of Corrections and analyzed for the report. Schwartz and Merriam project that a similar number of juveniles will have been confined in 1984.

(MORE)

Of the 4,000 juveniles arrested, figures show that most were released in less than a day, but almost 1,000 were held for between one and eight days. Schwartz and Merriam found that only 31 percent of juveniles jailed for six hours or more were charged with felonies while the rest were incarcerated for minor and petty offenses, probation violations and status offenses. The report states: "Only 5 percent of the juveniles are detained over six hours for status offenses than for such crimes as murder, rape, armed robbery and aggravated assault."

"The jailing of juveniles is hard to justify from a public protection perspective," Schwartz and Merriam assert. They further contend that juvenile jailing is not only unnecessary, but that nationally it has proven to be costly and risky to both the youth detained and the jails that hold them. "Juveniles in jails are often subject to physical, sexual, psychological and verbal abuse. Also, they have an unusually high incidence of attempted and successful suicides," say Schwartz and Merriam in their report. They point out as well that, "The overwhelming majority of jails (across the country) do not meet minimum recommended national standards for the pretrial detention of juveniles." Not surprisingly, jails and correctional personnel have faced and continue to face serious liability problems resulting from juveniles harmed while incarcerated.

Juveniles are no longer jailed in Pennsylvania, Utah and Oregon. In light of the successful experiences in these states, Schwartz and Merriam recommend that Minnesota follow suit by passing legislation that prohibits the use of jails for juvenile detention and incarceration. Recognizing that rural Minnesota had a critical shortage of alternatives to jails, Schwartz and Merriam urge that priority be given to developing alternatives.

They suggest that "eight strategically located secure detention beds" would be enough to accommodate those kids needing to be in secure custody and recommend that the Minnesota Legislature adopt criteria for the detention of juveniles recommended by the National Juvenile Justice Advisory Committee.

(MORE)

For the remaining juveniles needing care, Schwartz and Merriam maintain: "Counties and groups of counties should be encouraged to develop 24-hour, on-call screening and crisis intervention services. For those juveniles needing temporary out-of-home placement, such alternatives as volunteer shelter homes, paid family shelter homes and, if necessary, staff operated shelter care programs should be developed."

Funding for "The Jailing of Juveniles in Minnesota" report was provided by the Northwest Area Foundation, the Blandin Foundation and the Humphrey Institute of Public Affairs. Copies of the report may be obtained by contacting Ira M. Schwartz, Director, Center for Studies in Youth Policy, Hubert H. Humphrey Institute of Public Affairs, 909 Social Sciences, 267 19th Avenue South, Minneapolis, MN 55455, (612) 376-9786.

Since joining the institute in 1981, Schwartz has spearheaded a major policy research project titled "Rethinking Juvenile Justice." Funded by the Northwest Area Foundation, the project was designed to assess the impact of deinstitutionalization policies in juvenile justice over the last decade. Before joining the institute, Schwartz headed the office of Juvenile Justice and Delinquency Prevention in the U.S. Department of Justice.

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(AO,5,11;B1,6;CO,5,11;D5,11;E5,11)

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HOFF RESIGNS AS DIRECTOR
OF MINNESOTA MEDICAL FOUNDATION

(FOR IMMEDIATE RELEASE)

Eivind O. Hoff, executive director of the Minnesota Medical Foundation (MMF), has announced his resignation after 26 years at the non-profit organization that raises and disburses funds for medical education and research at the University of Minnesota medical schools.

Hoff joined the foundation in 1959, 20 years after it was founded by a group of medical school alumni to enhance philanthropic support for the institution. Hoff was the foundation's first full-time employee; the staff now numbers 17.

"I am resigning my post because my inner clock tells me it's time after 26 years to allow myself the pursuit of some new professional opportunities," said Hoff, whose resignation takes effect June 30. "I have enjoyed directing the building of MMF to its present stage of maturity and respect. I now wish to see a new chief administrator appointed to carry this splendid organization through its next promising growth period."

During his career, Hoff saw MMF assets grow from \$90,000 to a nearly \$16 million endowment. In the past year, the organization raised more than \$4 million and contributed \$5.8 million to programs at the university's medical schools in Minneapolis and Duluth.

"The executive committee received the news of Eivind Hoff's resignation with deep regret," said Terance Hanold, president of the MMF board of trustees. "Eivind has been the master builder of the foundation from its beginning and has developed warm and valued relations with everyone associated with it during the past 26 years."

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Before his association with the MMF, Hoff served as public information officer for the Minnesota Heart Association from 1955 to 1959. He also held positions as publicity director for the Minneapolis Lakers professional basketball team from 1953 to 1955 and as public relations assistant for the Minneapolis Park Board from 1951 to 1953. He graduated from the University of Minnesota in 1953 with a degree in journalism.

Hoff said he expects to remain associated with the MMF in "some professional role" after his resignation becomes effective next June. However, he will investigate other opportunities in the fields of management, communication, fundraising and public affairs, he said.

The MMF board of trustees will announce plans to replace Hoff after its executive committee meeting Dec. 9.

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(A23,24;B1,4;C23,24;F20)

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OVER 300 IN THE RUNNING
TO BE NEXT U OF M PRESIDENT

(FOR IMMEDIATE RELEASE)

Over 300 people, more than half having backgrounds in education, are in the running to be the next University of Minnesota president.

Of the 309 names that were submitted by the Nov. 15 deadline, 284 were nominated and 25 applied for the post vacated when C. Peter Magrath resigned to become president of the University of Missouri system in Columbia. The total of submitted names compares with the over 430 names that were submitted 10 years ago, when Magrath assumed the presidency.

The overwhelming number in this presidential search -- 266 -- are men, and 43 are women.

The large majority of people -- 232 -- have education backgrounds. And of that total, 110 hold top posts such as president, vice president and chancellor at public education institutions. Another 68 with public educational experience are provosts, deans, faculty members and the like. Fifty-four people work in private educational institutions.

Of the remaining 77 names, 38 people come from government and public agencies, 27 people come from private corporations, business or foundations, six are self-employed and another six are in the "other or unknown" category.

"There are an encouraging number of attractive candidates," said John Howe, chairperson of the 14-member presidential search advisory committee. "It's a strong list. The proof will finally be in the pudding, but I'm quite encouraged by the names and qualifications of a good many people on the list."

Judging from the presidential search of a decade ago, the next university president will likely have been nominated for the position.

(MORE)

That is often the case in a search such as this, said Duane Wilson, secretary to the Board of Regents, which will ultimately select the new president. "First off, they're secure in their present positions. Many are the presidents of institutions already. Second, if it became known they had applied, it would be a signal to their present employer," Wilson said.

The next step in the search process is, of course, trimming the number of names. Howe said the narrowing process will likely occur in several stages, with a first report to the regents expected in December. At that December meeting, Howe said the advisory committee will pare the list down to perhaps less than 50 names, using the criteria outlined by the regents.

How quickly the list will be narrowed after December will depend on how the regents want to proceed, how much time it takes to investigate the backgrounds of the candidates and other factors, Howe said.

The new university president will be chosen sometime next year by all 12 regents acting as the committee. But exactly when the new president will take office is unknown, Wilson said. He said that during the last presidential search, about one year elapsed between the start and when Magrath took office.

Magrath resigned from the presidency on Oct. 31. On Nov. 1 Kenneth Keller, academic affairs vice president, became interim president.

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MEN CAN LEARN EMOTIONAL EXPRESSIVENESS
U OF MINNESOTA GRADUATE FINDS

By Lynette Lamb
University News Service

Men are more rational, women are more emotional. That's a truism with a lot of basis in reality. And despite the inroads of the women's movement, many people have accepted that as the way things are and the way they're going to stay.

Not so, says Dwight Moore, who recently earned a Ph.D. in psychology from the University of Minnesota by proving it ain't necessarily so. Believing that men are less emotionally expressive only because they are raised that way, Moore organized a men's group last spring that trained men to increase their emotional expressiveness.

Sixty men responded to advertisements and 28 took part in the experiment, which was billed as a group designed to improve relationship skills. Half the participants -- the experimental group -- attended a 10-week course that met once a week for two hours; half the men did not meet, serving as control group. Experimental group members worked on improving communication skills such as active listening, self-disclosure, conflict resolution and ways of deepening intimacy.

Both groups were tested at the end of 10 weeks, and the results, according to Moore, were very clear. "There was a massive difference in emotional expressiveness" between the group members and non-group members, with the former able to express many more feelings than the latter, he said. "What these results mean is that we can learn emotional expressiveness as adults," Moore added.

In addition, men in the control group were much more likely to exaggerate the amount that they express themselves and their emotions verbally. They claimed they could show hate and fear, for example, but put in a situation where those emotions were appropriate, they didn't express them. Men in the experimental group, on the other hand, had a much more accurate idea of how much they expressed emotion

(MORE)

verbally.

"Men don't like to talk about being frustrated, sad, afraid," said Moore. "In not doing so they are missing out on one of the two major ways we have of communicating with each other."

Thoughts and feelings are those two major communication methods, according to Moore, who added that too many men limit themselves to communicating strictly on the thinking level. "As I told group members, learning to express yourself emotionally broadens your experience. You are then capable of choosing between two forms of communication, using whichever one fits the situation best."

Moore confined his test subjects to men between the ages of 30 and 50 because he believes that younger men spend most of their energy establishing their careers and defining their self-esteem. "Before age 30 most men have not yet got into the work of their emotional lives," he said. Women, on the other hand, tend to spend more time in their 20s on relationships, switching in their 30s and 40s to devoting more energy to their professional lives. "In some ways men and women are the emotional equivalent of ships passing in the night," said Moore.

Because the seminar was billed as a way to improve relationship skills, many of the men were hoping the classes would help them to improve their relationships with women. And, indeed, better communication with women is frequently one of the results of learning emotional expressiveness, Moore said. "Because women often deal on a feeling level and men on a thinking level, miscommunications and misunderstandings are not uncommon," he said. "Women may even feel put down if men keep trying to solve the problem when what the women would really rather do is talk about how the problem makes them feel."

But Moore was careful to warn group members that improving emotional expressiveness is no guarantee of improving communication with any particular person, because a woman may have chosen a man precisely because he provided the opposite approach.

However, psychologists who study equity theory have found that couples with
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similar levels of expressiveness are more compatible, and the closer the match the greater the compatibility.

Although he hasn't tried to prove it scientifically, Moore believes that with increased emotional expressiveness men can minimize the conflict in their lives, and achieve better physical and emotional health, deeper relationships with others, decreased tension, better problem-solving skills and greater interpersonal effectiveness and charisma.

What he has proven scientifically is that emotional expressiveness itself can be increased. Four tests were given to both the experimental and control groups. These tests included asking subjects if they were aware of their emotions; whether, how and how often they expressed those emotions; written statements made in response to given situations; and verbal expressions made after watching emotion-laden video tapes. The differences between the control and experimental groups were extreme enough that Moore said, "There was no way statistically that the differences between the groups could have happened by chance."

Because of the program's success, Moore is now offering it regularly at the Minneapolis Family Institute, which recently moved its offices to Calhoun Square in Minneapolis.

"In their final evaluations, the men wrote wonderful things (about the group session)," Moore said. Some said that it had had a great effect on their lives, others that it had led them to establish close relationships with their fathers for the first time. To determine if the sessions have had any lasting effects, Moore plans to conduct six-month follow-up interviews with group members and their wives or girlfriends. "Like any experience, it is bound to taper off after awhile," said Moore. "But if nothing else, it has caused them to look at their priorities and how emotions affect their lives."

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U OF M TO EXHIBIT ART OF LOST CIVILIZATION

By Deane Morrison
University News Service

Eight hundred years ago an Indian civilization vanished from the Mimbres River Valley in what is now southwestern New Mexico, leaving behind no clue to its fate. The Mimbres Indians may have succumbed to famine, drought, conquest or assimilation by powerful neighbors; whatever the case, the finest painters in the New World were lost with them. With their delicate and striking paintings, masterfully applied to the inner surfaces of pottery vessels, the Mimbres produced the most advanced pre-Columbian artwork of its kind.

The artists are gone, but the art of the Mimbres will come to the Twin Cities on Dec. 16, when the exhibit "Mimbres Pottery: Ancient Art of the American Southwest" opens at the University of Minnesota Art Museum in Northrop Auditorium on the Minneapolis campus. Also opening that day will be two exhibits organized by Barbara Withrow, a graduate student in anthropology at the university. "The University of Minnesota at Galaz" will tell how university archaeologists excavated the Mimbres village of Galaz between 1929 and 1931. "The Mimbres and Their Neighbors: Prehistoric Ceramics in the Southwest" will display pottery from two cultures contemporary with the Mimbres so that the outstanding quality of Mimbres art can be better appreciated. All three exhibits will run until Feb. 10.

The Mimbres civilization thrived from the sixth to the 12th centuries A.D. in farming villages near the isolated Mimbres River. The population grew rather steadily, as did the skills of the painters, who made their brushes from the yucca plant. The oldest pots were undecorated; the first painted bowls, featuring simple black-and-white geometric patterns, appeared in the seventh century. These designs were preserved as the painting progressed to include elaborate red or multi-colored

(MORE)

scenes of hunters, game and mythical animals. Another trend was the use of ever-finer lines to fill in empty spaces in the designs.

The artists' skill is evident not only in viewing the highly stylized and imaginative paintings, but in considering the obstacles they faced. Mistakes were almost impossible to erase, so whole designs had to be conceived in advance. Also, painting the curved interiors of the pots was a tricky business. Yet the artwork is so well executed that when pots are stood on edge, the paintings appear to be on a flat surface.

The early Mimbres settlements consisted mostly of "pithouse" dwellings, characterized by half-buried living quarters with sloped passageways leading down from the outside. The hearth was usually placed very close to the end of the passageway, which must have guaranteed every visitor a warm reception. But it was in the earth beneath the pithouses that archaeologists made the most fascinating finds. The Mimbres often buried their dead in oval graves under their houses, with a bowl covering the head. The bowls frequently had been "killed" by having a small hole broken out of the bottom.

Christine Hastorf, an assistant professor of anthropology at the university, said that the traditional interpretation of killed pots is that the hole allows the spirit of the dead person to escape. Or, it may release the spirit of the pot itself; no one is quite sure. Pot killing was not always done, though. "I once excavated a man who appeared to be a shaman," she said. "The man was surrounded by many 'power' objects, including a jar of seeds. But no killed pots."

The meaning of killed pots is only one of several mysteries surrounding the Mimbres. An illiterate society, the culture lacked the means to record vital facts about its structure and beliefs. Hastorf said that such high-quality art is usually the work of full-time artists, who tend to be associated with rich patrons. Yet there is no evidence of such a stratification in Mimbres society; therefore, the Mimbres artists probably were unattached specialists.

Some art experts have speculated that the painters were women because that is
(MORE)

the case among many modern Indian potters in the Southwest. Hastorf isn't sure, though. "I can't say whether they were male or female," she said. "Many pots have hunting or fishing themes, which suggests men."

The fate of the Mimbres is lost to history, but the most likely scenario is a combination of events. An expanding population, dwindling harvests and the lure of larger civilizations may have caused the disappearance of the culture. Perhaps the Mimbres migrated south to the town of Casas Grandes, the largest prehistoric town in the Southwest, in what is now northern Mexico. The Casas Grandes culture, or a similar one, may have absorbed the Mimbres traditions completely.

The university was involved in some of the first excavations in the Mimbres Valley. Lyndel King, director of the University Art Museum, said that the exhibit on the university's role will feature original photographs, newspaper clippings and quotes from expedition members' diaries. Leading the 1929, '30 and '31 expeditions was Albert Jenks, then chairman of the anthropology department. Jenks and his students unearthed over 900 painted bowls and other artifacts at the Galaz site.

Jenks also excavated a ceremonial hall, called a kiva, and found the remains of a parrot in one of its post holes. The parrot must have come from northern Mexico or the Yucatan Peninsula, indicating that the Mimbres carried on a healthy trade with neighboring cultures. A prized item, the bird may have been an offering to bring down blessings on the structure.

The Mimbres were part of the Mogollon cultural tradition, which occupied an area straddling New Mexico and Arizona. The third exhibit will compare their pottery to that of the Anasazi culture, which bordered the Mogollon to the northeast, and the Hohokam, which bordered to the southwest.

"The Mimbres refined their paintings while the others refined their pots," said Susan Brown, associate director of the museum. "The Hohokam had figurative motifs, but not as commonly as the Mimbres -- they seemed much more interested in the three-dimensional aspects of pottery. The Anasazi had mostly black-and-white geometric designs, rarely figurative motifs." Also, she said, the Mimbres portrayed narrative

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stories and myths in their painting, and seemed to understand perspective. For example, in a Mimbres painting a larger character is meant to be forward, but in the painting of many ancient cultures larger meant more important.

The future of Mimbres excavations looks bleak. About half of all known Mimbres sites, including Galaz, have been bulldozed by pothunters. Ironically, bulldozing not only destroys the remains of the settlements but, by wiping out the cultural context of any pots found, decreases the value of the pots. But the practice continues because there is a quick profit to be made.

The Mimbres pottery exhibit opened last January at the Heard Museum in Phoenix, Ariz., and is coming to Minneapolis as part of its national tour, which will end at the Metropolitan Museum of Art in New York next November. Organized by the American Federation of the Arts, the exhibit is supported by grants from the National Endowment for the Humanities and the Mabel Pew Myrin Trust. The exhibitions at the University Art Museum are made possible by funds from the National Endowment for the Humanities, the Institute of Museum Services and the department of anthropology and the College of Liberal Arts at the University of Minnesota. Further information on the exhibits is available from Laura Andrews-Mickman at (612) 373-3421.

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(A0,2,2a;B1,13;C0,2,2a;D0,2,2a;E2,2a)

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U OF M LAUNCHES INTERFERON STUDY
IN TREATMENT OF CERVICAL PRECANCERS

(FOR IMMEDIATE RELEASE)

The University of Minnesota is participating in a national study to determine the effectiveness of interferon in treating precursors of cervical cancer, namely mild and moderate dysplasia of the cervix.

A total of 120 women will be enrolled at four medical centers during the next year. Half will receive interferon, and half will be given a placebo to ensure the objectivity of the results.

"Thanks to the molecular genetics revolution, the puzzle of cervical cancer and its precursors is slowly unraveling," said Dr. Leo Twiggs, associate professor of obstetrics and gynecology, and director of gynecologic oncology. "We are finally able to study the subcellular contents of cells."

Interferons are cellular proteins produced naturally by the body in response to viral infections. In recent years, however, scientists have developed techniques to manufacture pure interferon in the laboratory. They are now applying it to patients as a treatment agent.

Doctors believe interferon may work against cervical precancer because of a University of Minnesota study linking cervical precancers to the human papillomavirus (HPV). That study, first published in 1983, showed that the DNA of the virus was present in a majority of 19 cases of vaginal and cervical precancers.

In the new study, volunteers will be studied to see if interferon is an effective means to treating cancer precursors. Precursors show malignant cell changes, but the cells are not arranged in a totally developed cancerous state.

(MORE)

INTERFERON STUDY

-2-

Patients accepted into the study will apply a vaginal interferon gel once a day for three weeks. They will be followed for a one-year period.

"We need to understand what is happening in patients with precursors of cancer of the cervix," Twiggs said. "We will be looking to see if the interferon makes the precursors disappear."

Besides Minnesota, the study centers are the University of Alabama, Wake Forest and UCLA. The research is made possible through a \$200,000 grant from Schering Corporation.

The Minnesota research group in the department of obstetrics and gynecology includes Twiggs and Drs. John P. Curtin, Takashi Okagaki and Barbara Clark; and in the department of microbiology, Dr. Anthony Faras, Dr. Ron Ostrow and Karen Zachow.

-UNS-

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(FOR RELEASE ANY TIME)

November 29, 1984
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EXPERTS OFFER HELP IN YOUR SEARCH FOR THE RIGHT FINANCIAL ADVISER

by Harvey Meyer
University News Service

With year's end just around the corner, it's time to think about taxes and other money matters. It can be a complicating, nerve-racking, even frightening experience. Which is why increasing numbers of people are turning to their local financial planner for help.

But selecting a financial adviser can be a tough task, considering that some 200,000 people, including attorneys, stockbrokers, insurance agents and bankers, call themselves financial planners, said Andrew Whitman, a University of Minnesota School of Management professor. "No specific license is required," Whitman said. "Anyone can hang a shingle."

It has been estimated that from 15 million to 20 million people in the United States will ask financial planners for advice this year. And they come equipped with all sorts of questions, depending on their financial situation, said Richard Williams of the Atlanta-based International Association for Financial Planners.

"In this day and age, a person can't handle all the myriad details of finances," said Williams. "People realize they're going to have to take care of their own future. They are not counting on government helping them out."

Whitman, a department of finance and insurance professor, said people in a range of income brackets are turning to financial planners because investment opportunities abound. "Twenty years ago you didn't have all these options for your money. And also, until recently, money management appealed primarily to higher-income people. Now there are more places where you can put smaller amounts of money," he

(MORE)

said.

Whitman advises you check for the following when choosing a financial planner:

--Credentials. "Credentials are, of course, a measure of experience and reliability," Whitman said. Your financial planner may be licensed as a certified public accountant, an attorney, a registered securities representative, a registered investment adviser, an insurance agent or a real estate agent, he said. A certified financial planner takes courses on financial planning, insurance, investments, tax planning, employee benefits, retirement and estate planning.

--Professional associations. Membership in these associations indicates commitment to and knowledge of specific areas, he said.

--Financial plan content. "Plans should be clear, concise and organized around your goals. Check assumptions such as inflation, interest, investment rates of return and risk tolerance."

--Commitment. How much time will your financial planner spend with you and who will write the financial plan? Advisers should set aside four hours -- two for gathering personal financial information and two to explain your plan, Whitman said.

--Support. Your financial planner should be able to call on a variety of experts -- accountants, attorneys and insurance agents -- for help in devising your plan.

"The ideal situation would be to have you and your financial planner sitting in the middle surrounded by a variety of financial experts. So when there's a problem, the financial planner can refer to these experts," Whitman said.

--References. It's always a good idea to get references from clients of a financial planner, he said. Additionally, a sample financial plan should be provided.

--Compensation. A financial planner is paid with commissions or fees. A 1982 nationwide survey of financial planners showed that 80 percent of their compensation came from commissions, he said. Ask up front if a suggested investment will earn your financial planner a commission, Whitman said. "Make sure you hire an

(MORE)

experienced adviser, not a salesperson. It should be clear which hat the planner is wearing, that of an adviser or that of a salesperson. The fee-only financial planners pose no conflict of interest."

A good financial planner does more than just give investment advice, said Darrell Norling, president of Executive Budgeting Systems of Bloomington, Minn., a financial planning agency for people with incomes under \$40,000. A good financial planner restructures your cash flow, assisting you with matters such as vacation budgeting and putting additional money into your pension fund, Norling said.

Whitman suggests seeing a financial planner twice a year -- once at tax time and once when doing year-end tax planning.

A list of certified financial planners near you is available by writing the Institute of Certified Financial Planners, 3443 S. Galena St., Suite 190, Denver, CO 80231, or by calling (303) 751-7600. The International Association for Financial Planning, 5775 Peachtree Dunwoody Road, Suite 120-C, Atlanta, GA 30342, will supply you with a list of its members in your area. The association's telephone number is (404) 252-9600.

-UNS-

(AO, 12, 12a; B1, 7; CO, 12, 12a; DO, 12, 12a; E12, 12a)

University News Service

University of Minnesota • 6 Morrill Hall • 100 Church St. S.E. • Minneapolis, Minnesota 55455

DECEMBER 5, 1984

Contact LYNETTE LAMB, (612) 373-7504

U OF MINNESOTA SCHOOL OF JOURNALISM TO OFFER NEW MINORITY SCHOLARSHIPS

(FOR IMMEDIATE RELEASE)

Journalism scholarships for underclassmen will be awarded this spring to nine to 12 minority and disadvantaged students by the University of Minnesota's School of Journalism and Mass Communication.

Scholarship awards, which are given to high school seniors interested in majoring in journalism, include money for tuition and fees, room and board, plus a \$100 a month stipend during the freshman year. The stipend is designed to cover incidental expenses, since working is not permitted. Tutorial assistance is also part of the program.

This is the second year of the five-year program, which was initiated to help minority and disadvantaged students through their first two years at the university, thus improving their chances of being admitted to the journalism school.

Funding for the program is provided by grants from the university, the Gannett Foundation, the Knight Foundation and the Los Angeles Times-Mirror Foundation.

The deadline for applying for the fall of 1985 is April 1. For more information, contact Linda Wilson at the School of Journalism and Mass Communication, 111 Murphy Hall, Minneapolis, MN 55455 or 376-8615.

-UNS-

(AO,8,a,b,c,d,20;B1,14,17;CO,8a,b,c,d,20;
D8a,b,c,d,20;E8a,b,c,d,20)

University News Service

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DECEMBER 5, 1984

Contact LYNETTE LAMB, (612) 373-7504

U OF M FEMINIST CENTER
ELECTED TO NATIONAL COUNCIL

(FOR IMMEDIATE RELEASE)

The Center for Advanced Feminist Studies, which grew out of the women's studies program at the University of Minnesota, has been elected to membership in the National Council for Research on Women.

Begun in the spring of 1982, the center has admitted 15 graduate students to its certificate program; its first funded research program was called "Comparable Worth and the Political Process: Consequences of Implementation." Other activities include a faculty development seminar, a proposed community forum and a quarterly newsletter.

The National Council for Research on Women is an independent association of centers and organizations that provide institutional resources for feminist research, policy analysis and educational programs. It is based in New York.

-UNS-

(AO,36;B1;CO,36)

University News Service

University of Minnesota • 6 Morrill Hall • 100 Church St. S.E. • Minneapolis, Minnesota 55455

(FOR RELEASE ANY TIME)

December 5, 1984
Telephone: (612) 373-7514

'WINTERIZING' MAY HELP COMBAT THE OFFICE BLAHS

by Harvey Meyer
University News Service

For at least three months of the year office people outside the Sun Belt are subject to the winter blahs. Brought on by endless days of snow and cold, it is a malady that can turn even the office giggler into an office grouch.

The best ways of coping with winter might be to head south or hibernate until spring, but two University of Minnesota professors have cooked up their own antidotes for arresting the blahs.

Dee Ginther, an assistant professor in the department of design, housing and apparel, suggests "winterizing" offices with an appropriate mix of lights, colors and plants.

Most offices, Ginther observed, use cool, white fluorescent bulbs for efficiency. Unfortunately, that type of lighting tends to act as a cold source of illumination, she said. Replacing that lamp with a warm, white bulb will probably cost more, Ginther said, but its softer, glowing effect may pay dividends in employee morale.

William Rogers, a professor emeritus and co-author of a 1982 book called "The Winter City Book," recommends ample lighting during all office hours. "Keep the lights on as much as possible. Employers should remember that employees arrive in the dark and they leave in the dark. Keeping the lights on raises the spirits, even if it costs a little more. Darkness dampens the spirits."

Shy away from colors such as blue and white in office decor, Ginther said. Warmer colors such as red, orange and yellow convey a sense of happiness, and cooler hues evoke a sense of sadness, she said. "But you must think about how you're going

(MORE)

to use the warmer colors. For instance, you can't have a room totally red. That could drive somebody out of their mind."

Plants are uplifting during the wintry season, said Ginther, who recommends having as much office greenery as possible. "If you put living, growing things in a space, you give off a sense of living and growing. There's something about having plants that makes people think of summer. Having a plant with a flower at a particularly gloomy time, like in January, would be a particularly good thing to do," she said.

Hiring a florist to come in and replace the flowers in the office weekly might be a good pick-me-up, Ginther said.

An occasional rearrangement of office furniture is another way for beating back the blahs, she said. "Rearrange common space or the reception area. Or take the conference room and do something different in it, perhaps getting a different picture or two in there."

It wouldn't hurt to have a few more office celebrations during winter, Rogers advised. "Employers should organize more get-togethers during the winter. There should be an injection of a maximum amount of gaiety -- within reason. That would help keep down the amount of depression and alcoholism," which Rogers calls the "disease of the North."

Rogers said employers can also help matters outside the office. For instance, employers should keep parking lots cleared of snow and consider having car-starting services available during cold snaps, he said. "Anything to reduce the wear of winter and reduce employees' tensions."

Finally, Rogers said, employers should recognize the value of exposure to the sun. "Employers might think about giving employees southern exposure in their offices as a form of reward. People in northern cities of the United States don't realize the value of southern exposure. We in the Snow Belt can get lots of sun, as much as in Southern France or Northern Italy, but it's cold as hell because we're in the middle of the continent."

University News Service

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(FOR RELEASE ANY TIME)

December 6, 1984
Telephone: (612) 373-7504

CLOTHES HAVE PERSONALITY U OF MINNESOTA RESEARCHERS FIND

By Lynette Lamb
University News Service

When you're choosing that Christmas sweater for your mother, you may want to pause to consider what it will say about her. Two University of Minnesota design researchers have found that people attribute personality characteristics to others based on their choice of clothing.

Sixty female university students were shown 25 sweaters by design professor Marilyn DeLong and graduate student Ann Marie Fiore and asked to select the sweaters likely to be worn by five personality types: composed, logical and efficient; sophisticated, polished and mature; easygoing, natural and friendly; romantic, sexy and alluring; and youthful, spontaneous and energetic. They found that certain sweaters were consistently associated with given personality types, and others elicited mixed reactions.

"People perceive clothes with categories in mind," said DeLong. "They stereotype clothes to situations and to the personality attributes they reflect."

Low-cut, V-neck, loosely knit sweaters were perceived as romantic or sexy, whereas bulky, hip-length, patterned sweaters were seen as easygoing and natural, said DeLong. But it was always a group of characteristics rather than any one characteristic that influenced subjects' reactions, DeLong pointed out. For example, a low or V-neck doesn't always mean sexy -- especially when it's in a sweater that looks like a vest. "A person's reaction to the personality of a sweater is an accumulation of a whole combination of things," said DeLong.

(MORE)

"Advertisers and retailers rely on the whole gestalt of the garment to create a mood." This is why home sewers often dislike their attempts to copy garments, DeLong added.

The importance of the whole rather than any one facet of a clothing item is one reason DeLong and Fiore think that color consulting should be taken with a grain of salt. "There is a lot more to clothes than their color," DeLong said. "By forcing people into a mold we're denying the psychological aspects of clothes. I just hate to hear people say, 'I love that sweater but it's not one of my colors.' You have to deal with the suggestions of consultants loosely."

The dress-for-success plan is another program that should not be accepted without reservation, according to DeLong and Fiore. "Once everyone is wearing something, like a standard navy blue suit, the whole meaning is lost," said DeLong. "Also, the dress-for-success image doesn't always mean an approachable image." DeLong found that out the hard way when she began wearing suits to work and students became more reluctant to approach her individually.

"Clothing has communicative abilities, but it is not as simple as one formula," DeLong said. "It's not as easy as 'wear this dark suit and your troubles are over.'" Added Fiore, "Your clothes portray more than one message. They portray credibility, familiarity, attitudes -- many things."

Of course, it is not really the clothes themselves that portray these qualities, rather it is the attributions made by the people who view them. "We ascribe personality characteristics, status and attitudes to people based on their clothes," said DeLong. "We make these judgments mostly unconsciously and no one likes to admit that they do it, but we all do it -- men and women. Naturally, these are just first impressions, but they are important," she continued. "If you dress like a party girl but don't want to be treated like a party girl, you have a problem."

The sweater study was part of Fiore's thesis for a master's degree; she is now working on her Ph.D., with an ultimate goal of working in wardrobe consulting. She

(MORE)

CLOTHES

-3-

is interested in the kind of individual consulting that will allow her to match people's clothes to their jobs and lifestyles rather than forcing them into some kind of businessperson clothing standard.

Although some might call their study frivolous, DeLong and Fiore defend its importance. "The whole point of our message is that clothing does mean something," said DeLong. "You should pay attention to your clothes because many are judging you by them and translating what you're wearing to who you are."

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(AO,6;B1,16;CO,6;DO,6;EO,6)

University News Service

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BROADCASTERS: A taped report from the regents meeting can be obtained by calling (612) 376-7676 from 4 p.m. Friday (12/14) until noon Monday (12/17).

December 7, 1984

Contact HARVEY MEYER, (612) 373-7514
or PAT KASZUBA, (612) 373-7516

MEMO TO NEWS PEOPLE

The site of Gopher football home games is scheduled to be decided by the University of Minnesota Board of Regents Friday (Dec. 14).

The regents are expected to consider whether to continue with a contract to play football in the Humphrey Metrodome. They are also scheduled to discuss a financing plan for renovating Memorial Stadium, which had been the Gophers' on-campus home for many years.

Additionally, the regents will meet in a non-public session as a presidential selection committee at 9:30 a.m. Thursday (Dec. 13) to review the candidates for the university presidency. At 12:30 p.m. Friday the regents will meet in public with the presidential search advisory committee to discuss the next steps in the search process.

Here is a schedule of meetings and a sample of other agenda items:

--Presidential selection committee, 10:15 a.m. Thursday, 238 Morrill Hall.

Non-public meeting.

--Faculty, staff and student affairs committee, 1:30 p.m. Thursday, 238 Morrill Hall.

--Physical plant and investments committee, 1:30 p.m. Thursday, 300 Morrill Hall. Discussion on refinancing university hospital bonds with variable-rate demand bonds. Also, action on extending authority to refinance hospital bonds.

--Educational policy and long-range planning committee, 3 p.m. Thursday, 238 Morrill Hall.

(OVER)

MEMO

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--Budget and legislative coordinating committee, 3 p.m. Thursday, 300 Morrill Hall. Preliminary review of the state commissioner of finance's budget recommendations.

--Committee of the whole, 8:30 a.m. Friday, 238 Morrill Hall. Action on the university's contract to play football at the Metrodome. Also, preliminary review of the state commissioner of finance's budget recommendations.

--Full board meeting, 10:30 a.m. Friday, 238 Morrill Hall. Final action on votes taken in committee.

--Presidential selection committee, 12:15 p.m. Friday, 238 Morrill Hall. Public meeting.

-UNS-

(AO,1;B1;CO,C1)

University News Service

University of Minnesota • 6 Morrill Hall • 100 Church St. S.E. • Minneapolis, Minnesota 55455

(FOR RELEASE ANY TIME)

December 10, 1984

Telephone: (612) 373-7514

BUSINESS PROFESSOR USES 'RATIONAL SHOPPING' TO WARD OFF 'BOZO BUYS'

by Harvey Meyer
University News Service

Robert Hansen remembers too well some of the bozo buys he's made over the years: the totally unmatched tie, the too-good-to-be-true, cut-rate tool, the record album featuring non-original artists.

Enough already, said Hansen, a University of Minnesota School of Management professor who has taken up "rational shopping" to counter his irrational impulses. He has found that rational shopping comes in particularly handy during the Christmas season, when important purchases are at stake and when some retail stores ring up 30 percent or more of their annual gross sales.

Rational shoppers plan ahead, they understand their products and conditions of the exchange, they check merchandise publications and ask advice before making important buys and they know that waiting is sometimes better than purchasing, said Hansen, an associate professor in marketing.

In short, he said, rational shoppers use "reasoned sense," a step beyond common sense, in making purchases. "It's not common sense -- I get irritated when people say it's just common sense -- because if it were common sense, people wouldn't be making these mistakes. You have to reason things through," said Hansen, who has taught his concept to graduate students and to others in his consulting work.

There's nothing fancy or profound about rational shopping, Hansen said. "But a lot of times people are looking for profound solutions when the answers are so simple. It's nothing heavy-duty -- just stopping and thinking about what you're doing. Most of us are rational shoppers once in a while, but most of us just don't

(MORE)

do it enough. I know I don't do it enough, looking at some of the bozo purchases I've made."

Vicki Audette, author of "The Bargain Hunter's Guide to the Twin Cities" and "Dress Better for Less," subscribes to Hansen's shopping concept. "Shopping is an emotional thing . . . so there is that irrational element," said Audette.

Planning is perhaps the key element in rational shopping, Hansen said. Before you leave home, he advises, know why you want to buy something before deciding what you want to buy. Know if you want a product for the long or short term, whether you may want to resell it and whether it's something you can take with you if you move. "Stores always try to make things look as good as possible," Hansen said. "But I don't think stores are trying to sell you things you don't want. It doesn't pay for them over the long haul. You have to look for what you need rather than what someone wants to sell you."

It's crucial to know the particulars of a product and any conditional elements. "I'm almost to the point now where I really get nervous if I only think of price," Hansen said. "I tend to look at the guarantee and the potential for hassle. And since I'm willing to minimize the potential for hassle, I'm willing to pay for that."

Find out the merchant's policy before you buy, Hansen recommends. "How long does the exchange period last for returning gifts and what are the store's accepted reasons for allowing returns? For instance, can a product be returned if there's a defect or if you don't like it? Also, say you have a torn sweater, do you have to wait to get it fixed or will they give you a cash refund toward another purchase?"

Hansen won't make an important purchase without paging through some merchandise publications and consulting several significant others -- his wife, friends and experts.

"Basically, you're just looking for another opinion," he said. "I know a lot of people who take another person with them on important purchases. It's good to talk

with other people who've made the same buys or people who do a lot of shopping and ask them why they bought that particular brand."

Be patient. Don't buy something under certain conditions, Hansen suggests. For instance, it's probably not too wise to shop after you've just cashed a fat check. Similarly, grocery shopping on an empty stomach is a no-no. And shopping after downing a few drinks displays little shopping savvy.

"The best thing to do when you're really not certain about buying something is to wait. I know I'm impulsive, so what I do now is try to wait. And generally I find if I wait a day, I'll have made a better buy."

Rational shopping doesn't have to make shopping a drag, Hansen said. "I still buy on impulse. I just know what my limits are now." Using rational shopping techniques when buying something insignificant is irrational, he said. "There's no cost-benefit there."

Shopping for such hot-ticket items as the Cabbage Patch kid doll or GoBots is not proof of irrationality, according to Hansen. "It's neither rational nor irrational that, for instance, my daughter wants one. It's rational that my wife said that a Cabbage Patch doll is too expensive and that we'll go another route. I think the irrational part would be buying it and then coming home and saying 'holy mackerel, why did I buy this?'"

Rational shopping by the masses would be welcome by merchants, Hansen predicted. Merchants would prefer it because shoppers would know what they wanted and they wouldn't fear being duped, he said.

People with limited incomes would particularly benefit from rational shopping. "It can help everybody, but especially those who have to closely watch their budget. It'll help them become better spenders of the money they have."

-UNS-

(AO, 12, a; B1, 7; CO, 12, a; DO, 12, a; EO, 1, 12, a)

University News Service

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University of Minnesota • 6 Morrill Hall • 100 Church St. S.E. • Minneapolis, Minnesota 55455

December 14, 1984

Contact HARVEY MEYER, (612) 373-7514
or PAT KASZUBA, (612) 373-7516

REGENTS VOTE TO KEEP
GOPHERS AT METRODOME

(FOR IMMEDIATE RELEASE)

The Humphrey Metrodome will remain the home of Gopher football for the next 27 years, a lopsided vote by the University of Minnesota Board of Regents determined Friday (Dec. 14). The board voted 10-1 to reject an appeal to return home games to Memorial Stadium.

The decision came despite questions by at least two regents who challenged the assumptions and accuracy of the estimated costs for renovating Memorial Stadium. Wally Hilke of St. Paul was the only regent voting against the resolution not to exercise the last of three one-year options to withdraw from the university's contract with the Metropolitan Sports Facilities Commission.

Hilke also questioned the results of a survey that showed Gopher football season ticket holders overwhelmingly favor remaining at the Metrodome in downtown Minneapolis.

The regents' decision was mourned by William Semans, co-chairman of the University of Minnesota Memorial Stadium Committee, who called it "really shocking."

The meeting was marked by the appearance of Gopher football coach Lou Holtz, who said he sympathized with Memorial Stadium backers, but claimed it was unrealistic to return the Gophers to the 60-year-old campus landmark.

A report prepared by Arthur Andersen Co., a Minneapolis accounting firm, estimated that renovating Memorial Stadium would cost \$7.8 million. The renovation would have required a new \$3.8 million press box, replacement of existing seats, new artificial turf and structural and other repairs, according to the report.

(MORE)

David Lilly, vice president for finance and operations, said that because the university has no surplus funds to make the repairs, it would have to borrow money. He estimated the borrowing would cost about \$800,000 per year for the next 20 years.

Funds could conceivably be raised to pay for the renovation costs -- by allowing the sale of beer, holding summer concerts and professional soccer games and increased attendance, Lilly said. But, he added: "I'd have to say those are optimistic assumptions."

Additional support for keeping Gopher football at the Metrodome came from the results of a recent survey taken of season ticket holders at the Metrodome. The survey, conducted by the Minnesota Center for Social Research, showed that the ticket holders favored the Metrodome location over Memorial Stadium by over a 3-1 margin. The survey also showed that the ticket holders were against a split season by more than a 2-1 margin and that they favored night football over afternoon games.

In his first comments to the regents on the Gopher football site, Holtz said "you would have to be dead" not to take into account the atmosphere and tradition at Memorial Stadium. And the first-year Gopher football coach said he would abide by any decision of the regents.

But Holtz said it would be financially infeasible to return Gopher football to campus, saying that remaining in the Metrodome was the "best thing to do." He said his own informal poll showed that Gopher players preferred playing indoor football, and Holtz said remaining in the Metrodome would help recruiting efforts.

"If you make the decision to go back to the dome, it's the University of Minnesota's home field, and, by garsh, we're going to own that thing when we walk in and when we walk out of it," Holtz said.

Hilke, who requested the study estimating Memorial Stadium renovation costs, said he was "most upset" that the administration hadn't furnished the regents with a report evaluating the non-financial benefits of returning football to campus. He

likened the projected cost of renovating the stadium -- particularly the installation of a new \$3.8 million press box -- to a "Department of Defense procurement request." Regent Mary Schertler of St. Paul said she also quarreled with some assumptions in the renovation cost estimates.

But Paul Giel, director of Men's Intercollegiate Athletics, called the cost estimates "right on."

Hilke's motion to postpone the regents' vote until January died for lack of a second. Regent David Roe of St. Paul made the motion to remain at the Metrodome, and he was seconded by Erwin Goldfine of Duluth.

After the vote, Semans expressed disgust at the cost estimates of Memorial Stadium. "We're dealing with inaccurate, false figures that were manipulated" by university officials, he said.

"We stood up for what we believed in," Semans said. "I think it's a great loss for the state. I really don't think there's any place to go from here. We've done everything we could."

Meanwhile, in other business, the regents got a preliminary look at what the university might expect from the Legislature during the 1985-87 biennium. The regents were told the state commissioner of finance had tentatively recommended \$102.6 million for the university's operational budget.

Interim President Kenneth Keller said he viewed the preliminary estimate from finance commissioner Gus Donhowe's office with "great seriousness." He said that such a funding level would perhaps signal another period of retrenchment at the university.

The \$102.6 million would represent a 17 percent increase over the funds received for the 1983-85 biennium. But in one scenario outlined by university administrators, that funding amount would still mean a \$15 million shortfall. That particular scenario calls for university faculty to receive 7 percent wage increases during the next two years, which would place their salary level in the middle of the Big Ten, said Stanley Kegler, vice president for institutional relations.

(MORE)

REGENTS

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"I don't think the money is going to go up a lot," Kegler said. "It'll go up some. But I would point out that the governor doesn't have a lot of elbow room" Kegler noted that Gov. Rudy Perpich has already committed a large chunk of state surplus dollars for tax relief and other items.

The university administration has planned at least one more discussion with Donhowe's office before Perpich decides on his recommendations to the Legislature completed by late December, Kegler said.

-UNS-

(AO,1;B1;C0,1;E15)

University News Service

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December 19, 1984

Contact LINDA BRANDT (612) 376-8378

ROSS SMITH TO RETIRE
FROM U OF M'S NORTHROP DEC. 31

(FOR IMMEDIATE RELEASE)

Ross D. Smith, director of the department of concerts and lectures and founding force for the Northrop Dance Season at the University of Minnesota, will retire Dec. 31.

Smith, who is also co-manager of the spring festival of the Metropolitan Opera in the Upper Midwest, has been on the university faculty for 15 years. He came from Purdue University in 1968 to direct Northrop Auditorium and serve as a professor of theater arts, teaching theater history and directing.

He has guided the development of the Northrop Dance Season from its beginning in 1970-71 to its present position as one of the most outstanding presenters of ballet, contemporary and folk dance outside New York City.

With his leadership, Northrop has become the major stage for dance in the Upper Midwest, presenting the regional premieres of such revered companies as New York City Ballet, American Ballet Theatre, The Joffrey Ballet, the Royal Swedish Ballet, the Norwegian National Ballet, Stuttgart Ballet, the Performing Arts Company of the People's Republic of China and the Peking Opera Theatre.

Smith's activities have also included serving as arts coordinator for the University of Minnesota and an ex-officio member of the university's Campus Committee on Convocations and the Arts. In addition, he has served as co-director of the Upper Midwest Regional Auditions for the Metropolitan Opera.

(MORE)

During this 26 years on the Purdue University faculty, Smith was director of the Purdue Theatre for 21 years and director of convocations and lectures for 17 years. He founded a high school drama workshop and directed it until 1968. He also directed the first American company to participate in the World Festival of University Theatres in Nancy, France, in 1965.

He was awarded a Fulbright Travel Grant in 1963 to study theater training curriculum in the professional theater schools of France and England. He is a charter member of the Association of College, University and Community Arts Administrators (ACUCAAA) and served as the organization's vice president in 1961-63 and a member of its board of directors from 1964 to 1967. He is also a member of the Big Ten Concert Managers organization.

Smith served as an ex-officio member of the Minnesota State Arts Council from 1969 to 1975 and has also been a member of the Board of Directors of the Minnesota Opera Company. A native of Mason City, Iowa, he earned his bachelor's degree in English literature from the University of Iowa, master's degree in theater from the University of Minnesota and Ph.D. degree in theater from the University of Utah.

He has been awarded medals by the kings of Norway and Sweden. In 1977 he was honored with the Personal Medal of King Carl Gustaf XVI of Sweden in recognition of his contribution to the relations between Sweden and the United States. Last year he received the Saint Olav Medal of His Majesty the King of Norway in recognition of his participation in Scandinavia Today, the 1982-83 Minnesota celebration of Scandinavian arts and culture.

-UNS-

(A2;B1,13;C2;D2;E2;F20)

University News Service

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December 19, 1984
Telephone: (612) 373-7504

MARITAL SATISFACTION TAKES MORE THAN COMMUNICATION, U OF MINNESOTA RESEARCHER FINDS

By Lynette Lamb
University News Service

Experts have called good communication the most important component of a sound marriage. But research done by a University of Minnesota graduate student suggests that marital satisfaction actually relies on an even more basic quality: positive regard.

"Regard isn't communication per se, it's more the content of that communication," said family social science Ph.D. candidate Howard Barnes who researched the topic while working on a master's degree at Kansas State University in the late '70s. "Regard is respect, positive feelings, admiration for the other person," Barnes said. "It is the basic emotional stance from which you are operating in your relationships."

Although it may seem obvious that how people feel about their marriage partners will affect their marital satisfaction, this aspect has not always been considered as important as communication.

Part of the confusion, said Barnes, is that many studies of communication between couples do not separate the effects of positive regard. In assessing communication, then, they may actually be measuring regard as well.

In formulating their study, Barnes and his Kansas State University colleagues did not make that mistake. They looked separately at regard, which they saw as a discrete component, and two qualities they defined as communication: empathy and congruence, which means consistency between verbal and physical messages. An

(MORE)

example of an inconsistent message would be the husband who says in a monotone from behind a newspaper, "Of course I love you, honey."

Barnes and his associates analyzed data collected from 83 rural and 98 urban couples who had been given surveys in which regard had been separated from the other variables. The results for both groups were clear: regard was the most important component in explaining marital satisfaction.

The distinction between regard and communication is important, said Barnes, because many marriage enrichment programs are based on bettering marriages through improving communication. But if the members of a couple don't already have positive regard for each other, improving their communication skills might actually be the worst thing a counselor could do. "By teaching communication skills to couples with negative regard for each other, you may be sharpening the tools of destruction," said Barnes.

Therefore, he said, it is important to screen couples interested in attending marriage enrichment seminars, referring those who show negative regard to professional counseling. Couples who will benefit the most from communication skills-oriented marriage enrichment programs are those who have positive regard for each other but lack adequate communication skills. "It's important to look at the basic nature of the relationship," said Barnes. "And the burden for this assessment should fall not on the couple but on the group leader."

That communication alone is an insufficient predictor of marital satisfaction is obvious from the many divorced couples who say they talked a lot, especially toward the end of their marriages, Barnes said. "Self-disclosure is important in a marriage, but it's not just the amount of it, it's the content," Barnes said. "If the content is all negative and consists of telling your partner what you don't like about him or her, it won't contribute to marital satisfaction."

Unfortunately, it is not always simple to determine whether a couple has positive or negative regard, for "there is a whole lot about our emotional lives

that is a real mix of positive and negative, and sorting out the pieces can be difficult," said Barnes.

And the presence of negative feelings toward one's partner does not necessarily mean that all is lost. "You can change the basic affect in a relationship," he said.

Family communication is of great interest to Barnes, who is writing his doctoral dissertation on the different perceptions of family members as to what is going on in the family.

Even though Barnes believes that healthy communication is essential in maintaining good relationships, his findings clearly indicate that positive feelings must accompany communication for that communication to be successful. "To assume communication is helpful, you also have to assume that people are coming from a similar position," he said. "Communication is important, but it's not enough."

-UNS-

(AO,6,17;B1,16;CO,6,17;DO,6,17;EO,1,6,17)

University News Service

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U OF M STUDENTS LAUNCH NEW LITERARY MAGAZINE

By Lynette Lamb
University News Service

~~"So fill my pages. We've got to keep literature alive in America."~~

So read the last two lines of the introduction to Northern Lit Quarterly, a literary tabloid launched at the University of Minnesota Twin Cities campus at the end of fall quarter.

Northern Lit Quarterly, or NLQ for short, doesn't look like most college literary publications. No small somber book with an arty cover, NLQ is styled like a newspaper tabloid, and serves as the finals week issue of the Minnesota Daily, the university's Twin Cities campus student newspaper. Like the Daily, NLQ is full of ads for pizza parlors, suntan salons and stereo stores. But unlike the Daily, NLQ does not contain letters to the editor, classified ads or news stories. Instead, it has, among other pieces, a story about a boy deciding about religion and a poem about a family table.

Although the format is unconventional, the relationship with the Daily is, in the eyes of NLQ editor and English graduate student Ian Leask, desirable. "We recognized the need to get literature back into the hands of the students -- literature should be something they read and enjoy rather than something that is a class assignment," he said. In the Daily, with its 45,000 readers and efficient production and distribution process already in place, Leask saw the opportunity to do just that.

"What I like about it is that it is literature for the people," said Leask, who

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is a native of Great Britain. "It is given away free and paid for by ads . . . it's there and people are getting it and reading it. It's open and available."

After being approached by undergraduate Mary Raub about publishing a literary magazine, last year's Minnesota Daily editor, Victoria Sloan, who was already concerned about what she considered the uninteresting quality of the finals week issue, suggested publishing an end-of-the-quarter literary issue instead. Leask, who had served as editor of a small campus literary magazine called FallOut also liked the concept, and negotiations began. Pam Coyle, the current Daily editor, has also been very supportive of NLQ, according to Leask. "She and the other editors recognize the importance of getting students to acquire the habit of literature in a basic, fundamental way," he said.

Students are being sought to contribute to NLQ as well as to read it, Leask said. In the first issue "not nearly enough was from students," Leask said. Also in that issue, about 15 percent of the material received was printed, a rate Leask expects to decrease drastically with succeeding issues, as the publication becomes more well known and more writers submit their work. However, he notes that the editors will continue to make allowances for undergraduate writers, whose writing they hope to encourage. "I look on this as a steppingstone type of magazine," said Leask. "It's open to all, but particularly to students."

Artists and photographers are also being sought by Leask and his staff, fiction editor Mary Raub and poetry editor Scott A. Gilchrist, both undergraduate English majors. The first issue was designed and illustrated by Daily staff members, but NLQ editors hope to be more involved in that aspect now that the inaugural issue is out. "The first issue is always very difficult," said Leask.

Along with fiction and poetry, Leask wants to print essays dealing with contemporary writing, interviews with authors and plays. "I'm fascinated with the idea of printing plays," said Leask, who as editor of FallOut published two, one of which was Marisha Chamberlin's successful play "Scherazade."

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Since the first issue was published Dec. 3, NLQ editors and the Minnesota Daily staff have been getting very positive feedback. "The Daily has had calls from people who are simply ecstatic that we're doing this," said Leask. "They think it's an innovative, brave and marvelous thing to do, and great that students can be reading literature instead of watching TV and playing video games."

Far from accepting all the praise for himself, Leask instead credits the Daily, the university and the Twin Cities for making the literary magazine possible. "This university is a fabulous place to get things done," he said. "There are few places even in the United States where you could actually do a literary magazine like this that reaches so many people. There is a vitality and an energy on the Twin Cities campus and a freedom here you never see in England. There's an artistic and literary vitality in the Twin Cities that's just exploding."

It is this Twin Cities literary tradition and, even more so, the University of Minnesota's literary magazine tradition, that have served as inspiration for NLQ. In their mission statement, the editors refer to The Ivory Tower, a literary magazine published by students in the 1960s. Although their publication is in the tradition of The Ivory Tower, Leask feels it is also very different from its predecessor, which published the early work of well-known Twin Cities writers Patricia Hampl and Garrison Keillor. "I think it's wrong to try to draw a comparison," said Leask. "I suppose it's similar in that it's an open forum started by those who care about literature, and yet it's very different, too. The writing in NLQ is, I think, less naive, more informed and more aware of the ironies of our time. We're not afraid to attack issues if that's done in the context of a good story."

Leask's commitment to publishing good literature led him to avoid establishing themes for each issue of NLQ. In doing so, he admits to going against the advice of some, but he remains satisfied with the decision. "Having a theme cuts out good material and is irritating to writers whose stuff isn't used just because it doesn't fit a theme," said Leask. "If it's a fantastic piece of work, how can you turn it away? If it's a good story, that's what's important."