
Michigan Today

The University of Michigan

January 1985

Vol. 16, No. 4

3

Book tracks origins
of civil rights

6

Group helps families
coping with grief

9

Radio show revives
'all that jazz'

15

Endowments provide
status and freedom



Studying At Stockwell

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Are you getting the message?

Subliminal stimulation stirs debate

By Kate Kellogg
News and Information Services

For 15 years, your unyielding nicotine addiction has resisted ultimatums from your doctor, pleas from concerned relatives, and your own best intentions to stop smoking.

Out of desperation, you send for a \$20 "self-help" cassette tape that brings the rhythmic washing of ocean waves into your living room. The tape is supposed to help you kick cigarettes. What's going on here?

Subliminal stimulation is going on. Beneath the sound of breaking waves is another audiotrack of

split-second "stop-smoking" messages designed to reach only your subconscious.

The method may work in your case; in others, it may do more harm than good, according to psychotherapist Howard Shevrin, U-M professor of psychology.

Shevrin's definition of subliminal perception and stimulation is deceptively simple. "It means that a person is influenced by a stimulus of which he or she is totally unaware," he says. "The stimulus can be visual, auditory, tactile or even olfactory."

That definition holds even for people who know that some type of subliminal stimulation is supposed to be occurring. For example, people who order self-help tapes are probably intrigued by the idea of behavior modification through subliminal stimulation. But try as they might, they can't consciously perceive the subliminal message.

Many forms of subliminal stimulation do not require extremely sophisticated technology or equipment. The ocean-like sound on the self-help tape is actually a mixture of frequencies called "white noise" designed to mask the underlying subliminal messages such as "smoking is unhealthy," explains Shevrin. Television has broadcast subliminal messages by way of a device that mixes the message with the regular video signal and periodically flashes the message for a fraction of a second.

Yet clinical use of subliminal stimulation is relatively new, and scientists are still researching its effects. Shevrin is among a growing number of those who have recommended a moratorium on its application until more definitive research is completed. In testimony before a subcommittee of the U.S. House of Representatives last August, he warned against possible exploitation of the phenomenon "for invasive and manipulative purposes."

"There is no substantial evidence that a subliminal stimulus can affect motivation resulting in a change in behavior," Shevrin testified. "However, scientists have learned that the process can

(Continued on page 2.)



Illustration: Carol A. Gregg, University Publications

20th Century expert wins highest honor

By Sondra J. Covington
News and Information Services

Prof. Sidney Fine's professional expertise and down-to-earth humor bring an enthusiasm to his history classes that is reflected by his students.

They like his style.

One student called him "the best informed, the most informative, and the most entertaining professor I've ever had."

Fine, professor of 20th-century American history and author or editor of eight books covering 100 years of United States history, has been named the Henry Russel Lecturer for 1985, an award based on distinguished achievement in research and teaching, and the highest honor the University can bestow on a senior faculty member. He will present the Russel Lecture on March 19 on "Chance and History: Some Aspects of the Detroit Riot of 1967."

The unassuming professor, who spends 20 to 30 hours a week on research, also devotes a good deal of effort to his teaching responsibilities.

Teaching and research should be separate and compartmentalized but should complement each other, he feels. "I believe that my research strengthens my teaching, and my teaching strengthens my research. I put a lot of weight on my teaching, and I think the students sense that."

Fine developed an interest in history as a child

growing up in Cleveland. He wanted to know "where we were and how we got there." The study of history, he said, "satisfies our curiosity."

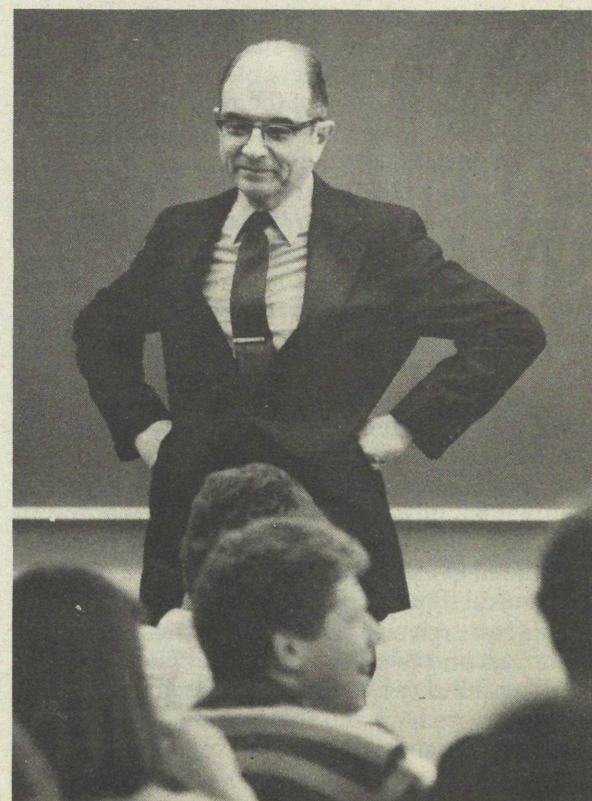
"I think all of us as human beings want to know about our ancestors and our own past. And the historian just extends that curiosity back in time."

The period of American history that interests him the most is the era of President Franklin D. Roosevelt, the years of the New Deal (a program of major social and economic reforms) and World War II. "A fair amount of my life occurred in that period, and I find the changes that took place in American life at that time of great importance."

Fine believes that the quality of the government servants in Washington during the New Deal years was among the highest in our history. "It was an exciting time in terms of the personalities, the problems with which people in government dealt, the solutions proposed and adopted, and the changes produced in American life," he explains. "As a youngster, I saw it as a period of high excitement, and as a historian, I still view it that way."

Fine has taught at the University for 36 years, serving two years as chairman of the history department. He holds the the Andrew Dickson White Distinguished Professorship of History and is currently at work on his ninth book, about

(Continued on page 2.)



Sidney Fine

Subliminal tapes: a question of ethics

(Continued from page 1.)

produce unintended, negative responses in some individuals."

Even more important, he argued, is the ethical question: Should people be exposed, without their knowledge or control, to outside influences over their minds and behavior? Speaking as both scientist and civil libertarian, Shevrin believes such practices are "morally wrong" because they violate individual autonomy and right to privacy.

Similar ethical questions already have led to self-censorship among television stations. Throughout the 1950s, several stations allowed their commercial sponsors to flash split-second, subliminal messages that urged viewers to buy their products. Before long, the news media discovered and exposed the practice. Public outrage led to strong warnings from the Federal Communications Commission and an agreement among networks to stop the use of subliminal messages.

Such self-imposed bans also eliminated subliminal stimulation of audiences in movie theaters. Subliminal suggestions to "drink cola" and "buy popcorn" no longer flash across the silver screen as they did two decades ago. However, restrictions have not prevented the use of subliminal communications for so-called "artistic" purposes in motion pictures, claims an article in the July 1981 Southern California Law Review.

The article reports that skilled direction and acting alone did not evoke feelings of terror and revulsion in audiences watching the film, "The Exorcist." Unknown to viewers, the movie's director had interspersed subliminal death masks and other terrifying images among regular scenes to intensify the audience's emotional response.

Recently, the home computer industry has more openly tried to capitalize on the realm of the subconscious. Several companies are offering behavior modification software programs for personal computers. As the user calculates personal finances or types correspondence on a

home terminal, subliminal messages such as "don't smoke" or "hunger is pleasure" flash intermittently at the top of the screen.

Shevrin opposes even this type of subliminal communication technology. "These products may keep you from getting the help you really need; they may waste your money," he says.

But his most serious concern about the growing use of subliminal messages — presented with or without a person's knowledge and consent — is their unknown long-term psychological effects.

"Studies show that subliminal anti-shoplifting messages broadcast throughout department stores are most likely to affect the occasional shoplifter or people who are not sure whether they want to steal," says Shevrin. "But it is unclear which way people who are not certain they want to shoplift would be swayed."

The anti-shoplifting subliminal stimulation is produced by a device known as a "black box" that combines a store's background music with verbal messages at a decibel level too low for conscious hearing. According to the September 1982 issue of Science Digest, a typical black box repeats, "I am honest; I will not steal. It's wrong to steal. If I steal, I'll get caught."

Hal H. Becker, the manufacturer of one of the original black boxes, defends his device as a safe and cost-effective means of crime prevention. "There has been no proven case of significant harm having come to anyone from the use of subliminals," he told the Congressional subcommittee at the August hearing.

But neither has anyone offered scientific proof that the practice can consistently reduce shoplifting, notes Shevrin. "The point is that we don't know exactly how everyone will be affected by subliminals presented in this way. Lab studies show subliminal stimulation may increase anxiety in some individuals. It could also produce headaches and other physical ailments," he says.

"It's one thing for psychologists to perform tests using subliminal stimulation in a laboratory

situation with the subjects' informed consent where we can monitor their reactions. It's quite another to expose people unknowingly to a subliminal message that may cause harmful emotional conflicts."

Such conflict occurs only when an emotionally loaded message is forced through our unconscious, Shevrin emphasizes. In its natural state, subliminal perception "is a good and commonplace occurrence and largely neutral." It is related to selective attention, the process by which the human mind screens out an overabundance of stimuli.

Only in recent years have psychologists recognized subliminal perception and stimulation as a bona fide area of research. Shevrin and other researchers are making cautious use of the phenomenon as an aid to understanding how the mind works in normal and abnormal states and to study the relationship between conscious and unconscious processes. Using subliminal stimulation, Shevrin has discovered distinctive brain wave patterns in patients with emotional conflicts and phobias.

As communication technology focusing on the unconscious further develops, so does potential for abuse, Shevrin believes. Combined use of subliminal stimulation and brain wave analysis could someday result in the ultimate invasion of privacy: mind-reading. Research is already under way to break the electrophysiological code for language, says Shevrin.

"Scientists have found that brain waves actually differentiate between nouns and verbs across languages," he says. "In time, it may be possible to read a person's thoughts from the pattern of brain waves picked up at the scalp."

Although scientists are not yet close to breaking the language code, the fact that research is under way is reason to institute control measures, states Shevrin. He urged Congress to consider legislative and regulatory action that would prevent the commercial misuse of subliminal messages and correlated brain waves.

Whether Congress will seriously consider that recommendation is open to question, Shevrin says. "But I believe our national leaders must recognize that neither corporations nor governments have the right to expose people to subliminal messages — mind pollution — over which they have no control."

'Dynamic, accessible' historian combines humor, relevance

(Continued from page 1.)

the Detroit Riot of 1967, which he calls, "a searing event that had important repercussions at the time and that continues to affect the image of Detroit to this day."

The professor says he tries to dissolve classroom barriers, to "break down the anonymity of a big class. It's important for students to feel that they have someone they can relate to."

Many high schools provide "watered-down" history courses composed mainly of rote memorization of dates, places and events instead of lending meaning to the past, he believes. "I think history has often been taught as a series of discrete facts, with none of them particularly related to one another. Or it is simply a celebration of America and its heroes without any understanding of the meaning of events."

As a result, many students arrive at the University "feeling like history is a pretty awful subject."

"Students frequently come to us and ask 'How many dates do I have to know and how many battles do I have to remember?' and I know right away they've been poorly taught. It's not a series of dates and battles. That's the sort of grade-school view of history that we try to overcome."

He sometimes uses humor and anecdotes to relax his students and to drive his points home. "I think it is a mistake," Fine says, "to tell an anecdote for the sake of telling it. But the relevant anecdote helps students to get a feel for a particular historical figure."

In his research and writing, Fine tries to re-create the past and to give it meaning. "Historical research is kind of like a puzzle," he notes. "You find clues here and there, and you have to construct an account that makes sense."

Writing history, he adds, is "not an exact science. We try desperately hard to arrive at something called the truth, but I suspect we end up

with an approximation. The closer you are to the past, the greater your tendency to be strictly factual. The farther you get from the past, the more you begin to see it in perspective."

"He is very thorough," says Christine Weideman, one of Fine's graduate students. "He sets very high standards for his graduate students, but they are not unreasonable, because he is very good at what he does, and he wants his graduate students to be good, too."

"Every lecture has something memorable about it," says Marc Klyman, a senior working with Fine on an honors thesis. "One of the things students like most is his sense of humor. He presents a lot of information in a well-structured, interesting way."

Beth Seltzer, who has taken Fine's popular "U.S. History Since 1933" course, calls Fine "a very dynamic speaker and very personable. He takes you back in time so you get the flavor of what was going on in the past."

"Students believe they are getting their money's worth," Weideman says. "When they walk out of his class at the end of the semester, they know a lot more than when they walked in." And that, she says, is indicative of a good instructor.

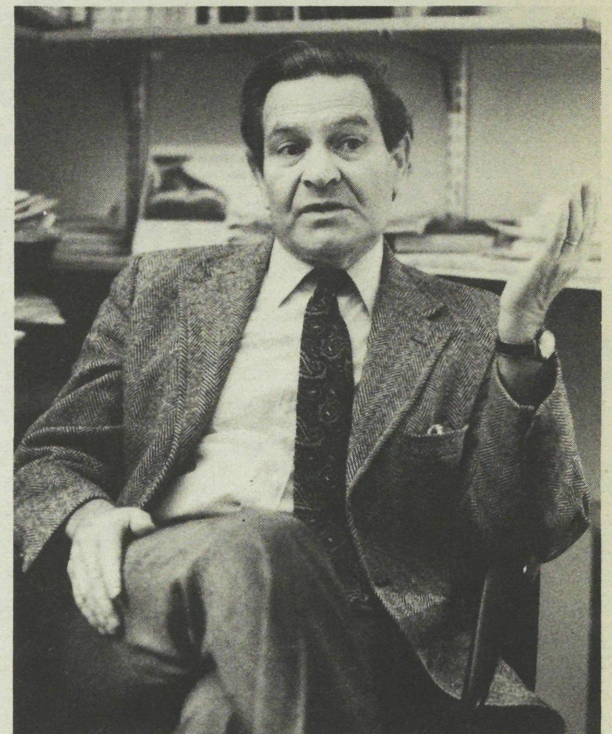
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"WE'LL NEVER TURN BACK" was the title of a retrospective photo exhibit of the civil rights movement, brought to the U-M campus in February 1983 in commemoration of Black History Month. Above, the Rev. Martin Luther King Jr. and Coretta King lead a march into Jackson, Miss. in 1966, flanked by the Rev. and Mrs. Ralph Abernathy (left) and Floyd McKissick and Stokely Carmichael (to King's right).



A PROTESTER IN HARLEM portrays the determination that marked the movement from its beginnings. The Smithsonian Institution and Howard University sponsored the photo exhibit.

Civil rights movement Confrontations had lasting impact

By Pat Roessle Materka
News and Information Services

To some people, the civil rights movement is a chapter of history, boxed, sealed and filed away among other time capsules, like the Great Depression or World War II.

To Aldon D. Morris, a U-M assistant professor of sociology, the movement is a potent force that continues to transform American society.

It was set in motion long before the famous 1954 Supreme Court case, *Brown v. the Board of Education of Topeka*, and it did not halt with the passage of the 1964 Civil Rights Act. Subtle forms of discrimination persist, he points out, and

blacks continue to fight for equality, particularly in the economic and political realms.

The civil rights movement also endures through the other social movements it has inspired, Morris suggests. "It served as a training ground for the student movement, the women's movement, the farm workers' movement, and most recently, the growing anti-nuclear movements both in America and Europe.

"Their confrontation tactics — peaceful meetings, mass demonstrations and boycotts — can be directly traced to the early days of the modern civil rights movement," he states.

Morris, who is also a faculty associate of the

Center for Afroamerican and African Studies, has spent more than a decade studying social movements and their impact. "For too long, social scientists have portrayed protesters as a mass of sheep reacting blindly to uncontrollable forces. Such a stereotype discounts the complex decision-making and actions undertaken by ordinary people in the course of a social movement," he explains.

His new book, "The Origins of the Civil Rights Movement," (Free Press), captures the spirit and drama of the pivotal decade, 1953-63, a period of mass demonstrations, lunch counter sit-ins, bus boycotts and freedom marches.

The central issues he addresses include: What were the basic social dynamics of the modern civil rights movement that made it a force to be reckoned with? How was the movement financed and sustained? What were some of the basic strategies and tactics, and were they effective?

Drawing from archival documents, newspaper and census data and other publications, along with personal interviews with more than 50 key participants in those early protests, the book has been hailed by reviewers as "a brilliant blend of oral history and scholarly research."

"The civil rights movement was no mere 'spontaneous reaction to mounting levels of frustration,' as it is often depicted, nor did it owe its success to a few charismatic leaders," Morris says. From his research, the civil rights movement emerges as a carefully orchestrated mobilization of grass roots groups, with a broad local power base — particularly that of the black clergy.

It had been brewing for decades, since the days of the underground railroad and slave revolts, fueled by such events as the 1941 March on Washington and the formation of the Congress on Racial Equality the following year. Morris chose 1953 as the starting point of his book because it marked the first successful mass boycott of a segregated bus system in Baton Rouge, La.

"White passengers sit in front. Colored to the rear." The signs on public buses were one of the most blatant and humiliating representations of racial segregation, Morris relates. If the white section filled up, blacks had to move farther toward the back, carrying the "colored" sign with them. But when their own section was filled, black passengers were forced to stand, even when seats in the white section were empty.

This outraged many black leaders, including the Rev. T.J. Jemison, pastor of Baton Rouge's most prominent black church. He knew that black fares accounted for at least two-thirds of the bus company's revenues. After efforts to change a city ordinance proved unsuccessful, Jemison

Morris: tracking the pioneers

As a scholar and a social scientist, Aldon Morris knows the importance of objectivity, of putting aside personal feelings and approaching a subject without bias.

But there is no pretense of neutrality here. "The Origins of the Civil Rights Movement" came out of my experiences as a black American. In Mississippi, where I grew up, a strict system of segregation confined blacks to a limited world characterized by poverty and powerlessness.

"I watched my grandfather, a strong man, answer to the word 'boy.' Children dropped out of school to help their parents during cotton picking season. Adults were terrorized against voting," he relates.

"Moving to Chicago as an adolescent brought home the reality that the North was no promised land either. I was once told I experienced a double dose of American racism, the Southern and the Northern versions."

From his earliest encounter, the civil rights movement seized the U-M professor's interest as a social force which could transform race relations in America. In college, he decided that the field of sociology presented a basis for studying the movement and the people who were part of it.

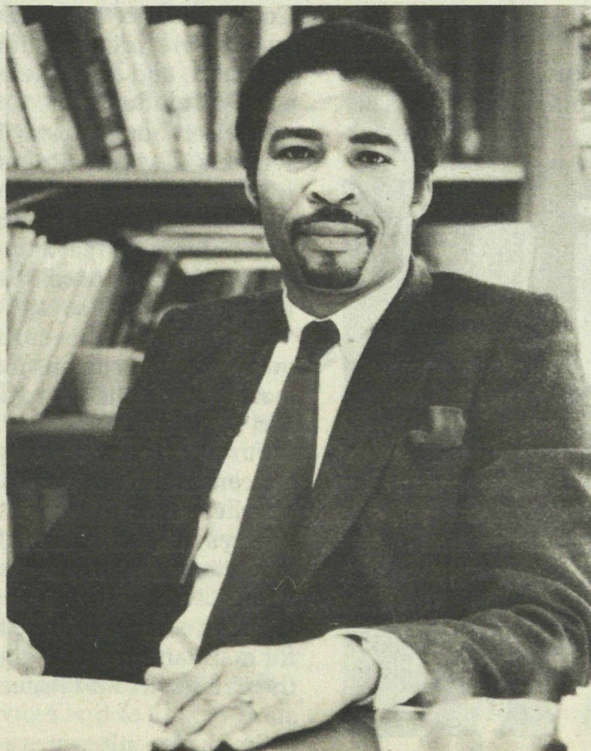
But studying archival documents, newspaper clippings and the work of other researchers left him unsatisfied. They were merely words and names. "I knew that to really understand and capture the spirit of the movement, I had to track these people down and incorporate their first-hand experiences," he relates.

From these narratives and documents emerges a text that, as one reviewer puts it, "... deepens and broadens our grasp of 10 years that transformed America."

"Objectivity is important. Yet I strongly feel it is also possible, with passion and sensitivity, to add depth to scholarly research in some cases by drawing on our personal feelings," Morris says.

"The blacks and whites who participated in the early civil rights movement were not passive people who accepted their lot as the natural order of things. They put their lives, their property, their futures on the line. They proved that 'ordinary people' can bring about profound change."

They proved it not only to themselves but to the generations who have come after them, Morris concludes. "The civil rights movement had a profound impact on all Americans, not just black people," he stresses. "It affirms that all people desire freedom and self-worth. The gains of the early leaders are an inspiration to all people."



Aldon D. Morris

(Continued on page 7.)



IBM PHYSICIST Richard Garwin (center) speaks as former presidents Jimmy Carter and Gerald R. Ford look on at the U-M's recent Symposium on New Weapons Technologies and Soviet-American Relations.

Ford, Carter lead disarmament panel

By Kate Kellogg
News and Information Services

Neither accuracy, compliance, space-age technology, nor the number of warheads per missile are the most crucial issues today in arms control, according to a gathering of internationally known physicists and national security experts that included former presidents Gerald R. Ford and Jimmy Carter.

More important than the details of arms negotiations is the need for the United States and the Soviet Union to reach a common judgment: that the nuclear arms escalation must stop, concluded the panel, moderated by the two former presidents, in the Symposium on New Weapons Technologies and Soviet-American Relations held last November on the Ann Arbor campus.

While the panelists did not support unilateral disarmament, there was at least partial consensus for achieving a bilateral freeze — an agreed-upon stalemate — thus peace through static deterrence.

Liberals and conservatives must unite in the effort to preserve deterrence, the "fundamental objective of arms control," stated Brent Scowcroft, former chairman of the President's Commission on Strategic Forces.

Scowcroft was one of the six panelists at the symposium co-sponsored by the Gerald R. Ford Library at U-M and the Carter Center of Emory University. Each panelist approached the symposium topic from his particular viewpoint as political scientist, physicist or national leader.

Whether fear of mutual assured destruction or a feeling of forbearance spurs arms control, "anything that is a force must bring the superpowers to the negotiating table," said Carter.

Deterrence depends on "known circumstances" regarding probable results of a nuclear attack, said Ford, adding that "no U.S. or Soviet leader would initiate war under current circumstances."

A more serious threat, Ford said, is the possibility of some other country developing warheads and delivery systems. In view of such possibilities, he agreed with Scowcroft that improved accuracy in detection systems should be a top

priority for new technologies.

Carter expressed regret that none of the past five administrations have emphasized arms control as much as the Kennedy administration. Although each phase of negotiations with the Soviet Union has been "increasingly complicated," Carter noted that, in the past, "the Soviets have come to the negotiating table in good faith and we've gotten results."

A disturbing 10 to 15 percent of the U.S. population favors a defense build-up to further America's position in "economic warfare" with Russia, Carter noted. "But that

(Continued on page 14.)

Vice Provost sees U as leader in technology

Douglas E. Van Houweling, just named to the newly created post of vice provost for information technology at U-M, envisions the University as a model for all other public institutions that hope to develop their own integrated, campus-wide computer systems.

"Just as Carnegie-Mellon University has become a model in that area for private colleges, I believe U-M can build on its existing technical expertise to become the foremost innovator in computer information systems among public universities," says the former vice provost for computing and planning at Carnegie-Mellon University (CMU).

Van Houweling, who assumed his new duties in December, will provide central leadership in all aspects of development of the University's computing environment, according to B. E. Frye, vice president for academic affairs and provost. "That includes helping us to understand better just what our needs are, and planning, budgeting, financing and coordinating the program — or mosaic of programs — in this area across campus."

"This is a major appointment which clearly demonstrates U-M's strong commitment to leadership in computing and information technology," Frye adds.

To Van Houweling, information technology holds "exciting potential" for drawing institutions closer together without reducing their physical size. Just as telephone technology has narrowed communications gaps among U-M campuses and units, advanced

computer information systems will enhance communications even more, he says.

"I foresee an information system through which all faculty, students and administrators can share their ideas — whether in graphic or memo form — as well as collaborate on research projects," he says.

Such a network could integrate existing but separate computer software systems that faculty and administrators use for their respective purposes, he adds. He also

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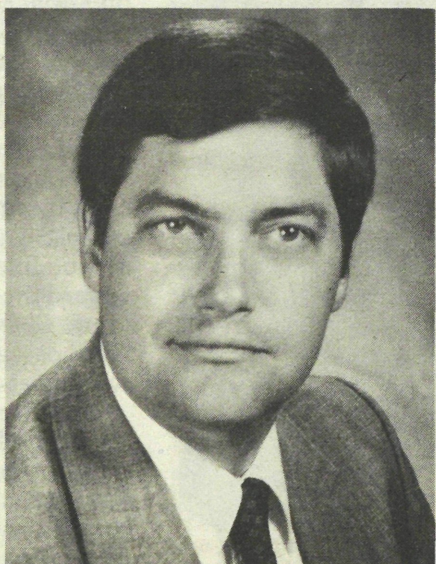
Douglas E. Van Houweling

Smith, Nielsen win Regent seats

By Kate Kellogg
News and Information Services

Neal D. Nielsen of Brighton and Veronica Latta Smith of Grosse Ile, elected in last November's statewide race for two seats on the U-M Board of Regents, will begin their 8-year terms this month.

Nielsen, who received his bachelor of arts degree from the U-M, was the chief assistant prosecutor for Livingston County, Mich., before opening his own law practice in Brighton. He also has served as the Wayne County Juvenile Officer by gubernatorial appointment, was a state committee member for the 6th



Neal D. Nielsen

District of the Michigan Republican Party, and has held several offices within the Livingston County Republican Committee.

Smith helped establish the Latta Insurance Agency in Detroit and served as its general manager. She recently returned to the insurance business after raising six children and working as a substitute teacher for the Wyandotte public schools. Smith served six years on the Board of Governors of U-M's Martha Cook residence hall, including two years as president. Smith, her husband, and all of their children are U-M graduates.

Nielsen hopes to stay in touch with his U-M constituents through frequent visits to campus and by maintaining an "open door policy" for students and faculty. "They should feel free to call me whenever they choose," he says.

He strongly believes the Regents owe Michigan citizens more information about the board's activities and responsibilities.

Funding is a major issue that concerns both Smith and Nielsen. "I believe that locating alternative sources of revenue is by far the most important issue facing the Regents today," Nielsen comments. "State funding continues to be inadequate for maintaining the high quality of the University and its faculty and staff."

Smith also advocates a search for more sources of funding — as long

as students are not that source. As the mother of six U-M graduates, she has first-hand experience in dealing with rising college costs. "The high tuition is especially unfortunate," she says, "since U-M was founded to provide all qualified Michigan citizens with quality education."

Smith and Nielsen were nominated by the state Republican Party for last November's regental election. They defeated Democratic candidates Robert E. Nederlander, who sought his third term on the U-M Board, and Marjorie Lansing, an Eastern Michigan University professor.



Veronica Latta Smith



LARRY BUCKFIRE, a junior majoring in economics, tutored a 10-year-old boy last year. While the youngster needed academic help, the Southfield, Mich., Project Community volunteer said, he also needed attention, "someone to talk to." Buckfire felt the experience taught him patience, and both tutor and student looked forward to the weekly sessions.

Volunteers teach, learn in Project Community

By Janet Nellis Mendler
News and Information Services

Each day, several hundred U-M students tutor in Ann Arbor area public schools, serve as companions to the elderly and to the hospitalized, teach English to Spanish-speaking prison inmates or provide income tax assistance to low-income families.

They are part of Project Community, an elective credit program that infuses "volunteer power" in schools, prisons, consumer agencies or health care agencies. At Project Community, "the community is the classroom and the experience is the teacher," says director Jeff Howard.

Under five "umbrella" programs — criminal justice, education, health care, organization leadership and consumer advocacy — students choose from among 35-40 projects ranging from geriatric foster care to watchdogging in Detroit Recorders Court.

A practical career orientation characterizes Project Community's most popular courses — income tax assistance, health care at University Hospitals, and the legal programs. In fact, the latter are fully enrolled within an hour after registration opens, Howard says. The winter-term tax assistance project, the only one that is completely student-run, offers no academic credit yet regularly attracts about 100 students.

The field experience doesn't occur in an academic vacuum. Faculty and graduate students from the Department of Sociology and the School of Education implement and oversee Project Community's academic component. Students attend a weekly

seminar focusing on the relationship between theory and practice, during which they define and solve project-related problems. They supplement their field work and seminar with required readings and written assignments.

Howard says that many students enroll in Project Community because they recognize the value of active learning. "It's invigorating, fun to be involved outside the classroom, and while they might use different terminology, the students somehow feel they want more 'growth' than the classroom setting usually offers."

Working in prison and mental health settings, for example, exposes some students to class and cultural differences which they had not previously encountered, Howard says. Providing a service sets a precedent for their futures as community members. They also develop problem-solving, assertiveness, listening and teamwork skills which will be invaluable no matter what their career choice, and they benefit from an enhanced resume, professional networking and career exploration.

Says Howard, "The program underscores the accessibility of the University to the community as it provides a pool of volunteers from which the community can draw."

The University benefits from the program as well, he adds. Project Community provides an opportunity to measure the relevance of academic training, and it expands the learning laboratory, enabling the University to provide needed community services and to improve University-community relations.

U 'ruggers' gain following, take Big 10 championships

By Tom Hemingway
WUOM Sports Director

Margaret Snow caught the bug from an uncle who was an exchange student in England. Dave Weber picked it up as a teenager in Australia. Dale Tuttle succumbed to it in Ann Arbor.

The infection appears permanent. None have recovered.

The three are among more than 100 U-M "ruggers" — students who play intercollegiate rugby.

Snow and Tuttle are the presidents of the women's and men's clubs, respectively, while former men's captain Weber, whom Tuttle calls "an organizational genius," has been a driving force in the club since 1976.

The sport derives from an 1823 soccer match at the famous boys' school at Rugby, England, during which, against the game's rules, a player picked up the ball and ran with it.

U-M rugby history goes back to 1958, when 25 male aspirants turned out. Although most of that first U-M team had benefited from foreign experience, the ratio has now been reversed, according to Weber: "Most of our members these days have had very little background in rugby, so we start them on the most basic skills — tackling and passing."

A good place to start, since rugby consists of two 15-member teams trying to kick, pass and run what looks like a bloated American football across each other's goal line. The main action, which may resemble mayhem to U.S. football fans, takes place on a 110-yard-long, 75-yard-wide rectangle with the goal lines at each end. Tackling a ballcarrier is allowed but neither team may block.

Since rugby players shun any kind of protective padding, one might think injuries are commonplace and severe. Not so, says Tuttle, "Rugby is rough but not violent. Since quickness and ballhandling are paramount, collisions are not earth shaking."

"The reason he says that," interjects Weber, "is that he's so good he never gets tackled."

From the first 25-member group, the U-M men's club has grown to almost 100 players.

The men compete in the 125-team Midwest Union, an organization which includes clubs from Grand Rapids, Detroit, Toledo, Michigan State and Ohio State.

The U-M has won three straight Big 10 championships and its clubs posted a 90 percent winning record overall last year, according to Tuttle.

The women's team is still in its infancy, having been formed two years ago. Snow recalls that when she responded to a notice for interested females to attend a tryout session, she knew nothing about rugby. "Yet, it was one of the wisest things I ever did," she says. "I have enjoyed every minute of it, despite the long hours."

While their male counterparts pick a top squad from nearly 100 players, the women scrape to come up with one full team. "We sometimes have to borrow from an opponent's team to hold a match," Snow admits.

Like Tuttle and Weber, Snow plays down the physical aspects of the game: "It's not that rough and really a lot of fun."

The women's club begins conditioning workouts in early January inside the general purpose U-M Sports Coliseum across the street from where they play home games, Elbel (formerly Wines) Field.

Since rugby is not a varsity sport, the clubs' financial help from the University is limited pretty much to jerseys, rugby balls and maintenance of practice locations. To handle the burden of travel expenses, some novel fund-raising efforts have evolved — including a "rent-a-rugger" promotion, where players did odd jobs in return for contributions to the club, and a backrubbing booth during last September's Festi-Fall student organization information day on the Diag.



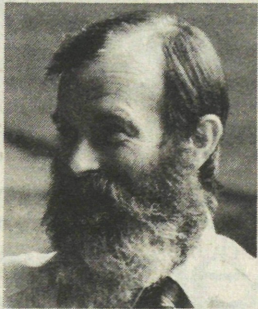
Michigan rugby players in action.

Group helps families overcome loss

By Margaret Sharemet
Health Sciences Relations

"In a society as mobile as ours," says the Rev. Robert Weikart, pastoral counselor and ethicist at the U-M Family Practice Center in Chelsea, Mich., "we don't get as involved anymore with our neighbors, their stories, histories or memories. When a tragedy happens and we grieve our loss, there's no one to tell. New Beginnings has been established so we will have a place to tell our stories.

"Grief is the reaction — emotional, physical, spiritual, mental and social — to any significant loss," Rev. Weikart explains. Other major events that can trigger grief, he says, include losing a job, selling a house, having a pet die or losing limbs or other body parts.



Rev. Robert Weikart

New Beginnings is the name of grief support groups Rev. Weikart and James Peggs, M.D., director of the center, have established across Michigan for people who are grieving a loss through death.

"Many of our attitudes about death are established when we are still children," Rev. Weikart says. "In the Saturday morning cartoons, characters get flattened and then, seemingly by magic, become alive again. In some cowboy movies, dozens are killed in minutes but are in another movie on another channel the same day.

"Often we see dead animals on the road but ignore them as if they hadn't died. We grow up feeling that death is either unclean, untouchable or unreal. We frequently believe that death can be ignored or even changed; consequently, when we're faced with death, we have difficulty dealing with it and many of us have difficulty grieving."

Rev. Weikart, who is also an instructor in human values in medicine at the U-M Medical School, experienced his own greatest grief 17 years ago when his wife died. It was partly that

experience that led him to study grief and establish New Beginnings.

In his grief-support program, Rev. Weikart uses a 10-step grief model he has developed.

1. Shock and Denial — Disbelief. "This phase can last from three days up to six weeks after the loss," Rev. Weikart says. "Although intellectually we know the loss has taken place, the emotional impact doesn't usually hit until after that.

2. Touch-Support. "At this time people begin to miss being physically touched," Rev. Weikart says. "For example, if a spouse dies, there's no one to kiss you in the morning or to hold your hand. You begin to feel unlovable."

For those who are trying to comfort a grieving person, Rev. Weikart says, the two most important things are "to listen and to maintain contact, whether it's phone calls, cups of coffee or whatever. Above all, keep in touch with the person."

3. Physical Symptoms. "People may develop a physical pain similar to what their spouse died of," Rev. Weikart says. "In other cases, you'll see the survivor wearing the clothes of the deceased, such as a flannel shirt when out in the yard. Or some people will go back to school to take up the deceased's occupation. This can be very healthy if the survivor is aware of what he or she is doing and also maintains individual interests."

4. Alienation — Loneliness sets in. "This can be little things like going to a restaurant and telling the hostess you're 'just one' for dinner," Rev. Weikart explains, "to getting mail still addressed to 'Mr. and Mrs.' Sometimes special days like Mother's Day trigger the loneliness when there's no one to send you a card or no one for you to send one to. This is a dangerous point, where people are prone to turn to alcohol or suicide.

5. Guilt. "There are three kinds of guilt," Rev. Weikart says. "Realistic guilt, for example, would be if you were driving and drinking and killed someone. Unrealistic guilt might be when you hear people say, 'I should have stayed at her bedside, then she wouldn't have died' or guilt about things having not been said or apologies not made."

6. Hostility. "People will have accidents or injure themselves," Rev. Weikart says, "because they're angry at the death and don't know to whom to show it or how to show it."

7. Perfection. "This is when you'll hear things like, 'He was the best golfer I ever saw,' or 'the worst cook.' This is healthy because it means you're beginning to take stock of your loss and seeing what you miss because of the loss."

8. Redemption. "This is the time when the surviving person is able to see the dead person as both good and not so good. You begin to accept the lost person for what he or she was."

9. New Life. "This is when you keep some things from the past and bring in some new things. The combination of the two is your future," Rev. Weikart says. "Some people will hold onto the past indefinitely by, for example, continuing to set a place at the table for the dead person five years or more after the death. Others will sell their possessions and house and move away very quickly to avoid being reminded of their loved one who died.

"If people are working on their grief — that is, talking to someone about their feelings — they may exhibit some of these characteristics, but they'll be sorting out their emotional feelings at the same time. But those who try to deny their grief — or who remain stuck in the past hoping the dead one will return — will probably experience a delayed reaction months or years later."

10. Resurrection. "Using the biblical reference as an example," Rev. Weikart says, "after Jesus rose from the dead, he looked and sounded the same, but he was different — he was fuller and richer for the experience. He had scars from his wounds, but they were healed. It's the same way for us — you'll always have part of that loss with you, but you're alive and whole and have your own life."

Individuals may or may not experience all 10 phases and not necessarily in this order, Rev. Weikart concludes, "but it's important for people who are grieving not to feel that they are 'crazy' or let people tell them, 'It's all in your head.' Be bold and say you're hurting. Grief is very real."

One mother: coping with grief

Kim Boyd died two years ago at the age of 16. Her parents, Muriel and Jerry Boyd of Chelsea, Mich., attended the Chelsea New Beginnings group for a year and a half after Kim's death. The group was led by the Rev. Robert Weikart and Dr. James Peggs of the U-M Hospitals' Family Practice Center in Chelsea. Muriel Boyd shares her experience in the hope it will help other individuals and families:

I had seen an ad in the newspaper for New Beginnings several months before my daughter died. I saved it because the idea of a grief group seemed good to me, but I didn't think I'd be the one to use it.

When Kim first died I was numb. I felt absolutely lost. I've always been a person who knew where I was going and what I wanted. To not know where I was going or what I wanted was very unusual for me. I wasn't frightened, I had my husband and son to take care of, but I felt lost and I could see that I didn't really know what to do about it. I remembered the New Beginnings ad I had saved and I told my husband, Jerry, that I wanted to try it. This was about three months after Kim died. He was reluctant at first and said he didn't want to talk in front of a group. But we decided to try it once.

We went, and each person introduced himself or herself. Everyone sits in comfortable chairs — it's very casual. I didn't say much. But Jerry talked for 15 minutes! I realized that he had needed someone to talk to, and I felt good about the group.

Bob Weikart and Jim Peggs would always start the group by asking "How've you been the last two weeks? Did you have a good day today?" And they'd just let us talk. They tell you right away, "There are no answers." What they really do is let people help themselves.

There's a feeling you get when you hear the others in the group talking, a feeling that you recognize just what they're saying. And when you are talking, you can see that recognition in their eyes. That recognition is very important.

I learned that I was very angry, I didn't want Kim dead. Bob Weikart said that it was normal to be angry; you miss her. But he'd also stress, "Be kind to yourself."

It's so hard when it's your child. You always feel that your children will outlive you. They're supposed to bury you. Jim and Bob would have to say, "It's not necessarily so."

When she first died, I had this sensation that this wasn't real, that suddenly someone would say, "Okay, the play's over, let's go home." I pictured myself in a glass box. Life goes on around you, but you don't let it get to you. I'd come out only if I wanted to and nothing anyone said or did could hurt me. I recognized that as a survival mechanism.

Not too long ago I realized the glass box was gone and I hadn't thought about it in a long time.

And I've found it's all right if people sit at Kim's place. It's okay to use it again.

I have had to accept the fact that part of me died with Kim. You don't heal up or scar over. You learn to live with a terrible wound. But I've reached a point where I can put Kim's death aside for a time. I can say to myself, "I'm not going to think about it right now," and that will be okay. I can even forget about her for a time and not feel guilty. It has taken two years to reach that point.

I looked to the group for guidance and that's what they provided. For those who've never grieved, they don't understand how long grief lasts and that every person has a different timetable. I've learned to be patient with myself and accept my feelings for what they are.



Illustration: Carol A. Gregg, University Publications

New library dean upgrades National Archives system

By Sondra J. Covington
News and Information Services

Robert M. Warner, U.S. Archivist, is coming home.

But not before achieving a profound change at the National Archives and Records Service in Washington, D.C.: the establishment of the Archives as an independent agency that answers to the White House instead of to the General Services Administration (GSA).

Warner believes the change is a giant step forward for the Archives, which is responsible for preserving the nation's records — ranging from presidential declarations to income tax returns.

It was only one of the accomplishments of the U-M professor, on leave from the University since becoming chief administrator of the National Archives in 1980. He will return to the U-M April 15 as dean of the School of Library Science.

As U.S. Archivist, Warner has been in charge of operations at the Archives and at the nation's seven Presidential libraries. He oversees 3,000 employees who gather, sort and store information — policy-making documents, minutes of meetings, department memoranda and speeches.

As the nation's chief archivist, Warner developed a 20-year, \$100 million preservation plan for the country's records, which Congress will consider for approval in January, initiated a study of automated storing systems and started a long-term space expansion plan for the Archives.

The switch in bosses at the National Archives, scheduled for April 1, "places the Archives on a much higher plane, because the office will report directly to the President of the United States,"

Warner says. "It enables the Archives to state its case directly to Congress and to the public. Before, it had to go through the filter of the GSA."

As a comparison, Warner points out, for the Archives to report to the GSA would be like U-M's Bentley Historical Library reporting to the Plant Department.

"The GSA was the plant department for the government, so you can see that kind of relationship was not the best for the Archives and for the country."

The Archives also has been confronted with an influx of modern technology, which has proved to be both fortunate and troublesome for the library system. The library now can store vast amounts of information in its own computer system, but the task requires obtaining important computerized data from a number of government offices. Unfortunately, says Warner, some of the records can be erased from word processors — where more and more documents are initially produced — before archivists can retrieve them.

"That's the dilemma posed by modern technology," Warner says. "It offers great opportunity, but the possibility of erasure poses great peril." Preserving electronic records will be a major concern of future librarians, he says.

About 98 percent of the material arriving at the department is ultimately destroyed, but not before it is dissected by the inquisitive eyes of experts. The facility contains 1.4 million cubic feet of permanent records and 14.7 million cubic feet of temporary records.

The facility is celebrating its 50th anniversary with a panoramic display of the last 50 years of American history at its Exhibit Hall. Filled with examples of "political, social, serious and fun" history, the exhibit includes the original of Franklin Delano Roosevelt's "War Speech"; Harry Truman's diary, with its "very salty" comments on the presidency; Queen Elizabeth's favorite scone recipe, which she sent to Dwight D. Eisenhower; documents of the space program; and Richard Nixon's letter of resignation.

Members of the public who wish to use the Archives are first interviewed to determine what sort of research they need, but "you don't need lots of permission," Warner says. Eighty-five percent of the 3.8 million users last year were genealogists. The rest included historians, students, political scientists, journalists and lawyers.

Warner says he looks forward to becoming dean of the U-M School of Library Science because its future contains great challenge.

"This is a time of transition for library education. The quantity of information and the need for information is increasing, and people are needed to handle that information effectively.

"We will not only obtain and store information, but possibly even manage it, synthesize it. The library has been a service, but I think it will become more than that so that it won't just react, but will influence the information process itself."

Higher visibility, improved financial resources, and greater emphasis on research are some of his goals for the library school.

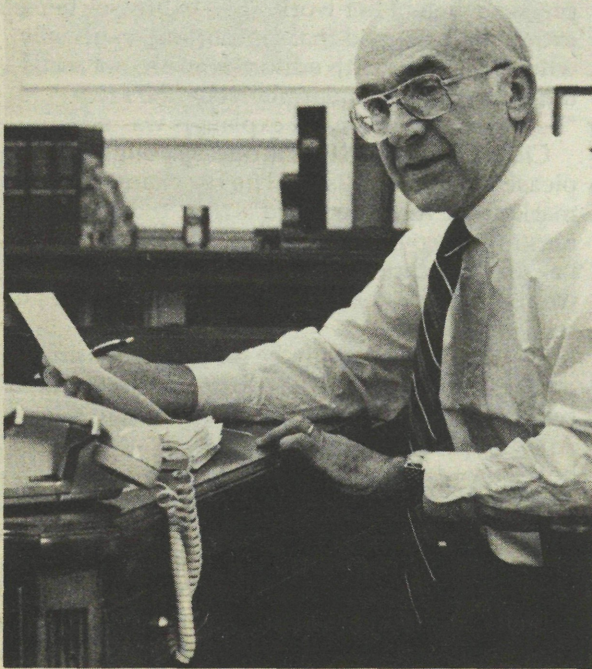
"The library school has a sound history; it seems to me important to enhance that role and make it more central to the University and to the outside research world."

Warner, former director of U-M's Bentley Historical Library, says going from a small archive to the world's largest four years ago "wasn't that great a shock. We have the same management, budget, preservation and modern technology concerns here, but on a much larger scale."

Warner's teaching career at Michigan began in 1956. He was professor of history and of library science and served as president of the Society of American Archivists and the Historical Society of Michigan.

Throughout his career, he has especially enjoyed "working with people at all levels" — university faculty, government officials and civil service workers. "One of the best ways to learn is from other people."

He says the most important function of libraries is "the transferring of information from one generation to another, preserving that culture and making it available to all components of society."



Robert M. Warner at the National Archives

Confrontations left legacy

(Continued from page 3.)

made a radio appeal to black residents to refuse to ride the buses.

The boycott gained nearly unanimous support. Each evening, crowds of 3,000 or more people attended mass meetings which became sources of inspiration, strategic planning and fund raising. By "passing the hat," churches around the city raised \$3,800 in one Sunday, used to finance the highly organized system of free car lifts that transported the protesters to and from work during the 10-day boycott. Finally the bus company, losing some \$1,600 per day, agreed that black passengers would be seated on a first come-first serve basis.

But the outcome was not an unqualified victory. One back seat was reserved for blacks and one front seat for whites, Morris notes, because "separate but equal" was still the law of the land.

"But the Baton Rouge boycott was a turning point which galvanized the black community," Morris relates. "Word spread to other cities through the black ministerial network. It became the blueprint for other successful bus boycotts, including the celebrated 1955-56 protest effort in Montgomery, Ala."

The Montgomery boycott was triggered by the arrest of Rosa Parks, whose story offers more evidence that the civil rights protests were neither sudden nor unplanned.

Most popular accounts describe Mrs. Parks as a quiet, dignified lady who, on that fateful day, refused to give up her seat to a white man because she was tired. In reality, Mrs. Parks was a long-time civil rights activist, a secretary of the local NAACP. This was not her first confrontation with the bus system, Morris points out. In fact, she had been ejected by the same driver some 10 years earlier. "My resistance to being mistreated was just a regular thing with me and not just that day," she relates.

Women played a central role in the formative days of the civil rights movement, Morris emphasizes. His pages chronicle the story of Ella Baker, a founder of the Southern Christian Leadership Conference, who traveled 10,244 miles in one year to raise membership in the NAACP. Arguing

the need for a broad-based movement, she was among the first to urge the formation of citizenship classes so that blacks could pass literacy tests and be allowed to vote.

South Carolina educator Septima Clark was one of the influential organizers of those schools, which not only imparted reading and writing skills, but also a new self-image to black adults. "We used to think everything white was right," she relates. "We found out differently, though."

With the first-hand narratives of Parks, Jemison, Baker, Clark and others, Morris brings to life the early strategy sessions, sit-ins, marches and freedom rides.

"History books often stress the role of one individual, and may leave the impression that Martin Luther King embodied the entire civil rights effort," Morris explains. "But a movement is made up of hundreds of leaders and thousands of ordinary people."

"Organized protest against white domination has always been one of the cornerstones of the black experience," he states. Reflecting on the gains of the civil rights movement, the men and women Morris interviewed look back with a large measure of pride, triumph — and impatience.

"The civil rights movement was unable to significantly change one of the main components of segregation — economic exploitation — which still severely limits the rights that were won," Morris points out.

"Nevertheless, the movement has had a profound impact on American society. It marked the first time in which large masses of blacks directly confronted and effectively disrupted groups and institutions which were thought to be directly responsible for their oppression."

Rev. Jesse Jackson says the book, "... has opened up a very important chapter of the civil rights movement, clearly illuminating the continuing and unbroken struggle of black people. . . . This work is an important addition to our knowledge of the strategies of social change for all oppressed people." University of Chicago sociologist William J. Wilson has called it "a major work on the civil rights movement . . . which will be widely read, discussed and debated for years."

Ruth Clark plots news media trends

By Dennis Holder

Reprinted courtesy of the Washington Journalism Review, December, 1983

By mid-June last year, the cartons had begun to stack up in Ruth Clark's office. She was wrapping up her final projects as senior vice president of the prestigious research firm Yankelovich, Skelly and White, and packing away reports and records to prepare for the move. Already, the new letterhead was printed. "Clark, Martire & Bartolomeo," it read. "Ruth Clark, President."

It was the beginning of a new beginning for Ruth Clark, a mild, unprepossessing woman of 60. In more than 20 years with the nation's top research firms — W.R. Simmons, Louis Harris and Yankelovich — she had gained a reputation as a prescient plotter of newspaper readership trends.

The 1943 U-M graduate had developed exit polling to help predict election results. She had pioneered the "focus" interviews now used by virtually every editor who wants to know what readers are thinking. And she had headed a study that helped spark the shift toward soft news, upscale features and "nice" newspapers. Now, she was setting out on her own.

Today, Clark, Martire & Bartolomeo is less than a year old. But the firm already lists among its clients the Washington Post, the Dallas Morning News and Los Angeles Daily News, and "quite a few other newspapers and magazines, including some I am not free to mention yet," Clark says.

A major project now under way, Clark says, is a national readership study commissioned by the American Society of Newspaper Editors (ASNE), a massive effort aimed at finding out what readers really want in their newspaper and how editors can give it to them. It is the most comprehensive research project of its kind ever conducted, Clark says. It may set the direction for a huge number of American newspapers through the remainder of the 1980s.

The new study is a follow-up to the "Changing Needs of Changing Readers" project Clark conducted for ASNE while she was with Yankelovich. That study, published in 1979, led many newspapers to de-emphasize hard news, especially national and international news, and to play up lifestyle, entertainment and consumer information. It also led to a rash of attempts, many of them ill-considered, to remake reporters as personalities in the minds of readers in the same way that TV anchors are flesh and blood in the eyes of viewers.

"I think we are going to see a shift of people's needs from soft news, features and entertainment to news that helps them understand the world they live in. Their demand for information about this country's international role, I believe, is intensifying."

— Ruth Clark

Unlike the first ASNE project, however, the new one will include a national statistical survey of about 1,200 persons selected at random. By asking readers and non-readers to rate the importance of various newspaper characteristics, Clark will collect data on which to base her conclusions.

"Our last study was criticized because the information we collected was all qualitative," she says. "This time we'll back up the interview data with a quantitative study of reader concerns."

Asked why a follow-up study is needed so soon, Clark replies, "I think we will find real



Ruth Clark

changes in reader and non-reader concerns during the past five years. Some of our findings in the 1970s may not hold for the 1980s. I think we are going to see a shift of people's needs from soft news, features and entertainment to news that helps them understand the world they live in — what used to be called hard news.

"For example, I suspect international news is a great deal more important to readers today than it was in the so-called 'Me Decade' of the 1970s. I think people have a new fear, not so much of nuclear war but that America is becoming a second-rate country. Their demand for information about this country's international role, I believe, is intensifying.

Until the new study is complete, of course, such suspicions remain no more than working hypotheses, says Clark. But they are hypotheses based on facts collected since the last study and filtered through decades of observation.

Clark grew up in the Northeast and attended the U-M because "I wanted to see what the Wild West was like." She worked toward a degree in economics, dropped out to get married and then returned to graduate in 1943.

After a few years off to "have a couple of kids," Clark discovered research work as a free-lancer for the Institute for Motivational Research in New York. That led to a full-time job with one of the pioneer media research companies, W.R. Simmons.

"I discovered I needed to know a lot more about statistics and survey methodology if I was going to really find out what newspaper readers and media audiences were thinking," Clark says of that experience. "I went to Columbia and to New York University. I didn't get a master's degree because neither recognized credits from the other. But I got everything they could teach me about this kind of work."

Despite her growing reputation as an expert on media, especially newspapers and magazines, Clark mentions several projects in unrelated fields when she lists her most interesting assignments. For example, a study of anti-Semitism released last year concluded that "people don't change: Generations change" — that is, people have prejudices and they keep them, but one generation may be less prejudiced than another.

"One of my favorite projects was one for the Metropolitan Museum of Art," Clark recalls. "We found that there were three basic reasons why people came to the museum. About a third were those who came for continuing education. Another third came for very emotional reasons. They wanted to touch and feel the art, and their biggest desire was for more places to sit and absorb what they were looking at.

"The surprising thing, though, was the remaining third. These were people who came to the museum because it was the biggest boy-meets-girl place in town. I love a study that comes up with results like that, the kind nobody expected."

Most of Clark's clients have been such major news organizations as Time, the New York Times, the Chicago Tribune and the Detroit Free Press. As a result, she has gained a reputation as perhaps the only researcher who understands newspapers' editorial problems.

"She really has a corner on the market," says Michael G. Gartner, president and editorial chairman of the Des Moines (Iowa) Register and Tribune Co. "She's virtually the only person in the business who specializes in editorial research. She's certainly the leader."

Of course, Clark also has her critics. Phil Meyer, author of "Precision Journalism," calls Ruth Clark the dean of newspaper researchers even as he challenges her work. Meyer faults her statistical methods and suggests Clark sometimes dishes out what editors want to hear instead of cold, hard facts.

Meyer, however, admires Clark's energy and praises much of her work. "She expresses herself extremely well, and that's important, especially when you work with editors who are not accustomed to thinking quantitatively," he says. "Research that you can't explain is wasted."

Clark's key prediction is one that ought to please most journalists. "The big change in the markets we have surveyed is that, today, the main reason for buying and reading newspapers is hard news properly and appropriately defined, compiled, digested, edited, explained and made relevant.

"You will still need those food coupons and other goodies. But the basic appeal, the magic selling tool for newspapers today, is hard news. And that, I know, will not break any of your hearts."

Ruth Clark concedes she may be going out on a limb, but she doesn't think so. "We plan to conduct this survey with all the skill, sophistication and objectivity at our command," she insists. "It is possible the results will prove me wrong in some areas. But we have taken a lot of surveys since the ASNE study five years ago. I know what the results indicate. Hard news is what appeals to the newspaper reader of the '80s."

Probably, she is right. The reputation of Clark, Martire & Bartolomeo depends on it.

Papers must shrink, analyst predicts

While Ruth Clark does not pretend to be the great prophet of the newspaper business, she does make several other predictions. They are based, she says, both on the results of the scores of surveys she has conducted and on impressions collected while working with most of the major publications in the country. Among them:

—Regular newspaper readers will continue to decline in number. "You're dealing with generations who have not developed the regular newspaper habit. I don't see any sign that they ever will read papers as regularly as their elders do," she says.

—Newspapers must grow smaller, not larger. "Go to the airport and see how many parts of a paper like the New York Times, the Washington Post or the L.A. Times get left behind. People can't carry those papers. They throw most of them away. I think that's one reason USA Today is doing well. It is very compact and easy to carry."

If papers are to become smaller, they will have to be better edited, Clark insists. Long stories, irrelevant fillers and information that has little practical value must be discarded.

—Local news will be more important than ever before. "People have discovered that the one part of the world where they can really make a difference is in their own locality."

—Interest in personal journalism will decline. "When we did our first study for ASNE, we told editors that readers wanted more columnists, more interpretation, more personal presentation of the news. In the years since that study was done, there has been a gradual shift. Now readers again seem to want straight facts."

Emphasis on self is also a thing of the past. "Five years ago, self-fulfillment was the catchall among Americans. But that has changed dramatically. Now, people are trying to adjust to the apparent fact that there may not be enough of the pie to go around. Resources are not unlimited. There's not always a happy ending. People are no longer confident that their children's lives will be better than their own."

The age of speakeasies and bathtub gin 'Jazz' among top 10 radio programs



Hazen Schumacher

By Roger Sutton

News and Information Services

In the fall of 1967, an apprehensive Hazen Schumacher sat down to a microphone, wondering who, if anyone, would be listening to the first "Jazz Revisited" radio program on the two U-M radio stations (WUOM in Ann Arbor, WVGR in Grand Rapids).

He needn't have been concerned.

Today "Jazz Revisited" is listed by the Corporation for Public Broadcasting among the nation's 10 most popular public radio programs, heard on more than 100 stations from Sitka, Alaska, to Miami, including cities the size of San Francisco, Chicago and Washington.

"We cover a period — music of 1917 through 1947 — that most other stations haven't touched," says Schumacher. "We were one of the first continuing shows on jazz history."

Emphasis on "continuing."

Schumacher, now U-M director of broadcasting

and media resources, says more than 900 half-hour "Jazz Revisited" programs have been produced and another 100 are outlined. "I intend to keep on going forever," he says, grinning.

He has the material. WUOM's jazz collection, Schumacher says, includes "the most pre-1950 jazz records held by any radio station in the country." Anchored by more than 20,000 78-rpm platters, the computer-catalogued collection has grown largely through private donations.

Schumacher — a compact, intense and garrulous man who is as likely to show up for work in jogging clothes as in a suit — is only too pleased to show off the collection. Hustling among floor-to-ceiling storage shelves, surrounded by records made when jazz was played in speakeasies serving bathtub gin, he points out quarter-inch-thick Edison platters and unique old discs that can be played only on a few remaining phonographs.

"Offers to donate records keep coming faster than we can handle them," says Schumacher, "mainly because it's hard to arrange safe transportation of the often-fragile old discs."

Breakage is a continuing problem with the historic records, although it is offset to a small extent by new pressings of old recordings. "Just a while ago," Schumacher points out, "an Italian company put out everything American cornetist Bix Beiderbecke ever recorded. And Beiderbecke died in 1931."

Such international interest among record companies supports Schumacher's assertion that jazz is one of America's major cultural contributions to the world. Proclaims Schumacher, "There's a satisfaction in spreading its gospel."

This evangelist of jazz was converted to the faith as a teen-ager in Detroit, dancing to the "Big Band" sounds of Glenn Miller, Jimmy and Tommy Dorsey and Duke Ellington — ensembles which Schumacher says, "bridged the gap between the commercially popular and the esoterically satisfying." Schumacher chose the "Jazz Revisited" theme, Ellington's "What Am I Here For?" because it was the song that first showed him jazz could be smooth yet stimulating.

The music continued to stimulate Schumacher throughout his studies at the U-M, where he earned a B.A. degree in political science, and a master's degree in speech, and his subsequent employment by the U-M Television Center.

But he became host of a weekly jazz radio program somewhat by default. He had suggested to Ed Burrows, manager of the U-M radio stations

in 1967, that people whom he met at jazz concerts and jam sessions in southeastern Michigan were eager for a radio program that chronicled jazz history.

Burrows turned out to be a "closet jazz buff," recalls Schumacher. "What's more, WUOM already had a small donated collection of jazz records. But there were no U-M music professors or WUOM staff members who were jazz specialists. So Ed asked me to host the show."

Thus, Schumacher, who was then associate director of the U-M Television Center but "without much radio experience," began a laid-back series featuring jazz discs and discussion, a format now familiar to listeners across the country.

These days, when Schumacher slides behind the microphone, he's bolstered by notes he and student assistants have culled from WUOM's jazz reference library. He believes many of the books are collectors' items themselves.

"The shows are not scripted," explains Schumacher, "but we research thoroughly the personnel, dates and circumstances of the six or so songs in each program, relating them to other music of the period and comparing different artists' renditions. We try to teach people about jazz, not just play jazz records."

Schumacher stresses that "Jazz Revisited" is just part of the jazz outreach of the U-M. "U-M professors now teach, perform and compose jazz," he notes, "and the student group Eclipse Jazz books some of the nation's top performers into Ann Arbor." The WUOM jazz library has become a resource that has produced at least one Ph.D. thesis.

While he takes the educational and historical aspects of "Jazz Revisited" seriously, Schumacher tries to avoid an elitist or pedantic tone in the program, aiming instead for the relaxed style of one jazz buff "rapping" with another. He holds the talk to no more than two minutes between songs: — "Just provide the background and fade out."

Jokingly calling himself "the swinging Karl Haas," in reference to the host of a syndicated classical music program, Schumacher rejects the title of "authority." "There is plenty of good written analysis of the music played on 'Jazz Revisited,'" Schumacher says. "I quote the experts rather than try to be one."

The relaxed style appears to work. Schumacher says jazz fans he meets at professional broadcasting meetings or alumni gatherings "seem to feel they know me from the program and we talk like old friends."

Schumacher notes that feedback from jazz fans prompted creation of the annual "Jazz Revisited" colloquia in Ann Arbor, combining live performances with scholarly discussions. Although halted by funding problems two years ago, the colloquia may get sponsorship to resume soon, says a visibly glowing Schumacher, "which would give those of us prone to boring families and friends with jazz trivia a chance again to sit around for a day and bore each other."

A few years ago, "Jazz Revisited" was distributed to more than 200 stations by National Public Radio, but Schumacher says that when NPR experienced budgetary near-disaster in 1983, "one of the cost-cutting moves was to reduce program distribution and 'Jazz Revisited,' which had been on the network 10 years, got the axe."

Since then, WUOM has built its own distribution network for the show and now draws more revenue than it did through NPR.

Each month's package of four or five shows is beamed from Michigan's only public radio satellite uplink at Michigan State University to an orbiting transmitter that sends the programs across the nation. It's an honor system — stations that air the programs are supposed to send payments to WUOM.

"But," says Schumacher, a smile creeping across his face, "every once in a while one of the letters I get about the program comes from someone who's heard it on a radio station that's not one of our subscribers."

Sounds like a case where appropriation, not imitation, is the sincerest form of flattery.

Legendary musical form blends African rhythms, American folk

A major problem of jazz historiography is the lack of agreement on a working definition — a musical, stylistic definition — of jazz.

Frank Tirro
from "Jazz: A History"

There's a response attributed apocryphally to any of the several legendary jazz artists who were asked to explain what jazz is. "If you've got to ask, you won't understand."

This notion of a music form that must be innately defined by one's senses is consistent with the mystery that is jazz.

Musicologists generally agree that jazz evolved from a mix of African and European rhythms and harmonies, blended with American folk music, religious songs, work songs, minstrel music and music of small march bands.

But jazz scholars argue over such things as whether ragtime and blues were early forms of jazz or whether they were musical genres that contributed to jazz.

While there is no universal agreement that jazz sprang from one place, it is generally accepted that the music incubated in the bordello section of New Orleans during the first two decades of this

century constitutes the first generally recognized ensemble performances of jazz, complete with improvisation.

Which brings up another debate among jazz scholars. Some say improvisation is synonymous with jazz, perhaps most dramatically demonstrated in the early work of Louis Armstrong. Others note that groups headed by jazz greats like Duke Ellington, Benny Goodman and Count Basie played from written arrangements that allowed for improvisation but didn't depend on it.

At any rate, by the 1920s jazz was being played in many U.S. cities, notably Chicago, Los Angeles, San Francisco, St. Louis and New York.

The word "jazz" was first published about 1916, when the music also was called "jaz," "jass" or "chass."

Most of the earliest jazz practitioners were black. But as segregation began to relax, the music became less racially limited.

And as jazz aged, it became more diverse. Most of the resultant forms survived even as new types of jazz arose. Since the ragtime/blues days, we have seen Dixieland, stride, boogie-woogie, swing, cool bop, hard bop and fusion, to name a few — some of them characterized by jazz historians as stages in development, some as jazz eras.

Letters

Insights on Alzheimer's

To the editor:

The October issue of *Michigan Today* was the kind the word "Blockbuster" fits. It was engrossing and palatable — a gourmet's delight of impressive articles. It kept me intrigued with every paragraph.

Of particular interest was the well-wrought article on Alzheimer's Disease. It offered insights about this disease not often discussed, such as the need by the Alzheimer's patient for warm, tender, loving care.

Florence B. Benell Ph.D., A.B. '31
M.S.P.H. '33
Sacramento, Calif.

To the editor:

As always, I have enjoyed reading your latest *Michigan Today*. Living a fair distance from the University, this publication helps keep me up-to-date on its pursuits and scholarship, which gives me a great sense of pride and satisfaction.

Your article on Dr. Dorothy H. Coons' work with Alzheimer's patients was especially pertinent to me as I am currently working with a local volunteer organization which is developing a public information outreach project in cooperation with a local chapter of the Alzheimer's Disease and Related Disorders Association. I would like to share the recent issue of *Research News*, mentioned in your article, which reports on Alzheimer's research at Michigan.

Kristen T. Kern '72
Portland, Ore.

EDITOR'S NOTE — Reprints of the articles on Alzheimer's Disease, from the October/November 1983 issue of *Research News* on "The Changing Face of Aging," are available from U-M's Division of Research Development and Administration, 248 W. Engineering, Ann Arbor, Mich. 48109.

Organist remembered

To the editor:

The very interesting article in which Prof. Harry Berv recalls his association with Toscanini brings to my mind another great musician, Michigan's own Palmer Christian, University organist.

Attending Christian's Wednesday afternoon organ recitals was one of the highlights of my years at Michigan. As I recall, he almost always played from memory, seldom using a score. As Hill Auditorium reverberated to his majestic music, one could not help but be deeply moved and thrilled.

My brother Elliott and I had the honor of singing in his choir at the Congregational Church, thus coming to know him personally. Like Toscanini, Christian was always immaculately dressed. Now and then on cold winter mornings, he would discover a "cypher" and only he knew how to fix it. After emerging from the dusty inwards of the organ, he was sometimes not in the best of humor and our sympathy went out to him. I will always cherish my memories of him and his beautiful music.

Leslie M. Oldt B.A. '32
Little Switzerland, N.C.

'Write Write' is available

To the editor:

My wife Sue and I, both Michigan graduates, strongly support strengthening the writing abilities of today's youngsters. As head of the sixth-to-eighth grade English department of the laboratory school for Nova University, she is interested in the film "Write Write," described in your article about U-M's English Composition Board (ECB). Where can we obtain further information about rental or purchase fees?

James R. Wiegley
Fort Lauderdale, Fla.

EDITOR'S NOTE — Inquiries on "Write Write" may be directed to the U-M English Composition Board, 1025 Angell Hall, Ann Arbor, Mich. 48109.

To the editor:

Michigan Today's article has been included in a mailing to 5,000 teachers nationwide from U-M's Office of Intellectual Properties, and we continue to get letters. It is especially gratifying to those of us who spent two years crafting the animated film that the encouragement of writing has strong support at Michigan.

Many thanks for your informative and well-illustrated article.

Barbra S. Morris
English Composition Board

Image or Issues?

To the editor:

While I mean to cast no disrespect toward Messrs. Eldersveld, Kinder and Traugott, my reaction to their assessment of the basis of voter choice in the November 1984 election is "baloney" — to quote an oft-stated Walter Mondale utterance.

Ronald Reagan's supporters have indeed sensed the qualities of leadership exhibited by the president in restoring the confidence of the American people in themselves and in the nation.

The issues of abortion, religion, tax policy, defense alertness and human welfare spending have been addressed by Mr. Reagan with the kind of judgment, expertise and integrity the citizens of this nation expect of their president.

John J. Meyers
Traverse City

To the editor:

Michigan Today makes a vital point in noting the shift away from traditional party affiliations to weaker loyalties or to independent status. There has been much consideration of a realignment in American politics which would replace the New Deal coalition as the major power in determining election results. Thank you for the story.

Richard A. Gerber Ph.D. '67
Chairman, History Department
City University of New York

It was 'Pinafore,' not 'Pirates'

To the editor:

Michigan Today has just come to my attention, and it is the liveliest and most entertaining of the U-M publications I've seen recently.

Let me get in line to point out to you, however, that the Gilbert and Sullivan prologue to Roger Sutton's story ("Image edges out issues in '84") is from "H.M.S. Pinafore," not "The Pirates of Penzance."

James E. Brodhead '54 LS&A

To the editor:

By now, I am confident many people have pointed out your erroneous citation on the quotation. How this could have happened on a campus which properly boasts a very active and prominent Gilbert and Sullivan Society is beyond me, but let the records show that a trustee from a sister institution does monitor your labial lapses.

I do applaud the appropriateness of citing Gilbert and Sullivan and their splendid political satire in this highly satirical election year.

Peter B. Fletcher, member
Board of Trustees
Michigan State University

EDITOR'S NOTE — Fletcher, a 1954 U-M graduate, recently resigned as an MSU trustee.

To the editor:

You may want to reveal some further thoughts along the same line. In one of the later Savoy operas, "Iolanthe," we find this reflection on the British House of Commons:

"When in that House M.P.'s divide,
If they've a brain and cerebellum, too,
They've got to leave that brain outside,
And vote just as their leaders tell 'em too."

Harry Benford
Ann Arbor

To the editor:

Maybe you could claim that this was a test to assess the Gilbert and Sullivan literacy of your readership!

William B. Vahle
St. Charles, Mo.

EDITOR'S NOTE — Roger Sutton, who wrote the article, responds:

Thanks to all of you who set me straight. Although obviously not a fan of Gilbert and Sullivan, I fuzzily remembered from my youth the erroneously attributed quote and consulted "The Oxford Dictionary of Quotations, Third Edition," for exact wording. Unfortunately for me, somewhere between the beginning of the Gilbert entry and the sought-for quote, source citations moved from after to before quotes — a reminder that even reputedly respected references may not always yield information . . .

"Of that there is no manner of doubt —
No probable, possible, shadow of doubt —
No possible doubt whatever."

— "The Gondoliers"

The incident was also a lesson in the degrees of forbearance among Gilbert and Sullivan followers. The notes on my error ranged from the congenial critiques printed above, to a rough remonstrance that began "Blockhead —"



SKATES IN TOW, this U-M pair was undaunted by Ann Arbor's first wintery blast.

Urges increase in research funds, student aid

Report supports U's current role

U-M would be a prime candidate for recommended increases in state support for research and instructional equipment, according to a major report from the Governor's Commission on the Future of Higher Education.

As a "nationally-recognized research university," the U-M should continue to provide advanced graduate and professional instruction, comprehensive four-year undergraduate instruction, and conduct basic and applied research, stated the report.

Appointed by Michigan Gov. James J. Blanchard, the 27-member

These efforts will make possible the vital contributions that universities can and must make to the economic progress of this state."

Shapiro was particularly supportive of the commission's recommendation for the establishment of a Research Excellence Fund, which would legislate funds for five key areas — centers of scholarly excellence, endowed faculty positions, state-supported graduate fellowships, indirect cost revenues, and major research equipment.

"Such a fund would challenge Michigan's colleges and universities to redouble their efforts to attract

"The initiative recommended by the Commission to have the state participate in the funding of endowed faculty positions would enable us to accelerate the University's efforts in its current fund-raising campaign, which has similar objectives. We will also work with the state to develop better incentives for faculty and departments in seeking outside research funding," Shapiro said.

To immediately shore up the state's research and technology capacity, stabilize tuition and expand financial aid, fund maintenance and repair, and provide for new faculty options," the commission recommended state appropriations increases totaling \$114 million for 1986 and \$125 million for 1987. Such increases, according to some press reports, would not require tax increases.

Noting that tuitions in Michigan public colleges in 1984-85 will cost from 20 to 42 percent more than the national average, the commission recommended a major expansion in financial aid. An increase of \$15.5 million per year in the Michigan Competitive Scholarship program, in addition to three new undergraduate financial aid programs, is necessary to broaden educational opportunity, the report said.

To ensure equal access for women, minorities and the handi-

capped, the commission recommended development of a Joint Task Force Report on Minorities, Females, and Handicappers in Michigan's Colleges and Universities, plus several other procedures.

Such steps "would be a welcome initiative from the state that will supplement our own longstanding effort and help us do a better job," said Shapiro.

Projections of sharp enrollment decreases at Michigan schools during the next two decades prompted the commission to recommend that "criteria be developed where reduced enrollments may in the future mandate program or institutional mergers or closures."

The U-M already has reduced Medical School enrollment of each entering class by 30 students, cutting the freshman class this year from 237 to 206. The University as a whole is completing a five-year program of downsizing and reallocation of resources, said Richard Kennedy, U-M vice president for government relations. Whether the commission's report will effect dramatic changes in the system remains to be seen, he said.

"I'm fairly certain that the commission's report will receive close attention from the governor," he added, "but no one can predict what the legislature will do."

"As a nationally-recognized research university, U-M should continue to provide advanced graduate and professional instruction, comprehensive four-year undergraduate instruction, and conduct basic and applied research."

— Governor's Commission

group spent more than a year reviewing the state's system of private and public colleges, universities and community colleges.

The need for better clarification of institutional missions and state educational goals is one of the report's central points.

The commission's report emphasized that future funding decisions should be based primarily on role and mission statements of the institutions. Those roles should be defined on the basis of enrollment projections, needs for instructional excellence, occupational trends and the state's long-term goals, among other factors, the commission said.

Commending the group, U-M President Harold T. Shapiro said, "I believe the Commission's report sets forth the steps that must be taken to preserve excellence for Michigan higher education.

"It also charts the course for making higher education affordable and for focusing resources on high priority teaching and research efforts.

the best teachers and students. Only the best can produce the high-quality teaching programs, advanced training and new research that keep Michigan competitive.

"To that end, the U-M already has an international reputation for the quality of its programs and has taken many new initiatives in the last five years to strengthen those programs. Further, it has begun reviews of its technology transfer activities to be sure they are fully supportive of the social and economic potential of our research," Shapiro noted.

He said that the U-M would welcome joint efforts with the state to support quality education and research, as well as improvements in its patenting and licensing activities that would aid the socially useful transfer of new ideas and technology.

Minorities gain in enrollment

Student enrollment in all minority groups increased last fall at U-M's Ann Arbor campus. Minority enrollment now totals 3,497, or 11.3 percent of the student body.

The increase of 232 students over the 1983 total of 3,265 represents almost equal numbers of black, Asian and Hispanic students. American Indian students also increased, but by a smaller margin — from 131 in 1983 to 140 in 1984.

The largest gains were among black students, who increased from 1,516 (4.9 percent of the student body) in 1983 to 1,595 (5.1 percent). Some of the most significant increases are in the College of Literature, Science, and the Arts, the Law School, and the Medical School.

Asian student enrollment increased from 1,163 (3.7 percent) in 1983 to 1,236 (4 percent) in 1984. The number of Hispanic students increased from 455 (1.5 percent) to 526 (1.7 percent).

U committed to high tech

(Continued from page 4.)

hopes to see the University's libraries operating within one integrated computer network that gives students more direct access to research data.

"I'm convinced that the real challenge in higher education is providing students the breadth of a liberal education along with the depth of a specific area of concentration," Van Houweling says. "One obstacle to achieving this goal is lack of time. The new technologies, which enable students to use time more productively, will help us achieve this dual purpose."

Under Van Houweling's leadership, CMU mounted one of the most advanced and broadly distributed programs for the use of networked personal computers in the nation.

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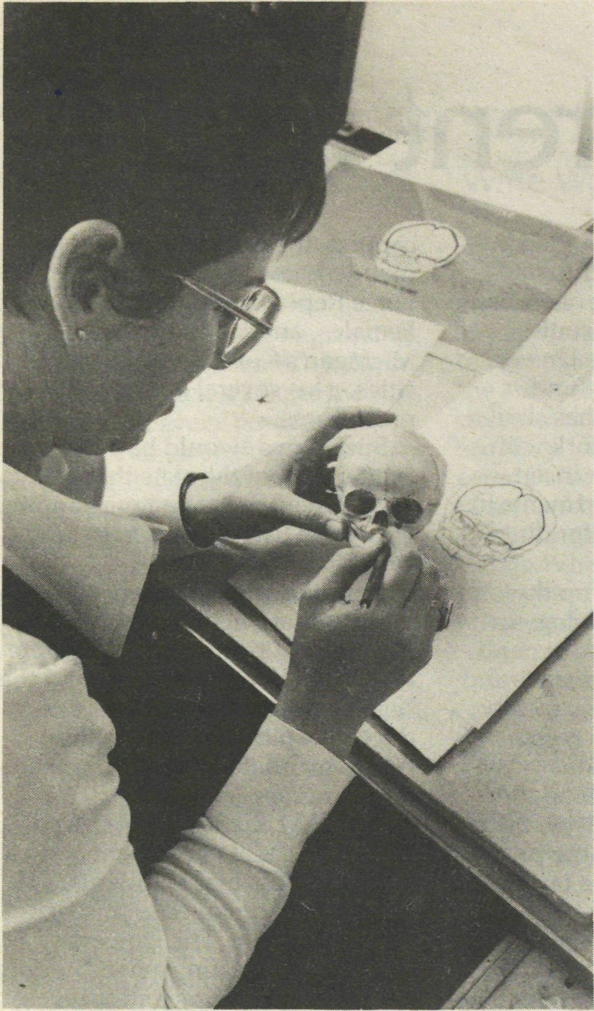
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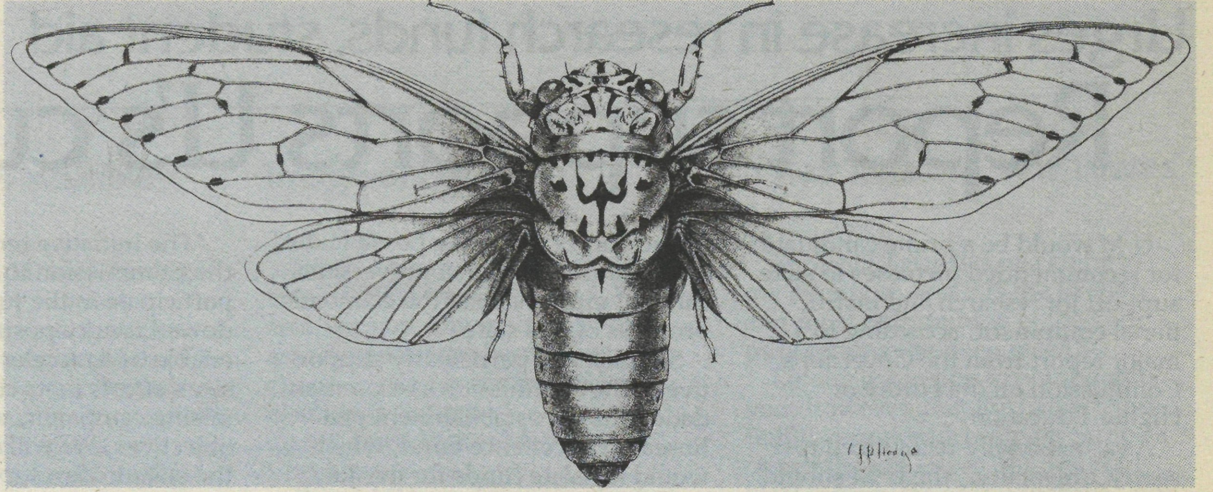
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MARY ANN OLSON, medical illustrator and assistant professor of art, checks an illustration for one of the pediatric neurosurgeons in the U-M's Medical School.



THIS CICADA (*pomponia imperatoria*) is the largest type in the world, measuring eight inches, and is found in Malaysia. Gerald P. Hodge created the stippled ink drawing.

Realistic illustrations merge science and art

From illustrations showing new surgical procedures to detailed line drawings of small fossils, the work of the "scientific illustrator" is a meeting ground of science and art.

Scientific illustrators dot the U-M campus. At the Medical Center, for example, their work ranges from illustrating medical journals to sculpting artificial noses, ears and other body parts for patients suffering disfiguring injuries.

At the Museum of Paleontology (Exhibit Museum), scientific illustrators create highly realistic drawings which help clarify scientific texts.

"The goal of the scientific illustrator is not to create a beautiful work of art, but one that is accurate in every respect," comments Karen Klitz, graphic artist at the Museum of Paleontology and immediate past president of the Michigan chapter of the Guild of Natural Science Illustrators.

"Our work realistically depicts such things as fossils or parts of mammals, birds, insects, fish or other specimens that scientists wish to have illustrated so they may be publicly recorded and shared for posterity," she says.

Drawings by Klitz, which accompanied a recent U-M study, appeared in scientific and popular journals around the world. U-M scientists verified evidence that fossil whales found in the Himalayan foothills of Pakistan are the oldest and most primitive whale specimens known. The researchers speculated that these whales were initially carnivorous land mammals.

In her illustrations, Klitz speculated how whales must have looked during the Eocene Age 45 to 50 million years ago. Her drawings showed an amphibian-like whale with front legs adapted to both land and water. Science magazine put her art work on its cover.

The value of scientific illustrators is that they can improve on photographic reproductions. In much of her work, for example, Klitz uses a microscope to view small fossils, teeth or skull specimens, and enlarges those images in her drawings, with more clarity.

"For example, in a scientific drawing we don't show all the distracting cracks and chips, but can selectively represent the important aspects based on our scientific knowledge," says Klitz.

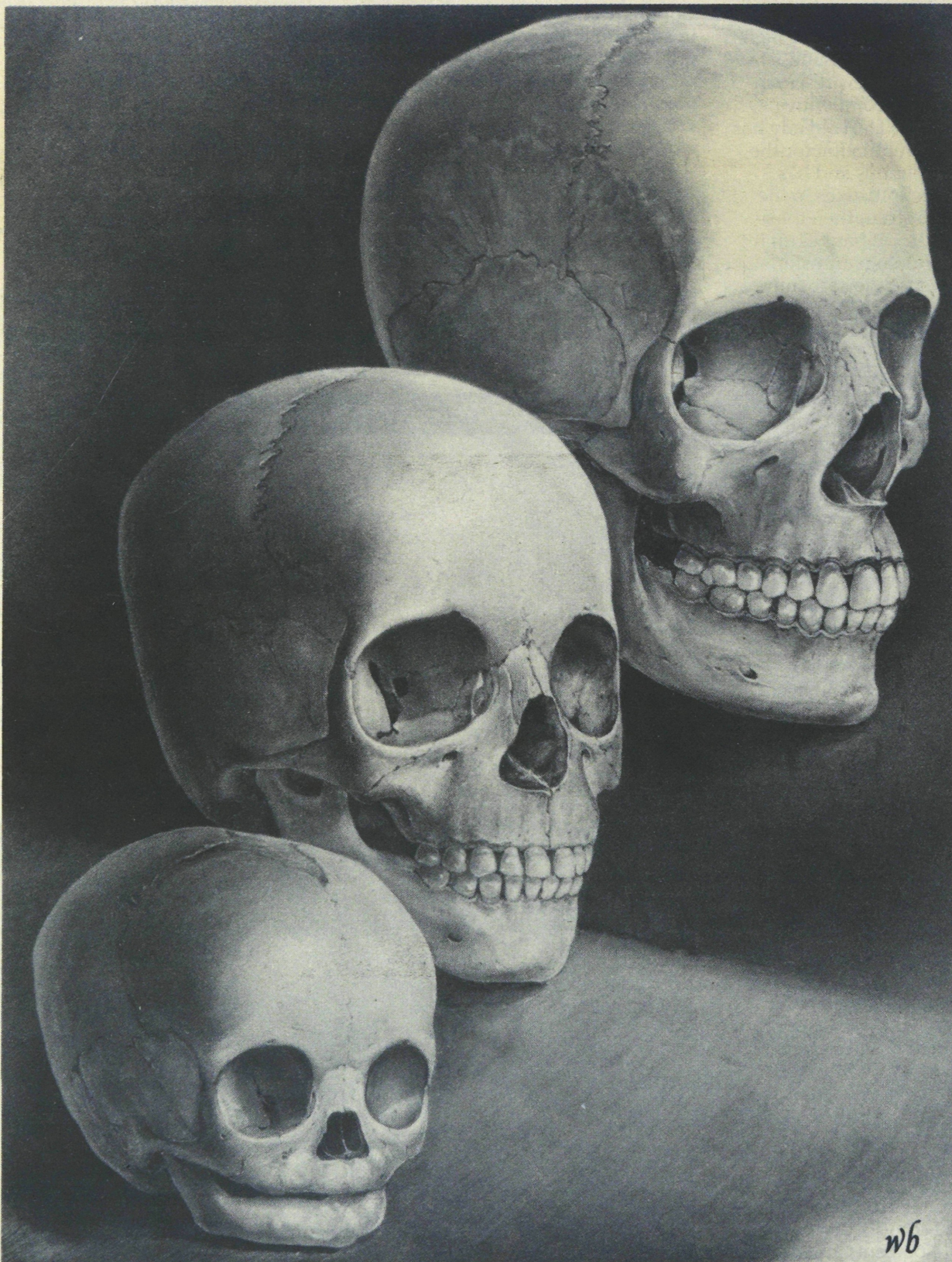
The U-M School of Art offers courses in scientific art. A graduate program offers a master of fine arts degree in medical and biological illustration, sponsored by the Medical School. Graduates are highly sought after, because the U-M is one of only six institutions nationwide offering such instruction.

Gerald Hodge, professor of art and of medical and biological illustration, who heads the Medical School's biological illustration program, says much of his work involves drawings of new surgical procedures for textbooks. Staff members also illustrate medical texts and produce visual materials for videotapes and televised lectures.

Some illustrators have highly specialized interests. Denis Lee is widely known for his prosthetic devices, such as artificial noses, ears, fingers and other parts of the body.

One area where biological illustration merges with the fine arts is the field of wildlife painting in which accuracy is essential. "Some nature artists are superbly talented, but generally they are trained as artists, not as scientists, which sometimes leads to errors," says Hodge.

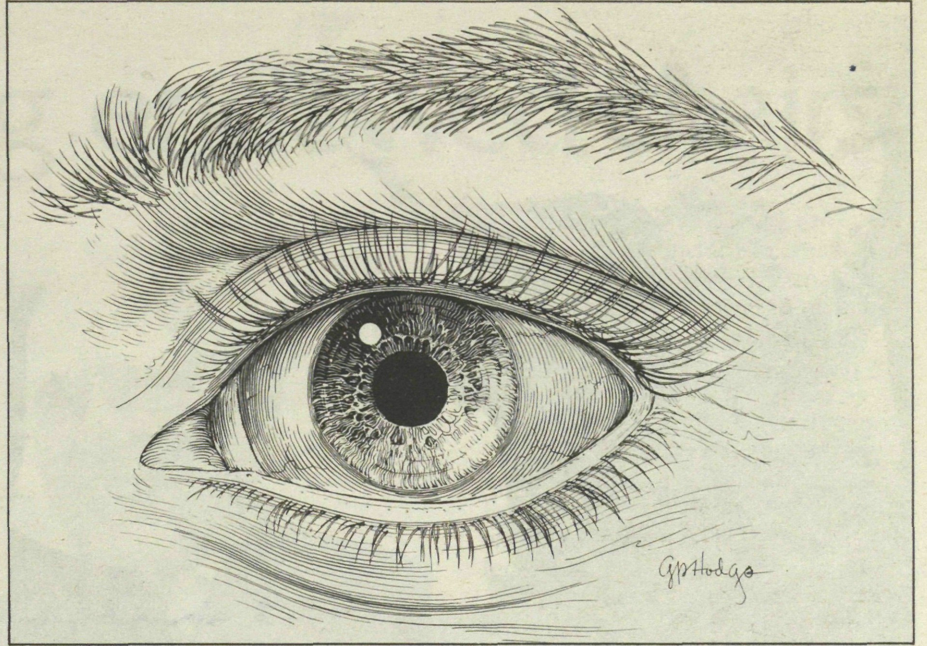
"I saw one painting, for example, of a butterfly perched on a plant that normally does not attract butterflies. The casual observer probably would not notice anything was amiss, but to the trained eye of the scientific illustrator, such inaccuracies are conspicuous."



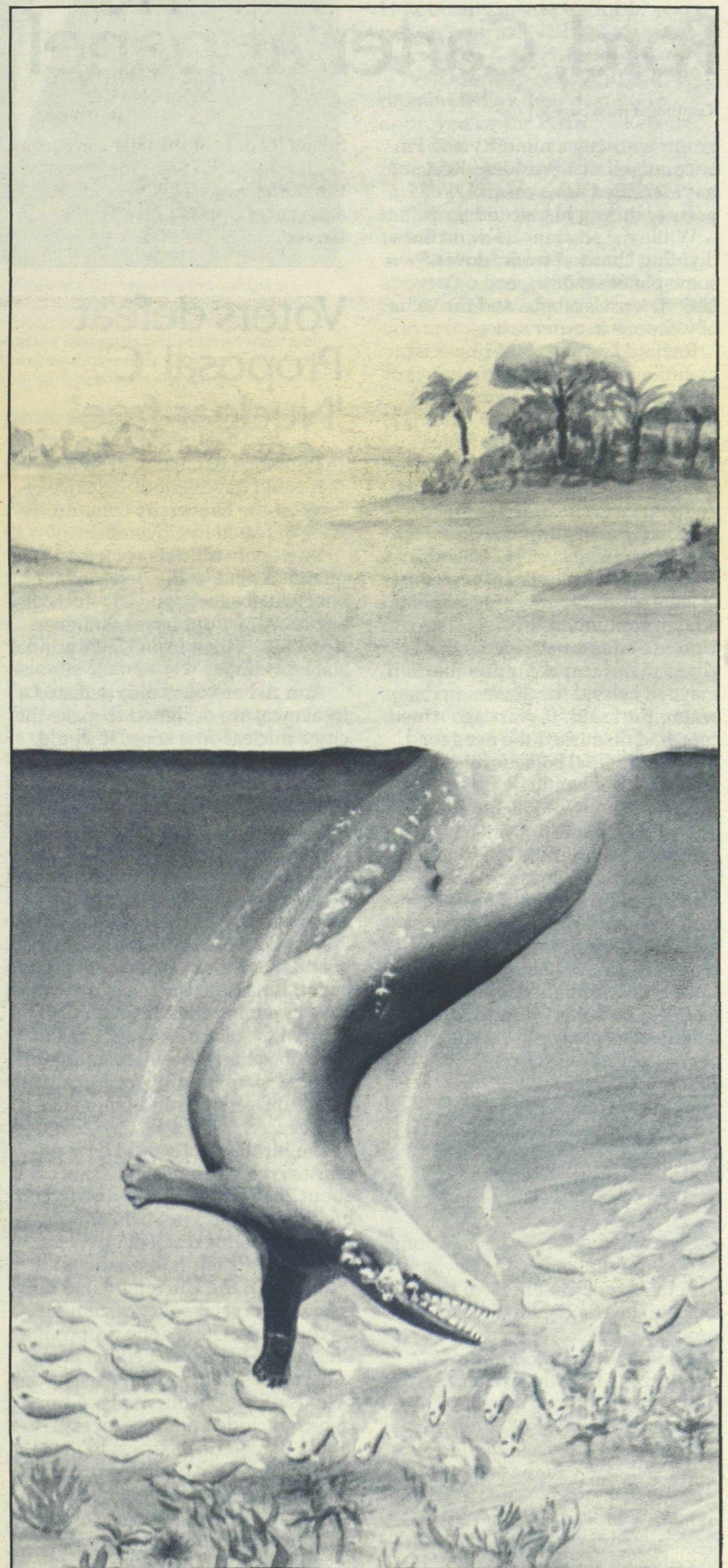
THE GROWING HUMAN SKULL, newborn, age six and adult, was reconstructed from photographs of artist William L. Brudon's daughter. Brudon recently retired as senior medical illustrator and associate professor in the Medical School Department of Anatomy and the School of Art. The illustration appeared in the 1968 text, "The Human Face."



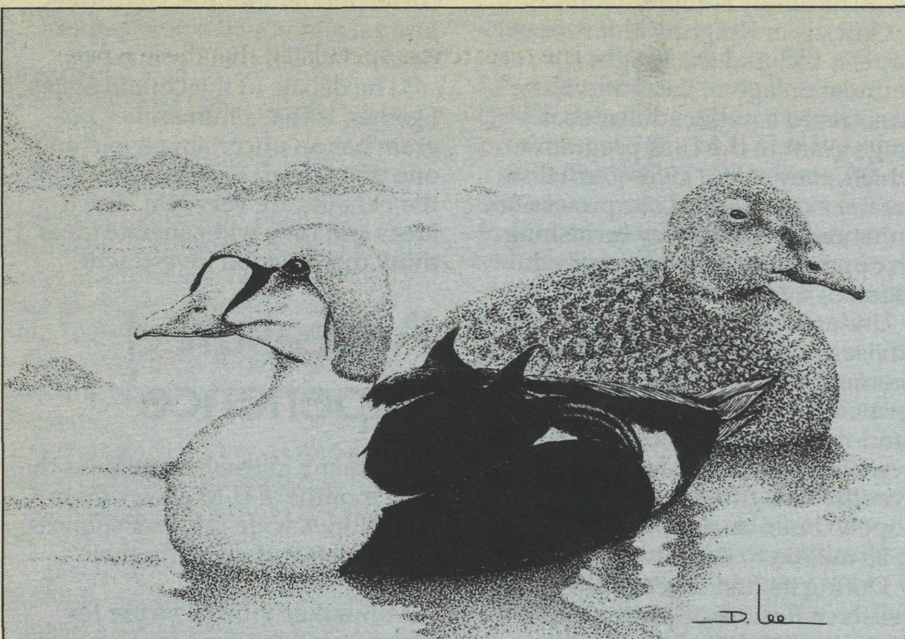
GERALD HODGE, professor and director of the graduate program in medical and biological illustration, is shown preparing a continuous tone illustration of an aortic valve replacement. Hodge is a 1984 recipient of the U-M's Distinguished Faculty Achievement Award.



THE EXTERNAL ANATOMY OF THE EYE was illustrated by Gerald Hodge for publication in a recent edition of the Journal of Ophthalmic Photography.



THE WHALE THAT WALKED: Karen Klitz's drawing made the cover of Science magazine, the publication of the American Association for the Advancement of Science, as well as appearing in the New York Times, the Chicago Tribune, and other major national and international publications.



WILDLIFE ILLUSTRATION is a specialty of Denis Lee, professor of medical and biological illustration, who also is widely known for creating artificial ears, noses, fingers and other prosthetic devices.



KAREN A. KLITZ, graphic artist at the U-M's Museum of Paleontology, based her illustration of the amphibian whale on fossils found in the Himalayan foothills.



Graham Hovey

Ford, Carter at panel

(Continued from page 4.)

group is strictly a minority and I'm encouraged that President Reagan has identified arms control as a priority during his second term."

While the sessions drew no lines dividing "hawks" from "doves," some panelists disagreed on new U.S. defense systems and the value of weapons in outer space.

Richard Garwin, IBM physicist, maintained that the development of anti-satellite systems would carry the nuclear arms race into outer space. Should the United States proceed with the high technology weapons plan, "the Soviets are not going to lie down and play dead. Is security really improved under such circumstances?" he asked.

Richard Burt, assistant secretary of state for European and Canadian affairs, contended that it is. The United States must assume that security in outer space is possible or it may fall behind the Soviets in that realm, Burt said. If years ago Americans had dismissed the need for intercontinental ballistic missiles (ICBMs), "we would be far behind the Soviets in ICBM technology."

That both superpowers have showed a willingness to reduce the size of their missile arsenals is a very significant step for arms control, noted Michael May, physicist and director-at-large for the Lawrence Livermore Laboratory in California. "Yet much work still remains to be done," he added, "even if both sides pledge to cut the number of their missiles from 2,000 to 200."

Although the Soviet Union remains our top military competitor, Zbigniew Brzezinski, former national security advisor, characterized the country as a "one-dimensional rival." A steady economic decline and a "systematic rejection" throughout Europe of the Soviet system of government have taken their toll on the country's strength and global influence, he said.

"Eventually, erosion in those areas could affect the military dimension, too," said Brzezinski. "We may move away from parity with the Soviets to a situation where our (military) edge widens."

Panelists Brzezinski and William Hyland, editor of Foreign Affairs magazine, did not mince words in describing recent Soviet leadership.

"Konstantin Chernenko is my favorite kind of Soviet leader," said Brzezinski. "He is stupid and ill."

Hyland more charitably described

Soviet leaders of the past 25 years as "older men who want to preserve the status quo." This has created a period of opportunity for the United States, he said.

Voters defeat Proposal 'C', 'Nuclear-free'

Two Michigan ballot proposals that could have serious negative effects on the University community were defeated in November.

University officials voiced unqualified relief at the defeat of a statewide ballot proposal which, if approved, would have eliminated up to \$38 million from U-M's annual state funding.

Ann Arbor voters also defeated a local measure designed to make the city a nuclear-free zone. It would have prohibited design, research, testing and production of nuclear weapons and their control and communications systems in Ann Arbor.

President Harold T. Shapiro, the U-M Regents, the Alumni Association, and the U-M chapter of the American Association of University Professors were united in their opposition to the tax issue on the state ballot. If passed, the measure would have amended the Michigan Constitution to radically change the state's taxation system, resulting in reduced state funding for Michigan public universities and other state services.

The funding cut would have necessitated a steep rise in tuition of about 20 percent at U-M, and forced higher education in Michigan out of the economic reach of many families, U-M officials had predicted.

Although the University had not issued an official policy statement on the nuclear-free zone proposal, President Shapiro voiced his personal opposition. He objected to the proposal's enforcement procedures (which included jail sentences) and to its potential "threat to the economic vitality of the Ann Arbor community" and academic freedom at the University.

Proponents of the proposal believed it would have served as an important statement against the nuclear arms build-up and would have halted research harmful to the community's health and security.

Resident journalist program gets aid

by Pat Roessle Materka
News and Information Services

"Before Michigan, I didn't push hard enough mentally. I didn't think hard enough. I had never really acquired the concept of thinking well. Thinking requires conditioning, and I found after awhile that I got better at it."

"I knew 50,000 things about an inch deep. At Michigan, I learned to understand things in depth. It was exciting and challenging to be able to keep up with the work and to understand what these Ph.D. types were talking about."

These testimonials from past participants succinctly sum up the goals and benefits of U-M's Journalists in Residence program, in the view of U-M Communication Prof. Graham Hovey, the program's director. "To condition oneself to think hard and straight, to learn to understand things in depth — surely these are among the key objectives of any mid-career education program," he says.

Hovey, a former foreign correspondent, New York Times foreign affairs writer and editorial board member, believes that such a sabatinal would be beneficial to anyone in any field. But he believes it can be particularly relevant for journalists, who are charged with reporting and interpreting events in an increasingly complex world.

Officials of Knight-Ridder Newspapers, Inc. and the Knight Foundation agree. Last June, they announced a million dollar challenge grant to the U-M program which, they said, "gives journalists greater expertise and our profession enhanced credibility by furnishing an opportunity for additional education in mid-career."

Under Hovey's leadership, an advisory committee of nationally prominent journalists has been formed to undertake the major fund-raising drive among other news organizations and foundations over the next three years. They hope to build an endowment of \$4 to \$5 million to sustain the program.

During its first 11 years, the Journalists in Residence project was sponsored and supported by the National Endowment for the Humanities (NEH). Each year the 12 American participants are selected from nationwide competition, from small community weeklies to large metropolitan dailies and major radio and television networks.

Nearly all of the University's resources are open to the fellows, Hovey explains. Typically, they enroll in a broad spectrum of courses anchored in the liberal arts and humanities, but stretching across many academic disciplines.

Many have moved on to larger editorial organizations or executive positions. But Hovey emphasizes that upward mobility is a byproduct of the program, not the objective.

"Away from the tyranny of daily deadlines, it is an opportunity for recharging intellectual energies, for thinking and stock-taking, and for gaining a fresh perspective. In a profession highly vulnerable to mid-career 'burnout,'" he notes, "all but a few of the program's 131 alumni remain active in journalism."

And they keep in touch with the program. When word came that the NEH funding was about to run out, 1978-79 Fellow Kenneth Winter, editor and general manager of the Petoskey News-Review, solicited cash contributions from more than two-thirds of the fellowship's past participants. Winter now co-chairs the Michigan fund-raising drive with Benjamin J. Burns, executive editor of The Detroit News. Eugene L. Roberts, executive editor of the Philadelphia Inquirer, and David Lawrence Jr., executive editor of the Detroit Free Press, head the national campaign.

U-M President Harold T. Shapiro has pledged his support of the program, noting, "The University profits greatly from having these dedicated professionals among us each year. We believe it makes a substantial contribution to the intellectual life of the University and the quality of journalism in America. It is our clear intention to sustain the program."

Major Michigan donors thus far include Booth Newspapers of Michigan, The Detroit News and its parent Evening News Association of Detroit, the Michigan Press Association, the Petoskey News-Review, and the Ford Motor Co. Fund.

Speaking to the far-reaching but intangible benefits of the program, 1974-75 Michigan Fellow June Kronholz, long-time Third World correspondent for the Wall Street Journal and now the newspaper's Boston bureau chief, comments:

"The debate in the United States, I gather, is that a humanities program has an uncertain payout and one that is hard to measure. I think the benefits are very real. Teach ideas and they will generate ideas. I think that's a good investment."

'A treasured experience'

For many journalism fellows, the nine months at U-M allows them to explore a wide range of subjects, to broaden and diversify their perspective.

Milwaukee Journal writer Joy Krause used the time for an equally important advantage — to zero in on a specific field.

"After writing for the Journal's lifestyle section for 13 years, I had covered an almost infinite variety of issues. At Michigan, I was able to study architecture in depth, from the aesthetic and structural points to historical and cultural aspects."

Education by total immersion, she calls it.

And, what timing. Within a year of her return to the Journal, she was named architecture reporter, just as a downtown mall opened in Milwaukee that generated a flurry of renovations and new construction.

Reader response to her stories points up the fact that "the fellowships don't only affect us. When we go back to the newspapers, we bring a fresh perspective to our writing that reaches a great many others."

"To find out what you really care about and bring knowledge to that love and to be able to share it with others," says Krause, "... that is truly a treasured experience."

'Generous gestures of recognition' Campaign seeking endowed chairs

By Sondra J. Covington
News and Information Services

Endowed professorships — faculty positions funded by bequests or lifetime gifts — are the U-M's prized possessions.

Like precious stones, they lend luster, credence and economic stability to the University.

Endowed faculty positions, completely or partially funded by the interest earned on permanent investments of bequests and gifts, usually bear the name of the donor or the person the donor chooses to honor. The money is used to enhance existing positions or to create new positions to honor, retain and attract prominent educators.

The University has nine fully endowed professorships (also referred to as "chairs"), 112 partially endowed professorships and numerous lectureships and fellowships that enable the University to bring distinguished scholars to campus for short periods of time.

U-M is currently involved in a campaign to raise \$40 million for professorships by 1987 as part of the University's \$160 million Campaign for Michigan, according to Roy E. Muir, director of the nationwide fund-raising project announced in October 1983. The Campaign is seeking gifts of \$1 million each for fully endowed professorships; \$500,000 each for research and teaching professorships; \$350,000 each to endow positions held by outstanding young teachers; \$250,000 to \$750,000 each for distinguished visiting professors; and at least \$100,000 each for lectureships.

The campaign already has received gifts and pledges of \$10.4 million for endowed positions, including the proposed Robert W. Browne Professorship of Dentistry and the Rose Skillman Professorship of Pediatric Ophthalmology, which have been funded and are awaiting approval by the Board of Regents.

Robert W. Browne, a Grand Rapids dentist, has pledged \$1 million to establish the first chair in the School of Dentistry.

"The University of Michigan granted me three degrees, and I consider the University to be responsible for a large measure of my success," Browne explains. "Therefore, I think that perhaps it is only fair that in some small measure it shares in my success."

Browne says he hopes other endowments can be established to maintain "a high quality for the faculty of the dental school and consequently a high quality product of the dental school."

The Skillman Foundation of Detroit, founded in 1960 by the late Rose Skillman, donated \$1.2 million to establish and equip the pediatric ophthalmology chair.

"We thought this professorship would give a boost to The University of Michigan and the state. Attracting some top-rate people at this time will help maintain a high academic rating at the University and in the state of Michigan," says Leonard Smith, a trustee of the Skillman Foundation.

The money will be used to sponsor the chair and to construct the Skillman Pediatric Ophthalmology



CATHERINE AND AME VENNEMA (above) established the Vennema Professorships in Engineering in 1980 to support scholars whose teaching and research focus on areas that could have a major impact on technologies of tomorrow. Albert B. Schultz, the first Vennema Professor of Mechanical Engineering, is a specialist in the mechanics of the human spine and its relations to low back pain. H. Scott Fogler, the Vennema Professor of Chemical Engineering, has won international acclaim for his pioneering work with petroleum and gas recovery.

Clinic at the W.K. Kellogg Eye Center.

Two of the U-M's largest endowments are the Dwight F. Benton Professorships of Marketing and of Chemical Engineering — \$1.5 million each, established in 1983 with a \$7 million bequest from Benton, a U-M engineering graduate and vice president of Standard Oil of Indiana.

Both the School of Business Administration and the College of Engineering are recruiting individuals to fill the Benton professorships. Gilbert R. Whitaker Jr., dean of the School of Business Administration, says the marketing professorship will "allow us to attract an outstanding person to the University."

Engineering Dean James J. Duderstadt says the engineering professorship will be filled soon as well. The chemical engineering bequest will provide money for student laboratories and "the administrative support necessary to sustain an individual of this caliber."

The professorship has provided "a certain sense of freedom . . . to do things I felt were interesting and valuable, whether I felt they would bring an immediate reward or not."

— Elizabeth M. Douvan

The U-M's first endowment for an active professorship came from Dr. Elizabeth Bates of Port Chester, N.Y. in 1898. Dr. Alan E. Beer, chairman of the Department of Obstetrics and Gynecology and the Bates Professor of the Diseases of Women and Children, made medical history in 1981 by saving the lives of triplets with Rh disease, an abnormality in which the infant's blood is incompatible with its mother's.

In 1899, Catharine Neafie Kellogg of Detroit wrote U-M President

James B. Angell that she wished to endow a chair to be filled by a woman of "acknowledged ability."

"The subject most closely interesting me now . . . is the education of womanhood," she wrote. "The world needs a higher and more useful type. May it not be promoted through a study of their own characteristics and endowments?"

Elizabeth M. Douvan, who has held the Catharine Neafie Kellogg Professor of Psychology chair since 1969, says the position has given her "a certain sense of freedom," allowing her to "do things I felt were interesting and valuable, whether I felt they would bring an immediate reward or not."

In 1968, a bequest from the late John G. Searle, a Michigan alumnus and president of Searle, Inc., a Chicago-based drug and health care firm, established professorships in internal medicine, pharmacy and public health.

That same year, Mary Ann and Charles R. Walgreen Jr. established

a professorship to advance "the study of the underlying causes of lack of understanding between people." Walgreen was president of the Walgreen Company, one of the nation's oldest retail drug companies.

Douglas R. Hofstadter, formerly associate professor of computer science at Indiana University, came to the U-M this year as the Walgreen Professor for the Study of Human Understanding. One of his projects is to develop a computer program to model human perception.

The Samuel Trask Dana Professorship of Outdoor Recreation was established in 1966. Dana, dean of the School of Natural Resources from 1927 to 1951, was a former director of the American Forestry Association and was regarded as America's leading forester. The professorship was established with a gift from the Rockefeller Brothers Fund and Laurence Rockefeller, who had worked with Dana on a federal recreation commission.

A professorship in fungal taxonomy (the classification of fungi) was established in 1981 with a bequest from Lewis E. and Elaine Prince Wehmeyer. Wehmeyer, a U-M botany instructor for 40 years, was an internationally recognized mycologist.

Professorship recipients are recommended by their deans and approved by the Board of Regents.

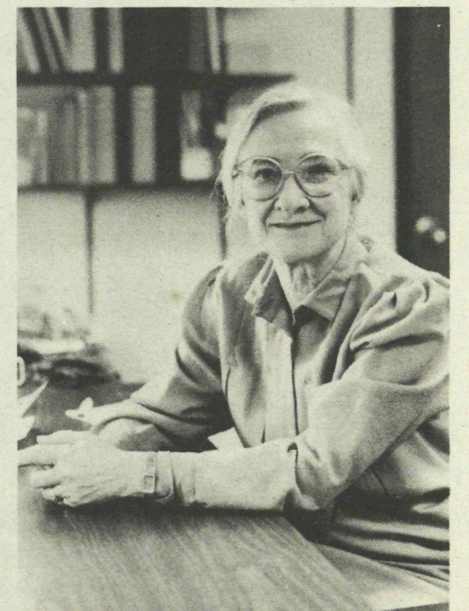
In June 1984, the market value of U-M's endowment and other invested funds was about \$200 million, according to Campaign director Muir, but income from the invested money represents only about 10 percent of total U-M revenues, substantially less than private universities that frequently receive more than 30 percent of their revenues from endowment and gifts.

"One of the greatest weaknesses of this University is that it has far too few of these chairs," says Duderstadt, engineering dean. "We used to be relatively strong compared to public universities. We have always been terribly weak compared to private institutions. But now we are falling behind public universities. It's becoming increasingly the fact that to attract the best scholars, you have to offer them something more than a faculty appointment. You have to offer them a chair."

Endowed chairs draw top-notch faculty to the University, says Douvan, the Kellogg professor.

"In these days of tight budgets, it's one way in which faculty can be recognized in the community of their peers," she says. "We all like to go to a system where we feel our work will be rewarded."

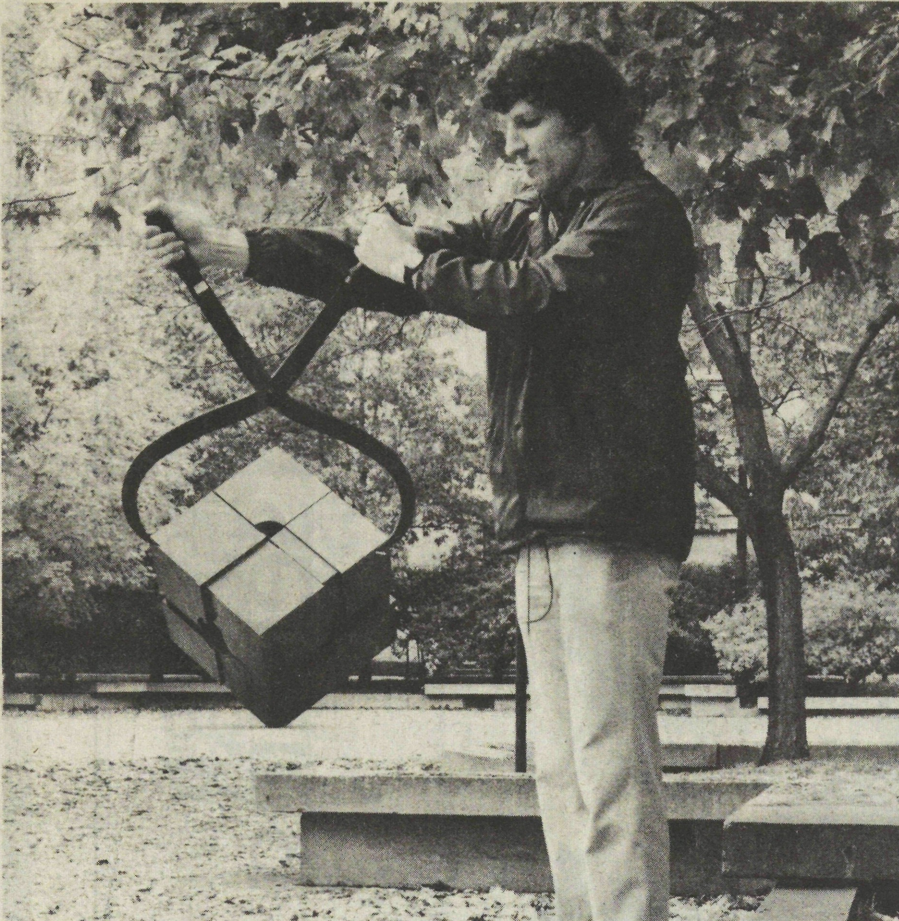
That recognition is especially important now, she adds. "Given the fact that budgets are tight and competition has increased, I think we need some generous gestures of recognition for each other."



Elizabeth A. Douvan, the Catharine Neafie Kellogg Professor of Psychology

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Michigan Today



ICE CUBES shrink, but everyone knows the spinning sculpture on Regents Plaza is made of stronger stuff. U-M photographers Paul Jaronski (above) and Bob Kalmbach (behind the lens) framed this illusion.

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