January 1987

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Communication: getting the message across
Cal State’s bustling communication program on target

**Interviewer:** How much rewriting do you do?

**Hemingway:** It depends. I rewrote the ending of *Farewell to Arms*, the last page of it, 39 times before I was satisfied.

**Interviewer:** Was there some technical problem there? What was it that stumped you?

**Hemingway:** Getting the words right.

--- George Plimpton in Paris Match Interview, 1963

## Mexican-U.S. media: a comparison

*By Tatiana Galvan*

When our goal is to fully understand a mass communication system in any society, we must consider some essential factors, such as the culture in which it is embedded and the socio-political structures in which it is based. The previous statement implies that systems in each culture will be different, and also that the institutions involved in communications will be organized in accordance with the importance they have in the socio-political and economic structures.

For that reason, we view the mass media as political actors and as institutions that play a significant role in the development of new policies and in the establishment of business procedures, legal boundaries and the cultural framework in which they operate. Understanding the media in this sense involves, directly or indirectly, the influences of major decision makers or high office holders — such as the president, members of congress, the courts, citizen's groups and certain kinds of commissions, like the Federal Communications Commission (FCC) in the United States, that have the power to establish and rescind regulations and to interpret the public interests.

World communication systems can be divided into commercial and government-sponsored ones. Most third-world countries in Asia and Africa rely mainly on government support, while in Latin America we find a mixture of both types with a slight edge on the commercial model. This brings about an easy adoption of USA patterns of advertising, taste and content similarities within Latin American communications systems. In particular, Mexico was one of the first developing countries to initiate broadcasting under private ownership, following closely behind the USA, with radio in 1923 and television in 1950. Even in the U.S., we can find some exceptions to either financial support models, in the case of educational, cultural and religiously affiliated stations, where support for operations is derived from widely diverse sources.

While in the U.S., the FCC has imposed limits to the number of stations owned by a single company, whether radio or television, no such limit exists in most other countries. In particular, the government of Mexico operates five TV stations in the UNIVISION network, TELEVIS, the other major private network, controls four TV stations. The U.S. enacted several statutes in 1927 and 1934 to regulate the allotment of frequencies, licenses, stations and all forms of radio communications by both wire and broadcasting. Other countries slowly followed suit. In Mexico, partial regulation was included within the constitution and in statutes enacted from the 1920's through the 1940's. It was not until 1966 that an organic law for broad casting was established and until 1973 that specific regulations were implemented.

The Federal Communications Commission represents a unique combination of executive, legislative and judicial functions within a single independent federal agency. It adopts and enforces regulations as an executive function; it adjudicates disputes in the manner of the judicial branch and carries out a delegated constitutional function of the legislature. Members are appointed by the president and confirmed by the Senate. It covers wire and wireless communications, technical and program regulations, station licensing, channel assignments and hearing of grievances.

In Mexico, no such single agency as the FCC exists. Those functions are spread over a number of governmental ministries. The major technical load falls on the Ministry of Communications and Transport, while the Interior Ministry checks for compliance with the Federal Radio, Television and Cinematography Law of 1950, and other departments handle grievances and fines.

In the U.S., the ethical aspect of program contents is essentially controlled through "editorial discretion" and the "fairness doctrine," that guarantees corrective action. In Mexico, an extrapoloation of the print law adopted early in the century guarantees equal coverage to an offended party in case one's interests were damaged by exposure in the media.

Commercial broadcasting in the U.S. derives operating revenues mainly from advertisements, program sales and sponsor support. Public broadcasting relies heavily on government subsidy, grants, school funds and donations. In Mexico the proportions are similar, but public stations are wholly government supported and rarely obtain revenues from grants and donations.

The competitive presence of three major U.S. networks has generated an atmosphere of entertainment programming that has a wide, mass appeal, which can easily be transplanted to different cultures. Most U.S. syndicated shows are sold to developing countries which can't afford to produce such expensive material. Translated language subtitling or voice overlaying is added. The sale of programs abroad follows the U.S. motion picture industry's efforts to export films to other countries for many years. In contrast, the Mexican movie industry was quite strong in the 1930's through the 1950's when it was especially successful in reinforcing national identity and values. Since the 1960's, it has decayed to almost disappear in the 1980's. The introduction of movies in video cassettes and the proliferation of VCRs in Mexico in this decade have virtually wiped out the gasping movie enterprises in Mexico, with the continued next page.
Murphy’s law is becoming a worry for communications and government agencies in the United States, and it’s no laughing matter.

When things suddenly go wrong, publics are demanding that the facts be accurately and promptly conveyed to the community. Murphy’s law states that if anything can go wrong, it will go wrong. The trick is to prevent what went wrong from happening again.

The recent breakdowns of the space shuttle, the Challenger, and the gas pipeline in Pennsylvania have led to a scientific and philosophical discussion about Murphy’s law. These events have caused many professionals to reconsider their assumptions, work habits, and crisis communication procedures.

Broadcasting in Mexico

By John Kaufman, Ph.D.

The Mexican government’s network, UNIVISION, and the private network, TELEVISA, virtually control all television stations in Mexico. Most of the programs originate in Mexico City, which is served by牧场 ent networks transmitted through microwave and satellite links to the rest of the country.

Although there are several independent television systems, the majority of these systems are owned by the largest Mexican companies. These companies control several television stations and also own major newspapers in Mexico City.

In 1985, Mexico’s fully owned dual satellite communications satellites were put into operation, opening a wider coverage for both Mexican networks. TELEVISA also has a large interest in the Spanish International Network (SIN), a U.S. satellite-connected broadcasting and cable network, with more than 200 affiliates in the United States and Canada. SIN programs are transmitted in Spanish.

The Mexican government allows satellite television services to originate in Mexico. These services are transmitted through satellites and can reach any part of the country.

Cable television networks in the U.S. reach approximately 30 percent of the population. Their programming content is often more diverse than that of commercial broadcast networks.

In Mexico, the government controls the content of all television programs. The most advanced technology, widely used in the United States, does not exist in Mexico.

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The government’s control over the content of television programs is due to its desire to ensure that the programming is in line with the country’s values and traditions.

The government also controls the content of advertisements. Advertisements are subject to government approval and must comply with the country’s laws and regulations.

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Some of the lessons learned in Chicago will be incorporated in a one-day seminar I am developing for in-service training on campus. Participants will be taught to use communication skills to help resolve or prevent a crisis.

The seminar will cover the following topics:

1. Establishing guidelines to manage communications
2. Anticipating and analyzing potential crisis situations
3. Identifying affected constituencies and crisis management roles
4. Addressing affected constituencies, and the media
5. Developing the skills of individual communicators
6. Improving corporate communication processes

References


"This is a department where everyone is excited about change. We know what is not working, and what is working well, and we feel well supported and supportive."

Realizing options

Nurturing and motivating are intrinsic elements in Dr. Dorothy Mettee’s relationships with her students in the Department of Communication.

Buoyed by the support she receives from her spouse and her department, she exudes enthusiasm for her job (“I love to come to work in the morning”) and a determination to expand the vistas of her students.

Because many don’t realize all of the possibilities available to them, “I have an obligation to present options,” she says.

“With a lot of students who ‘ want to get a job.’ Most of them have never considered going on to graduate school. I push graduate school.”

Conference for students

One of the avenues she uses to provide new experience is to encourage students to participate in the Annual Speech Communication Students Conference, held in the spring at Cal State, Fresno. Modeled after academic conferences attended by faculty in their disciplines, the sessions are designed to give students a feeling for real research and a taste of a professional conference. Students are encouraged to submit research papers on any topic in the field of communication — such as rhetoric and interpersonal, small group, or organizational communication. The research papers are read and critiqued by faculty prior to the conference. At the conference, students present their work in small group settings. Rather than allow her students merely to read their papers, Dr. Mettee works with them to prepare a speech discussing their research.

The two top papers are published in the conference proceedings.

Although most students have not had sufficient course work to do a good research paper until they are seniors, Dr. Mettee believes it is important for juniors to have the exposure to the keynote speakers and to the concept of doing research.

“Get excited; they have fun and they come back with the feeling ‘I really could do that too,’” she explains. Having served as a judge in the small group communication area, she too has been impressed by what the students can accomplish in that environment.

“Do you know how much time it takes to do a research paper with a student?” she asks rhetorically. After meeting to explore topics and information sources, which takes several hours, the student heads off to begin the research. Then professor and student meet again.

When she decided to go back to college, the family (which now included three sons) moved to Colorado. Ten years after she left the classroom, Mettee returned to college and completed an undergraduate degree in communication at the University of Colorado, Boulder. When she entered graduate school, tragedy struck the family. An auto accident claimed the life of her husband, David, and left her oldest son, then 13, in a body cast for 11 months.

After one quarter off, she returned to the classroom and within the next year she added a couple of troubled youths to her family. “No one wanted them, if I didn’t take them.”

In August 1984, eight years after she began her graduate work, she completed her Ph.D. in interpersonal communication and moved to San Bernar­dino to become the second tenure-track faculty member in the fledgling De­partment of Communication. “When I moved into an apartment here, it was the first time in my entire life that I had lived alone.” That changed, however, when she married an old friend from Denver, Chuck Wittmann.

Dr. Mettee credits her first husband with understanding her need to be her own person, to achieve outside of the home. “He understood more about feminism than I did.”

Women students seek support

Many of the women students in the communication department, particularly the ones returning to school after an absence, come to Dr. Mettee for support. “Many have had the same feeling I had — that I was supposed to be happy being at home, but I wasn’t and I felt something was wrong with me.”

“They’ve not thought about the oppor­tunities for education, for graduate study, for study overseas. ‘Now they’re coming to me, and I’m supporting them.’

“My husband, Chuck, thinks what I do is exciting and important and is very supportive of me,” she says, explaining she invites her students to her home each quarter in order to foster a more relaxed classroom atmosphere.

Being in a new department offers the faculty the opportunity to design a program that can be on the cutting edge of the field of communication, believes Dr. Mettee. “We have a well-rounded, basic core program which we can integrate with the new technology.” Core courses can provide a well-grounded foundation for other areas of interest.
KSSB teaches broadcast skills

By John Cloud
Station Manager, KSSB

It is often a limiting factor that while students build for themselves a broad-based education, they often lack experience and working at KSSB will be able to develop their knowledge of radio broadcasting while applying what they have learned.

The opportunity to combine a strong educational foundation with a practical application gives college radio its unique characteristics. Students learning and working at KSSB will be able to develop their knowledge of radio broadcasting while applying what they have learned with actual hands-on experiences.

The value of a college radio station is found in its ability to provide a quality learning tool for students and at the same time keep the surrounding community better informed.

Since planning began in 1984, the primary purposes for the student-operated station have been two-fold. First, KSSB is to provide a professional atmosphere, within an educational setting, to teach students the essentials of radio broadcast skills. Second, KSSB will provide an entertaining and informative format that will serve as an alternative source of programming, not only for the students but also for the surrounding community.

The inherent nature of college radio enables students to utilize their knowledge edge in a practical way. Therefore, the value of KSSB and college radio in general is to establish a concrete, practical setting which provides students the opportunity to receive necessary hands-on experience in radio broadcast mechanics, announcing, production and speech. This combination of education and experience can help students to obtain future employment.

Radio experience does not limit the student to a career of spinning records as a DJ. An education in broadcasting can provide skills beneficial in a multitude of media related fields such as television, video/audio engineering, programming, dramatic production, advertising and/or promotions.

All majors join staff

A student does not have to major in broadcasting to join the radio station staff. Whether one studies business, music, English, drama or physical education, for example, broadcast training can be an added educational benefit in obtaining employment in another field of specialization.

Both on and off campus, student radio can become an information center for current university events. Secondly, it serves as an alternative source of music, sports and cultural programming, to commercial radio. Students also have the opportunity to exercise their creativity and imagination to a greater extent. KSSB trains students to strive for innovation as they develop their skills, while continuing to develop a professional behavior.

For the surrounding community, college radio often disseminates more information, and in greater detail, about the happens on campus. It also tends to display much more concern for public service programming. Commercial radio frequently does not cover the importance of local community and university events. On the other hand, college radio places a great amount of emphasis on public service broadcasting in an effort to build a strong rapport between the university and the surrounding community. A college radio station must support its local community and as a result, the local community will support its college radio station.

Currently, KSSB is training students. Therefore at this time, the station has a limited broadcast schedule. As more students become proficient with their broadcast skills, the programming will be expanded.

Currently, KSSB schedules its programming between 11 a.m. and 1 p.m., Monday through Friday. KSSB programs jazz, folk and blues music, as well as pre-recorded international transcription services such as Radio Sweden and Radio Canada International. The station also will schedule pre-recorded concerts and recitals from the university music department, will broadcast CSI SB sportscasts and local public service programs and university news.

Wire service needed for world, state news

In order to provide world and state news, KSSB needs to obtain a wire service. Such a resource would provide a valuable asset for a more realistic approach to training in newswriting and news commentary for students at the university. Education, practical experience, creativity and professionalism are the foundation for KSSB's teaching philosophy. The college radio station thus is one more valuable asset for this campus, providing an additional learning opportunity. KSSB management hopes the principles and skills taught at the station will enhance CSI SB students ability to succeed.
**Tennis, golf, softball and junkyard dogs**

**Dynamic forces in spring lineup**

*By Dan Durst*

*Sports Information Director*

Want to satisfy your sports appetite? Try Cal State's spring lineup. Tuned into tennis? Cal State features a competitive men's and women's program. Gratiolty by golf? Following the golf team might be exactly what you want. Bananas for baseball? Searching for softball? Cal State, San Bernardino is adding both to become one of the most dynamic forces in intercollegiate athletics in California.

**Three years, eleven sports**

In its short three-year history, the university's intercollegiate athletic program has expanded to 11 sports. The 1986-87 fall editions delivered some satisfying results for the athletes and CSUSB. Most notable would be the volleyball team participating in the NCAA Division III Western Regional Finals at UC, San Diego. The onset of spring brings the promise of three successful, continuing programs and two new programs.

"I'm excited that Cal State, San Bernardino is moving ahead in intercollegiate athletics by increasing the number of sports for student participation," said Director of Athletics Reg Price.

The inaugural baseball program is directed by former NCAA Division III coach of the year, Chuck Deagle. Deagle directed his 1985 University of Redlands team-to-the-College World Series and has also coached several baseball squads at the international level. His experience combined with the positive attitude permeating the Coyote athletic program gives high promise for a successful season.

Foregoing preseason predictions, he will say, "The kids have good ability. Of course I haven't seen them compete in a game-type situation, but a positive attitude in pressure situations is what we will strive for."

With 29 playing dates and 40 individual games (11 doubleheaders) on the schedule, the Coyotes will see plenty of action. Pascalfini Field, in the Perris Hill Park, serves as the Coyotes' home field this season. The 17 home dates (six doubleheaders) and five home games starting at 7 p.m. allow Coyote supporters ample room for accommodating a busy schedule. The other first-year sport, women's softball, also relies on a coach (a familiar face around campus) who emphasizes a positive, winning attitude. The familiar face belongs to Jo Anne Bly, the women's basketball coach and a physical education instructor. The Lady Coyotes will be playing on a new diamond, with a little bigger ball than their male counterparts. By coach Bly's own admission, the CSUSB team will have "a lot more heart than the competition." She adds, "Playing established teams forces us to play like junk-yard dogs." Several of Bly's "junkyard" dogs are natural athletes from existing CSUSB sports teams. "Our first year we will not be playing as a newborn team, the Coyotes will be winning!" she promises. A winning team, even in its first year of competition, is the Cal State golf team, coached by Dr. Greg Price. Returning to lead the Coyote golfers is a 1986 NCAA Division III national finalist, Gary Dehls. At the conclusion of the regular season play, Dehls was invited to post-season national competition and finished those playoffs ranked 20th in the entire nation.

Not reticent in voicing a prediction, Price wants a post-season bid for the entire team to compete in 1987. However, he does not take a post-season bid for granted but has been emphasizing recruitment as a key ingredient.

Price feels the second-season squad is capable of challenging the Southern California golfing powerhouses. In addition to Dehls, Cal State has some excellent golfers currently enrolled due to recruitment efforts and the valuable education CSUSB offers, he says.

**Strong recruiter in tennis coach**

Another strong recruiter for CSUSB is the men's and women's tennis coach, Jim Ducey. Also good at recruiting, Ducey has a knack for keeping student-athletes participating in their sport specialty. For instance, he encourages his players to work out voluntarily in the off season. "If kids see my dedication to their improvement, then it seems to snowball and the kids wind up improving at a much faster rate," says Ducey. The men's team will see the return of #1 player Tim Streik, who ranked as high as 12th in the NCAA Division III. West rankings last season. His doubles partner, Richard Blackey, is also returning.

Cal State's women's team strength lies in the return of three of the five starting players. The #1 and #2 female players (Stephanie Comandera and Becky Huff) also form a doubles entry for the Coyotes. After posting winning records in individual play during 1986, these Lady Coyotes should refine their position within Southern California tennis circles.

**Counseling Center offers free help**

The Community Counseling Center provides both supervised clinical training for counseling graduate students and free counseling for alumni and the public who otherwise may not be able to afford counseling.

Free counseling services are available to alumni through the Community Counseling Center at Cal State, San Bernardino.

The center, located on campus, is a training clinic for master's-level graduate students in counseling psychology. Graduate student therapists see clients in individual therapy and are supervised by faculty members in the Psychology Department. This program provides both supervised clinical training for counseling graduate students, and free counseling services for alumni and community members who may not be able to afford counseling otherwise.

Counseling services are offered to people seeking help with personal and emotional problems. Individuals experiencing problems in relationships, feeling anxious or depressed, or coping with life transitions and stress can all receive help. The center does not provide child therapy or marital therapy, and does not see individuals who are suicidal, alcoholic or addicted to drugs. These individuals are referred to other agencies that specialize in counseling with these problems.

Anyone interested in speaking with a counselor or obtaining more information is invited to call the center at (714) 887-7272. Dr. Edward Teyber, director of the Community Counseling Center, will return the call. Dr. Teyber schedules an initial interview with prospective clients, and then appoints clients to counselors who can best meet their needs. Clients meet with their counselors once a week in individual counseling sessions. The length of counseling is not limited. The center is open from Oct. 1 through June 15, and is closed for the Christmas holidays. All counseling sessions are strictly confidential.

Dr. Teyber is also an associate professor of psychology. His primary interest is in the effects of divorce on children. He is the author of a paperback book that teaches parents what they can do to help their children successfully adjust to divorce. The book, "Helping Your Children With Divorce," is being made into a four-part public television series that will be shown on public television stations beginning in April, 1987.
Jena Plourde, the first communication graduate

"When I visited my mom while she was a student, I knew that I'd like to go here. The people are incredibly nice and the small size of the university and its classes make it particularly special. I got a great education here."

By Joanna Roche, Director of Alumni Affairs

Her vibrant personality and honest, direct manner struck me when we first met on the library steps, and I knew why Jena Plourde '86 had majored in communication.

Long familiar with the campus, Jena has spent time at Cal State since her mother, Sandy Plourde, '77, was a student in music here. They even played in a concert together in the Recital Hall when Jena was a senior at Colton High School. Music isn't her only interest. She also worked the light boards for theatre arts productions on campus and spent over two years doing commercial art as a silk screener at a local business. Receiving her bachelor's degree in March, Jena is considered the Communication Department's first graduate. With a major in communication, she opted for the flexibility of an interdisciplinary program which included course work in the English and Art Departments as well. Professors Dorothy Mettee and Larry Kramer are among her favorites. "I really miss Cal State. When I visited my mom while she was a student I knew that I'd like to go here. The people are incredibly nice and the small size of the university and its classes make it particularly special. I got a great education here."

Don Bachardy, portrait artist

Don Bachardy, a distinguished southern California artist, will speak on Jan. 19 on campus. The campus and community at large are invited to join art students for the noon lecture in Room 110 of the Visual Arts Building.

Bachardy's primary activity is in the field of portraiture, an area largely ignored by many contemporary artists. His work hangs in the Metropolitan Museum of Art in New York, the National Portrait Gallery in London, University of Texas, University of California, State, San Bernardino will be honored at the Alumni Awards Banquet, sponsored by the Alumni Association. One distinguished alumnus per school will be recognized. The deans of each school will present the coveted award to the graduate from their area.

If Jena isn't in the library, in class or in the dark room, she might be spotted on her new motorcycle or scuba diving in Laguna Beach.

Lectures and events

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Lynn Nadel, learning and memory

How learning occurs and how memory works are timely subjects with far-reaching implications. Dr. Lynn Nadel, from the Department of Psychology at the University of Arizona, will discuss new research in neurophysiology at 7:30 p.m., Feb. 23, in Room 101 of the Physical Sciences Building.

Dr. Nadel is a widely published research scientist who has devoted most of his career to brain research. His research supplements and in some cases revises our understanding of how learning occurs.

Through neurophysiology, new information on how the brain works is bringing changes in teaching methods. Unfortunately, at this point, many educators are unfamiliar with the functions of the brain. It is important that educators learn more about the brain so that they can have better understanding of how their teaching effects learning.

John P. Roche, White House advisor

How often does a campus or a community have a chance to hear a person who has spent two years as an advisor to a president? Professor John P. Roche will relate his experiences as presidential advisor to Lyndon B. Johnson, Feb. 24 on campus.

Dr. Roche, Olin Distinguished Professor of Civilization and Foreign Affairs at the Fletcher School of Law and Diplomacy, Tufts University in Medford, Mass., will speak at 7:30 p.m. in the Panorama Room of the Commons. A historian and political scientist by training, Dr. Roche was called to Washington in 1966 to advise the president on issues dealing primarily with the war in Vietnam. He will give an insider's view of the White House and of the Washington political scene. On sabbatical this year, Dr. Roche is working on a book dealing with his years in the Johnson administration.

Alumni banquet honors graduates

Five outstanding graduates of Cal State, San Bernardino will be honored on May 9, 1987, at the alumni Annual Awards Banquet, sponsored by the Alumni Association.

One distinguished alumnus per school will be recognized. The deans of each school will present the coveted award to the graduate from their area. Forms for nominating individuals will be mailed to all Alumni Association members in January. As in previous years, professional achievements, community service and Alumni Association participation will be the criteria used by the awards committee to select the honorees.

Lee A. Grissom, alumni trustee of the California State University, will be the guest speaker. Grissom, president and chief executive officer of the Greater San Diego Chamber of Commerce, will speak on education issues.

Alumni board seats Rohm as faculty rep

Dr. C. E. Tapie Rohm, associate professor of information management, is the faculty representative on the Board of Directors of the Alumni Association.

Dr. Rohm's present term on the board is for two years.

Shortly after his arrival at Cal State in 1983, he created the information management degree program for business managers of the future. Dr. Rohm defines the program as an opportunity to increase individual and organizational productivity through better decision making by computerization.

The information management program provides students with relevant training because it blends input from industrial consultants along with academic principles.

Instituted in 1984, the major now has 150 students. The university offers a B.A., B.S., and an M.B.A. degree with a concentration in information management. In addition, a certificate is offered in the subject.

Rohm on alumni board — in addition to his traditional role in the classroom — such as helping graduate student Chayan Ma with a computer problem — Dr. C. E. Tapie Rohm has added a new responsibility, representing faculty on the alumni board.
Representative Tents visits campus

Legislative relations — Keeping the state’s elected representatives, both in Washington and in Sacramento, informed about what the campus needs and successes is important to the institution. Representative Jerry Lewis is active on student affairs, recent campus recently met with faculty and administrators. Sharing thoughts every, left, Cynthia Pringle, director of media relations; President Anthony H. Evans; Lewis, and Linda C. Mitchell, associate president for academic personal.

Alumni updates

1971

Alan W. Graham, B.A., in political science, is a sales representative for Coca Cola Co., Los Angeles. He and his wife, Helen Nerman, a ’79 graduate, live in Redlands.

Roy Robles, B.A., French, ’76, is the only Hispanic counselor at San Bernardino High School, where he is director of counseling and student career counselor. Earlier he taught French and Spanish at San Bernardino High and at Los Angeles State College. He is presently an AT&T PDA sales representative and has a stock in REBS.

1972

J. Robert Ferrier, B.A., administration, is president and sole owner of Ferrier Insurance Services, Inc., in San Bernardino, an agency which handles 95 percent commercial accounts. He and his wife, Gayle, live in Riverside.

Linda Nichols Mitchell, B.A. administration, has been promoted to department manager at Group’s Riverside Deve.

1976

Anne Geisert Prince, B.A. history and political science, is manager of market research for REEB.

Michelle and Michael Taccia, both B.A., music, presented a program of works for piano and cello in the second annual Young Men of America.

1980

I lin Hayes, B.A., administration, is now manager of Security Pacific Finance Corp. in Riverside. His home is in Moreno Valley.


1981

Thomas W. Donaldson, B.A. administration, and Loretta Elmore were married Sept. 27 in St. Bernardine’s Church at San Bernardino. The groom, who received a law degree from the University of San Diego Law School, is an attorney with Ballard and Loomis in San Bernardino. The bride is a preschool teacher in Redlands.

Terry Ferrell, B.A. English, is teaching fourth grade at Warner Elementary School in Riverside.

Mr. and Mrs. Allan McDannell, San Bernardino administration, M.B.A. ’83 announce the birth of their third son, John Anthony, Sept. 5, 1981. He is the family’s seventh child, 2 cousins.

Thomas J. Miller, B.A. economics, is an economic test technician for California Steel Industries in Fontana. He and his wife, Cynthia, live in Bakersfield.

Martin Peters, B.A. political science, has been a legal researcher consultant for the Joint Legislative Committee on State Prison Construction and Operations since April 1984. He formerly was a legislative assistant for the California State Assembly member. He is a former resident of Blythe. Pinon moved to Sacramento from the San Joaquin Valley. He expects to graduate in July with his law degree.

Robert Ferren, M.S. administration, is a resource teacher for science and social studies in the Corona Unified School District office. He is also working on his administrative credential at San Bernardino. He and his wife, Terry, live in Riverside.

Barbara Gail Forshee, B.A. criminal justice, was married to Matthew John Keegan, Aug. 25, in Holy Family Cathedral in Orange. Barbara, a teacher at Cerritos Law School, is employed as a secretary in the Defense Attorney’s Office in San Bernardino. Her husband is a deputy district attorney in the same office.

Michael A. Vargas, B.A. geography, is a foreman for San Diego and Associated of India. He also has been doing graduate studies in the field of Data Planning degree (with a specialization in planning for the germ) at the University of California in San Francisco.

Jeff Griffin, M.A. education, is working for the Roman Catholic Diocese of Orange. He has also been a part-time instructor in the K-8 teacher preparation program at Cal State Fullerton as well.

Richard D. Christensen, B.A. human services, 1984, is working as a forensic investigator for the Riverside County District Attorney’s Office. He and his wife, Michelle, live in Riverside.

Mary Diane Blanchard, B.A. psychology, and William A. Schwertfeger were married Nov. 15 at Norton AFB. Mrs. Schwertfeger is in the Army and they are living in Bakersfield.

Constance Koosken Ochsner, B.A. English, and her husband, Larry, have a new son, born June 15, 1986. She is employed as a librarian for a middle school in Littlerock and is a certified in a professional class.

Georgianne Kukula, B.A. administration, and Mark A. DeGroot were married Sept. 13 at St. Anthony’s Catholic Church in San Bernardino. She is a certified public accountant by Eades and Partners in San Bernardino. Her husband is a finance planner with IBM America Express in Riverside. Their home is in Colton.

Jack Schauer, B.S. biochemistry, now a college of Osteopathic Medicine of the Pacific, will be doing his internship at Grandview Hospital Medical Center in Chico.

Chris Dedman, B.A., in sociology, has been a research assistant at California State University, Los Angeles. She also models petite fashions at the Atlanta Market in San Antonio.

1984

Julie Kathleen Ayars, B.A. administration, and Paul J. Savage, M.A. English composition, were married Sept. 17 at St. Michael’s Cathedral in San Diego. Julie is employed as a federal government employee and Paul is the executive director of the San Diego County Mental Health Association. They are living in Barstow.

1985

Lee Anderson, B.A. economics, is in the Ph.D. program in counseling psychology at the University of Kansas.

1986

Shearlo (Shary) Loc, B.A., in psychology, is working for the AF Air Force accounting and finance officer course at Sheppard AFB, Texas. During the course he was engaged to manage, organize, and coordinate activities for the disbursing, collecting and accounting of funds.

Dusky Payton, B.A., English, is enrolled in the M.A. in English composition program at Cal State, San Bernar. who.

Thomas M. Steele, B.A. administration, and Tami M. Galway were married Sept. 20 at Our Lady of the Holy Rosary Catholic Church in San Bernardino. They are employed with San Bernardino County.

Dana Williams, B.A. communication, recently joined the Los Angeles Auto and Loan association in its management training program. He is a resident of Bakersfield.

New Members

Gabrielle Brue, B.A. history, 1984

Cara Loc, B.A. computer science, 1986

Michael J. Collins, B.S. physics, 1986

Bruce W. Doucett, B.S. administration, 1986

D’Anne Gust, B.S. education, 1986

Susan K. Erickson, B.A. anthropology, 1973

Wallace L. Fernandez, B.A. administration, 1986

J. Robert Ferrier, B.A. administration, 1971

Alan W. Graham, B.A. political science, 1971

Gary Green, B.S. geography, 1980

Ingrid Griffin, M.A., education, 1986

John N. Konoy, B.S. computer science, 1986

Trent A. Larson, B.A. administration, 1985

Jerry B. Ma, M.A., education, 1996

Constance Ochsner, B.A. English, 1983

Clarissa J. Parker, B.A. administration, 1986

Kenneth Peyton, B.A., social sciences, 1979

Stella M. Quisibis, B.A. human services, 1984

Clare Riley, B.A. administration, 1986

Dana Williams, B.S. computer science, 1973

Paul J. Savage, B.A. economics, 1986

Jacqueline S. Stern, B.A. administration, 1986

Michael A. Vargas, B.A. geography, 1987

Dale Willis, B.A. geography, 1978

Linda M. Wilson, B.A. psychology, 1976

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Information to be shared in the Panorama . . .

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Year of Graduation:________Degree:________Major:________________________

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Pacific Review invites contributions

The Pacific Review, the university's literary magazine which is published annually by students, welcomes contributions from alumni, Editor Sandra Alps reminds.

The publication features the work of Cal State students, alumni and writers of established reputations.

The staff welcomes submissions in fiction, poetry, essay, line drawing or photography, which should be accompanied by a self-addressed, stamped envelope. Manuscripts should be typed, double spaced.

The deadline for all submissions is Feb. 1, 1987. They should be sent to The Pacific Review, Department of English.

Subscriptions also may be ordered at $2 each, which is half of the cover price of $4, said Ms. Alps. The 1987 edition will be issued in the spring.

Additions listed for Honor Roll

The following donors are to be added to the Honor Roll of Donors, published in the October Panorama.

Add to Memorial Gifts
In memory of Douglas Housel
Mrs. and Mrs. Dean Housel
In memory of Dr. Walter Zotzelein
Dr. Margaret Doane

Add to University Club
Orange Empire Dog Club, Inc.
Burton J. Yamada

Add to President's Circle
Dr. and Mrs. Jerrold Pritchard

Leonard Farwell named vice president

Leonard Farwell, the university's senior employee in years of service, was designated vice president for administration and finance by President Anthony H. Evans.

The campus' first and only business manager, he joined the planning staff for Cal State, San Bernardino in June 1962, three years before the campus opened. He brought four years of budget and business experience in the University of California system to the new campus.

Farwell, who holds a B.A. from Antioch College and an M.B.A. from Stanford, established and still supervises the Accounting Office, the Budget Office, Payroll, Personnel and Purchasing/Support Services. Last year he also assumed responsibility for Plant Operations, Facilities Planning and Policy Coordination, and the Department of Public Safety (Campus Police). As treasurer of the University Foundation, he oversees all Foundation operations which include the Bookstore and the Commons plus grants administration.