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### July 10th 1984

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# Information Management

by Greg Timpany

As the world moves into the 1980's, changes will come and they will go, with very few things remaining the same. One of the few things that will remain the same is the need for information. Society has in the past, and will continue, to thrive on information. Information of all types is needed daily by business, government, and the general public to make necessary decisions.

The need for information

will remain, but the methods of gathering and preparing information are changing. According to Business Week Magazine in 1980, there was one electronic work station for every 23 white collar workers employed in the economy. It is projected that by 1989 there will be one electronic work station for every two white collar employees. This will create a tremendous demand for employees who have at least

some knowledge about computers and their peripheral devices.

To prepare students for this onslaught of information, the School of Business and Public Administration has developed a new concentration. The Information Management Concentration was developed by Dr. C.E. Tapie Rohm, Jr. The curriculum was designed to prepare students in the methods of using mainframe

and microcomputers for decision making purposes.

The concentration will be offered at three levels. At the Bachelor of Arts level there will be four required and two elective courses. At the Bachelor of Science level there will be six required and three elective courses. Three courses will be required at the M.B.A. level. Courses cover topics such as Information Systems Planning (Admn 471), Information Forecasting (Admn 473), Decision Support Systems (Admn 477), and other areas.

The concentration will fall under the auspices of the Marketing and Management Science Department. At present there are two full-time faculty designated to teach the courses. If you have any questions, phone or stop by the Marketing and Management Science Department in Administration 135.

In a related story, the School of Business and Public Administration has received 24 IBM Personal Computers. The PC Lab will be open during the fall quarter. Currently the

*cont'd on page 3*

## Cal State Chronicle

Volume 18, Number 30

Serving Cal State, San Bernardino

July 10, 1984



Students Enjoying the Hot Summer Days

courtesy of the Public Affairs Office

### Inside

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## Health Corner

Costs for Pharmaceuticals at the Health Center

Starting July 1, 1984, the Health Center Pharmacy began charging for Pharmaceuticals. Prescriptions will be charged at actual acquisition cost. Over the counter products are charged at actual acquisition cost plus 6% sales tax.

The following are some examples of both prescription and over the counter product prices: one hundred Tetracycline (250 mg.) - \$1.60; one cycle of Ortho Novum - .90¢ or \$1.00 depending on strength; one hundred Aspirin (5 mg.) - .45¢ plus tax; 100 Tylenol (325 mg.) - .85¢ plus tax. Sales receipts are issued and all

prescription drugs are tax deductible.

At this time there are no other fees for any of the other services rendered by the Health Center. The Health Center is open from 8:00 a.m. to 4:30 p.m. thru July. We will be closed for the month of August and reopen Sept. 3rd.

Students registered for Summer Session and those students who attended Spring quarter and plan to return for Fall quarter are eligible to use the Health Center during the Summer.

The staff at the Health Center wish you a Happy, Healthy summer.

Cal State Chronicle

## Media Commission Seeking Editors For New Publications

Along with a new designation as a university this fall, Cal State, San Bernardino, will see in action a new organization on campus with the beginning of the 1984-85 school year. During a meeting in May of the Cal State Publications Board, it was unanimously decided to change the name of the Board to bring it into line with some of the new roles it would be undertaking in the forthcoming years. The new Media Commission will have the administrative responsibility for all student publications and broadcast activities under its own code.

The commission anticipates in the years ahead, with the establishment of the new Communications Major, the establishment of a University radio and/or TV station.

Both entities, of course, will provide greater service to the School's area of responsibility. The communications department is also chaired by the newest faculty member of the Commission, Dr. Fred Jandt. Two other new members were selected from the several students who filled out applications in the Spring Quarter. Those new members are Carole Leish and Jose Benavides, who, along with Dr. Jandt, will serve 2 year terms.

At the last meeting of the Spring Quarter the outgoing Commission voted to approve the publication of a summer newspaper of up to six issues. This will enable the students to reap some further benefits from the Associated Student fees they pay.

During the last meeting an

July 10, 1984

excellent presentation was made by the Jolsten organization on preparing a yearbook for the first year that Cal State is a university. At the conclusion of the presentation, the commission voted unanimously to begin advertising immediately for an Editor in Chief for the Yearbook. Josten's has indicated that they are prepared to render every assistance to ensure the delivery of a quality product to the students. The difficulty will probably be in the late start of the yearbook if an Editor is not selected during the summer or early fall. Any individuals who are interested in serving on the Yearbook staff or working as Editor in Chief are urged to contact the Student Union desk for an application. It can be anticipated that the position may receive a stipend.

In addition, the Commission has begun to explore the possibility of an interdisciplinary publication for the campus. This would be a publication with a content of primarily or perhaps, solely, student material. A letter was sent to the various schools and departments on campus soliciting comments and suggestions on the need or desirability of such an effort. Additionally, specific recommendations were also sought on how best to make it a successful effort on the behalf of the students. Unfortunately, only four responses were elicited from the 38 letters which were sent. The Chair of the Commission was particularly disappointed that the Department of English (his own major) failed to respond in even a negative manner. The Commission has begun to advertise for interested people to be the Editor in Chief of this new publication for the forthcoming school year. Applications are available at the Student Union desk during its operating hours. If you are interested in seeing your own work published or you know of deserving students, then this publication may be the answer to your wishes. Just as the editor of the Newspaper and the Yearbook would be compensated for their time, it should be anticipated that the Editor in Chief of the Interdisciplinary publication will be too. The working staffs of all Cal State's various publication entities will be selected in the first few weeks of the Fall Quarter, however, applications may be filled out at this time. Interested people are urged to obtain applications from the Student Union desk or you can call Riverside: 1-714-784-0148 for further information.

# News briefs

### Free Workshops

The Learning Center is offering free workshops in the areas of college study skills, writing awareness and improvement, term papers and computer literacy. The workshops are for entering freshmen and transfer students.

The college study skills and writing awareness workshops begin on August 27 and will have six meetings. The term paper workshop begins August 27 and will meet four times. Computer literacy begins July 27 for four sessions. For registration information call the Learning Center, Ext. 7612.

### Games Magazine Invites You To Hit Us With Your Best Shot

A close-up of an elephant's eye. The inside of a blender. A shadow cast by a parking meter. The underside of a starfish. For the past seven years, the Eyeball Benders section of GAMES, featuring these and hundreds of other surprising and beguiling photographic images, has been one of the best received features of the magazine. For photographer and solver alike, the aim is to see a common object in a new way.

Now GAMES challenges one and all to stump the stumpers by entering "Photo Synthesis," the Eyeball Benders Contest in the July

issue of the magazine. Take any object. Zoom in on it. Get inside it. Chase its shadow. Above all, make us see it in a fresh way.

Send in 35mm transparencies or black and white prints (4 x 5) or larger. Each slide or print must have the netant's name and address and the answer on the back (not on separate sheets). Entries will be judged for originality and puzzle value and become the property of GAMES. The best Eyeball Benders produced will be immortalized in a future issue. Grand prize is a JVC videocassette recorder and a video camera. Ten runners-up receive GAMES T-shirts.

Deadline for the contest is October 15, and all entries should be mailed to: "Photo Synthesis," GAMES Magazine, 515 Madison Avenue, New York, NY 10022.

### Hours for P.E. Facilities

The following hours are effective through Sept. 1: Gym, courts and lockers - 8:30am to 5:00pm (Mon.-Fri.) Pool(public) - 11:00am to 5:00pm (Mon. - Sat.)

### Safety Award

A faculty member of Cal State, San Bernardino has received a Governor's State Employee Safety Award for 1983.

Dr. David Null of Wrightwood, assistant professor of

health science, received the award during a recent ceremony in Sacramento.

Dr. Null was recognized for providing the college with professional assistance in the health and safety field. His services have ranged from environmental monitoring to interpretation of state and federal safety regulations.

"Despite a demanding instructional schedule, Dr. Null has always been a readily accessible resource. Much of the progress seen in the safety management program is due to his generous effort," said Art Butler, director of the Department of Public Safety at Cal State.

Dr. Null joined the Cal State faculty in 1977 after serving as an industrial hygienist at EG&G Idaho, Inc., and Aerojet Nuclear, Inc. In addition to environmental health sciences, his areas of expertise include industrial toxicology and nuclear biology.

He earned his bachelor's degree in zoology from UC Riverside, his master's degree in biological sciences from Cal State, Hayward and his Ph.D. in environmental health science from UC Berkely.

### Student Union Hours

The Student Union will be open from 8:30am to 4pm, Monday thru Friday, for the

summer sessions.

### Host Families Urgently Needed by Youth Exchange Service (YES)

American host families all over the United States are urgently needed by YES for international teenage students from Asia, Europe and Latin America, scheduled to arrive in August for the 1984/85 school year.

The 15 to 18 year old students are carefully selected, have excellent medical insurance and bring their own spending money. For further information on hosting an international high school student, please contact Youth Exchange Service (YES), World Trade Center, 350 South Figueroa, St., Los Angeles, CA. 90071, or phone toll free: 1-800-533-0656.

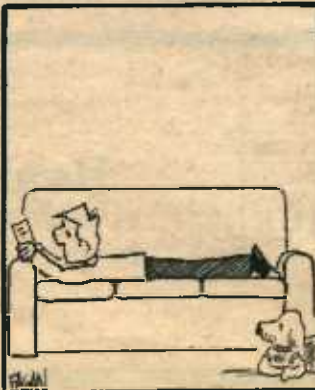
### Summer Sports

Volleyball - Thursday's from 6:30 to 9:30 in the Gym. Come out and Play - You don't need a team!! Beginners welcome. Bring your spring or summer I.D. card.

Basketball - Tuesday's from 11:00 a.m. to 1:00 p.m. in the Gym. There are weekly pick-up games (half court).



## DRABBLE (R) by Kevin Fagan



STUDENTS

Place Your  
Classified Ads  
FREE  
In The Chronicle



## CHILD CARE SERVICES

Child care will be available this summer for students attending Cal State, San Bernardino.

The Children's Center at the college will offer an enriched program for children of students, staff, faculty and the community. This is the first time summer child care has been available.

Hours are 7:45 a.m. to 5:15 p.m., Monday through Friday from June 20 to July 26. A minimum enrollment of one day per week for two hours per day is required, said Pam Dortch, director of the center.

A morning and afternoon snack will be provided, but parents must provide a sack lunch. Children must be from two to 14 years of age, toilet trained and in good health, she said.

Full-time fees are \$50.00 per week per child and \$45.00 per week for each additional child in the same family. Part-time fees are \$1.50/hour per child and \$1.00/hour for an additional child in the same family.

More information may be obtained by calling the Children's Center at (714) 887-7724.



**SAN BERNARDINO COUNTY**

# SAN BERNARDINO RAPE CRISIS SERVICE

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County: ZEnith 7-5291

24 Hour Free & Confidential Emotional Support, Information & Referral

## Words For The Wise \*1

by Greg Timpany

- 1) Parure: (noun); a matched set of jewelry or other ornaments.
- 2) Cathectic: (adj.); of, relating to, or invested with libidinal energy.
- 3) Quinsy: (noun); a severe inflammation of the throat or adjacent parts with swelling and fever.
- 4) Tryst: (noun); an appointed meeting or place.
- 5) Stull: (noun); a round timber used to support the sides or back of a mine.

## SEARCH WORDS NEW SYNONYMS

by D. Lang

I T R E V E L A T I O N N O C D  
E N S C A N W O I T W H E A O E  
W O R D B T H E A R S A Y D M D  
P Q T S U O D A T Y F E A V M L  
O R I C L P I S S O G D E I U I  
S E D A L B H G A V U N G C N N  
S G I N I A D V I C O T A E I E  
E D N D T C I A B I S C S W C E  
M E G A I J D K T A L K S O A E  
H L S L N N L A M N R Q E P T L  
C W D M A Z M R U M O R M X I C  
T O E C N R Y D I S P A T C O I  
A N S L O C K B N L W M M Y N N  
P K F F Q X B R O A D C A S T O  
S G N K P W S V I A W Y O L Z R  
I I N T E L L I G E N C E N T H  
D H I J O R T U T R O P E R E C

Advise  
Broadcast  
Bulletin  
Chronicle  
Communication  
Dispatch  
Gossip  
Hearsay  
Information  
Intelligence

Knowledge  
Message  
Report  
Revelation  
Rumor  
Scandal  
Talk  
Tidings  
Word

## CLASSIFIEDS

**JOB OPENINGS:** Mall & Trade Show. Host/Hostess. Salary plus commission, full or part-time. Transportation needed. 6 openings. Call Paul Scott: 885-3378.

**Professional Typist** available to do all your college papers. Reasonable rates. Call Pam: 882-6502.

Information cont'd from pg. 1

school has the Lotus 1, 2, 3, software packages. This will allow for Data Base Management, Spreadsheet, and Graphics capabilities. In the future the school plans on expanding the software offerings.



If your diet consists of PIZZA, BEER AND BIG MACS, you probably look and feel like a hamburger. And, if everytime someone asks "Who's got the beef?" you cringe—IT'S TIME TO GO TO JACK LALANNE'S!

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for one full year  
That's 66% off the price!

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**BIG DEAL FOR STUDENTS ONLY! ACT NOW.** Must be 18 or older.

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2161 El Toro Road
- Garden Grove — 438-9900  
12871 Harbor Blvd.
- Glendale — 244-9664  
200 S. Brand Blvd.
- Inglewood — 479-2855  
4736 Century Blvd.
- Lakewood — 424-4272  
4443 Candewood Avenue
- Long Beach — 435-0481  
4764 Pacific Coast Hwy.
- Miramar — 938-3881  
5364 Windsor Blvd.
- Norwalk — 726-9811  
2401 Westline Campus
- Pasadena — 796-8444  
1720 East Colorado Blvd.
- Reseda — 881-8950  
18010 Sherman Way
- Riverside — 339-0711  
5700 Arlington Avenue
- Rosemead — 284-4400  
1501 West Hart Avenue
- San Bernardino — 889-1011  
200 West Imperial Lane
- Thousand Oaks — 497-9824  
593 No. Moorpark Rd.
- Torrance — 378-0228  
23325 Hawthorne Blvd.
- Upland — 981-8651  
351 Mountain Avenue
- Van Nuys — 781-1213  
7137 Van Nuys Blvd.
- West Covina — 946-9888  
1026 West Covina Parkway
- West Covina — 946-4441  
Health & Racquet
- West Garden Grove/Westminster — 898-0947  
12572 Valley View Street
- Chula Vista — 426-4922  
239 3rd Avenue
- Claremont — 276-4070  
3040 Claremont Drive
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In At The Village 3rd Avenue

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TAKE IT TO THE SPA OF YOUR CHOICE.

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For spouse information, contact the spa nearest you. For further information call 213/861-0708. In San Diego call 619/276-9233

**STUDENT DISCOUNT.**  
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# EDITORIALS



Editorials that are unsigned represent the Editor's opinion. Signed editorials and cartoons represent views of the author or artist and not necessarily of the Cal State Chronicle.

**Editor in Chief**  
Diane M. Lang

**Writer**  
Greg Timpany

## The Cal State College Summer Policies

The Cal State Chronicle is published under the control of the CSCSB Publications Board. Contact the office at 887-7497, 5500 State College Parkway, San Bernardino, CA., 92407, for further information.

**Letters to the Editor** should be kept to a maximum of one and one half typed pages. Letters which attack any person may be held until that person has had time to respond in the same issue as the other letter. Letters must include name and address, a phone number, and must be signed, although names will be withheld upon request. All material becomes property of The Cal State Chronicle.

The Cal State Chronicle reserves the right to edit all copies submitted in order to comply with space requirements and libel laws.

The Cal State Chronicle is distributed free to students and the community.

**Dear Editor,**

I have never seen so many red light runners than here in San Bernardino. It is unbelievable. I have missed a countless number of accidents at intersections.

The worst intersection I have driven through is at the corner of Highland and Arrowhead. The light will turn green for the Arrowhead traffic and it never fails - for the next ten seconds or so cars are going through the red light on Highland. I am amazed that there are not more accidents in this area. Perhaps, like me, drivers have become more cautious, out of necessity, and look both ways before proceeding through a green light.

People should not need to be afraid to drive through a green light. What happened to driving etiquette?

Anonymous

## LETTER TO THE EDITOR

**Dear Editor,**

I am writing in regards to the June 6, 1984 issue of the Cal State Chronicle. My specific concern is the articles discussing gay right.

Although I am a "straight" person, I believe there could have been a certain amount of validity in the argument for gay rights, had some evidence been presented to back it up. For example, in the section entitled "Straight Talk", the following figure was given: "1 out of 10 men and women are gay or lesbian." Where did this come from? The United States Census Bureau? I sincerely doubt if there has been a nationwide study which has confirmed that statistic. If there is, prove it.

Question 3 discusses the changing of sexuality. One respondent answered to the change of sex by saying: "No, I wouldn't. I am not proud to be gay per se, anymore than a straight person is proud to be a heterosexual." This reflection is clearly a contradiction to the other references in the article which describe the "flaunting of heterosexuality."

In the section on religion and homosexuality, the writer quotes the following passage from the Bible: "Thou shalt not lie with a man as thou would with a woman", and goes on to refer to the other prohibitions; eg. no pork, no lobster, etc. Do these other prohibitions make the earlier one less effective? If so, how?

I have never "seduced" anyone into heterosexuality, as the article accuses, and I do not appreciate being included in this gross generalization or the paranoid conclusion that non-gays are the oppressive majority.

Perhaps if all the inconsistencies and contradictions were cleared up, a case could be made for gay rights, but as it stands, I am to remain a closed minded heterosexual.

**Brian S. Oulman**