



# FOCUS EMU

Produced by  
Public Information  
and Publications

Volume 37, Number 13  
Oct. 23, 1990

## EMU to explore ways to measure student success

By Debra McLean

The hot topic in higher education today is "outcome assessment," finding ways to measure and document the educational impact of a college or university experience on students.

On Oct. 15, EMU hosted a day-long conference on outcome assessment to explore ways EMU can meet the call for better student assessment. Approximately 120 people attended the conference.

EMU has formed a task force to develop an assessment program for the University which includes 28 faculty, staff and student members. That group has been charged with determining: 1) what the university should assess about its students; 2) how and when to assess students; 3) how to collect and report data; 4) how to use the results; and 5) what the assessment mechanism and costs will be.

Ten members of the task force also have been named to an EMU

assessment steering committee which will lead the task force and report on its findings.

**"Assessment... offers a unique opportunity to humanize and individualize what we do. It will be one of the most significant developments in this University's history."**

—President Shelton

According to EMU Provost Ronald Collins, 80 percent of colleges currently are involved in some type of outcome assessment activity, and of those, 50 percent were required by some outside agency to develop the instruments.

In a 1987 report done by the American Council on Education and the American Association for Higher Education, several reasons

were given for the new focus on assessment: one, as a response to growing criticism that higher education today is weak or ineffectual; two, changes in the workplace have created a need for employees with stronger academic skills; and three, as state government has taken on a stronger role in public higher education, it has requested greater accountability from universities.

The key purposes of assessment are to find ways to document student learning and use that information in the development and strengthening of academic programs.

Typical forms of assessment currently include enrollment and graduation figures, grade point averages, proficiency examinations and questionnaires completed by an institution's graduates.

The current outcome assessment movement seeks to include those things, but to go beyond them and find ways to evaluate such things as

Continued on page 3

## Grant to fund new groundwater program

By Michael Jahr

EMU recently received a three-year, \$672,069 grant from the W.K. Kellogg Foundation to establish a regional ground water education center at the University.

Designed to improve and protect groundwater quality and human health through action-oriented groundwater protection programs, the Southeast Regional Groundwater Education in Michigan Center at EMU will stress prevention vs. cleanup and will provide a variety of resources focused on protecting groundwater resources in Michigan.

The EMU center is one of several in Michigan, developed by the W.K. Kellogg Foundation in collaboration with the Institute of Water Research at Michigan State University.

"I think that southeast Michigan has unique groundwater problems given the high population density and high urbanization of the area," said Dr. Charles Monsma, SER

GEM project administrator. "To be able to continue the economic development that is necessary and be environmentally sound—essentially maintain a high level of quality groundwater—is a real challenge."

The center's efforts will target three different audiences: the general public, business decision makers and lawmakers.

As a focal point for groundwater projects in the region, the center will enhance inter-project communication and will provide education, support and service to accomplish its goal.

Education will entail on-campus and outreach programs, including training, applied workshops and academic coursework. The center will offer support by facilitating region-wide GEM projects and community action programs.

Technical assistance and regional promotion of model programs. Service will include technical assistance and consulting, including in-

Continued on page 4

## Campus Capsules

### Benefits Office Schedules Universal Life Enrollment

The Benefits Office has scheduled open enrollment for participation or changes in the optional Universal Life Insurance benefit (Benefits 360) provided through Aetna Life and Casualty Insurance Co.

The voluntary Universal Life insurance program provides an excellent supplement to EMU's employee benefit of term life insurance.

Benefits 360 gives employees the option of purchasing permanent life insurance coverage for themselves and/or their families. It allows employees, through payroll deduction, to purchase additional life insurance as well as establish a tax deferred savings plan. The plan will build steadily increasing cash value which will earn compounded interest.

To be eligible for the benefit, staff and faculty must be employed by EMU for at least one year and be at least 21 years old.

An Aetna representative will schedule campus appointments during the week of Nov. 5-9 for interested employees. To schedule an appointment, call Rose Korpalski, Aetna case manager, at (313) 6376361. The appointments will be held in Room 201 King Hall.

### Nominations Sought For 1991 EMU Hillel Award

EMU's student organization Hillel is seeking nominations for its 1991 Hillel Award, which was established last year to recognize members of the Eastern Michigan community who promote intergroup relations and international understanding.

The award is named in honor of the ancient scholar and philosopher Hillel, best known for coining the phrase, "If not now, when?" The Hillel student organization was formed to serve the interest of Jewish students, but has evolved in-

to a secular social and educational organization.

The first recipient of the award was EMU Head Men's Basketball Coach Ben Braun, who was cited for his outstanding work with students of all ethnic backgrounds, his dedication to academic values and his leadership in international athletic competition.

Nominations should include the name, address, phone number and EMU affiliation of the nominee; a statement of 300 to 500 words describing the qualifications and achievements of the nominee; and the name and address of the person submitting the nomination. In cases of self nomination, the names and addresses of three references should be provided.

Please submit nominations to Hillel Award Committee, Department of Sociology, 712 Pray-Harrold.

Deadline for nominations is Friday, Nov. 16, by 4 p.m.

For additional information, call Michelle Blumenberg at 769-0500.

### Children's Institute To Host Parent Workshops

The EMU Children's Institute will host the first in a series of parent workshops Wednesday, Oct. 24, from 6:30 to 8:30 p.m. in Room 212 Rackham titled "Getting Your Child Ready to Read."

This first workshop will be presented by Dr. Lindy Buch, acting director of the institute and an expert in emergent literacy.

For more information, call Lorraine Paffenroth at 7-1126.

### Rep. Proft To Host Homecoming Tailgate

Michigan Rep. Kirk Proft will host an EMU Homecoming tailgate Saturday, Oct. 27, beginning at 4 p.m. in the west parking lot near Rynearson Stadium.

Faculty and staff are invited to attend for complimentary refreshments.

### Annual 'Football Bust' Set For Nov. 25.

Registrations currently are being taken for EMU's 28th annual "Football Bust," the end-of-the-season banquet where player awards are announced.

The bust this year will be held Sunday, Nov. 25, at the Radisson Resort in Ypsilanti.

A 2 p.m. reception will be followed by dinner at 3 p.m. and the awards ceremony.

Tickets are \$35 each or \$265 for a table of eight.

Tickets are only available by advance purchase; none will be sold at the door and there will be no refunds after Tuesday, Nov. 20.

For ticket information, call EMU Intercollegiate Athletics at 7-1050.

### Ypsilanti Names Homecoming As 'Green and White' Days

Oct. 26-28 have officially been declared "Green and White" days in Ypsilanti as stated in an Ypsilanti City Council resolution given to President William Shelton and Regent John Burton Oct. 15.

Ypsilanti city officials made the resolution as a formal "town and gown" gesture in honor of EMU's Homecoming/Parents Day 1990 weekend and its 1990-91 theme, "Your Hometown Advantage."

As part of the resolution, Ypsilanti business people will wear the green and white colors in place of their usual business clothing during the Homecoming weekend, which includes several activities downtown Ypsilanti.

### Cancer Specialist Lectures Continue

EMU Biology Professor Stephen Liu will continue his lecture series featuring several area cancer specialists Monday, Oct. 29, when Dr. David Keren, medical director at Warde Medical Lab and adjunct biology professor at EMU, speaks on "Pathology of Neoplasm (cancer)."

Recognizing the wide interest in cancer information, Liu has opened the series, part of his BIO 461 course, to the public. The lectures are held from 1 - 2:20 p.m. in Room 122 of the Mark Jefferson Science Building.

Other speakers will include:

Dr. Judith Leopold, senior research associate in the Department of Biological Chemistry at the Parke-Davis Research Division of Warner-Lambert Co., will speak on "Cancer Chemotherapy: Cancer Drugs and Modes of Actions" Monday, Nov. 5.

Dr. Timothy McHugh, urologist in the Prostate-Radiology Division at St. Joseph Mercy Hospitals, will speak on "Prostate Cancer: Diagnosis, Surgery, Chemotherapy, and Prevention" Wednesday, Nov. 7.

For more information, call Professor Liu at 7-1110.

### Pep Rally To Kick Off Homecoming Oct. 25

Members of the EMU and Ypsilanti communities are invited to attend a Homecoming kick-off rally Thursday, Oct. 25, at 5:30 p.m. at the Corporate Education Center.

The rally will begin the weekend's festivities, which include all Homecoming activities, as well as Parents Day and the Celebration Of Excellence address Saturday by President William Shelton.

For more information on the rally, call Carole Lick at 7-0252.

### Student Workshop To Focus On 'Self-Defeating' Habits

The Academic Advising Center and Office of Equity Programs will co-sponsor a student workshop titled "Self-Defeating Behavior" Thursday, Oct. 25, from 3 to 5 p.m. in the Goodison Hall Multi-cultural Center.

Ann Arbor consultant Greg Harden, a specialist in morale building, will be the featured speaker.

## WEMU passes fund goal

National Public Radio's "Car Talk" is on the road again at WEMU-FM (89.1) thanks to a highly successful fund drive which raised \$50,407 in five days for EMU's public radio station.

The annual fall fund drive exceeded its \$35,000 goal by \$15,407, and passed its 946 pledge goal by 221 pledges or 23 percent. Of those amounts, 106 pledges totaling \$5,672 were donated for "Car Talk," exceeding that program's \$4,000 goal by \$1,672 or 42 percent.

Most successful was the station's "Morning Edition," which had a program goal of 220 pledges totaling \$8,000. That program exceeded its pledge goal by 101 contributors and raised nearly twice its targeted amount by totaling \$15,000 in pledges received.

Station director Art Timko said he's "awed, somewhat amazed and humbled" by the enthusiastic listener response to the drive, which ran Oct. 12 through 16. "We were able to communicate that it would be a tight year for us, and the listeners really responded," he said.

Timko said the station's tight financial picture was shaped in part by the higher costs of NPR programming which rose 31 percent in two years, while grant funding to support the programming only increased 15 percent. "We also pay one and a-half people on the grant and with negotiated increases in salaries, plus increased NPR costs we were \$21,000 short," he said.

Timko added exceeding the fall target will somewhat ease the goal pressures of the next fund drive, which is scheduled in the spring.

# Truzzi disputes historical stories of Halloween human sacrifices

By Debra McLean

While most histories of Halloween trace the holiday back to the ancient Celts of Ireland, those histories also include tales of human sacrifice that EMU Sociology Professor Marcello Truzzi says just aren't true.

Halloween started out as a very serious adult holiday, according to the Charles Panati book "Extraordinary Origins of Everyday Things" (Harper and Row, Publishers, 1987) and the Edna Barth book "Witches, Pumpkins, and Grinning Ghosts: The Story of the Halloween Symbols" (Clarion Books, 1972).

While both books trace "All Hallows Eve" back to Ireland's ancient Celts in the fifth century B.C., they disagree on some minor points.

According to the Panati book, the Celts believed that on Oct. 31, then the official end of summer, everyone who had died in the previous year gathered to choose the body of a living person or animal to inhabit for the next 12 months before passing into the afterlife.

On that date, the Celts would extinguish their hearth fires to deliberately make their homes cold and undesirable to the disembodied spirits. They would then gather outside where a Druid priest would light a bonfire to both honor the sun god for the past year's harvest and frighten away any unfriendly spirits.

The Celts also would dress up as witches, demons and other scary creatures to frighten the spirits. Dressed up, they would noisily parade inside and outside their

**"Halloween, basically, is an agricultural holiday. It's one of the four major holidays of witchcraft and it's paganism; it has nothing to do with Satanism at all."**

—Marcello Truzzi  
Sociology

homes and finally meet at the bonfire. There, a villager deemed already possessed by appearance or mannerism could be sacrificed in the fire as a lesson to other spirits considering human possession.

The Barth book offers up the ancient Celtic festival of Samhain, Lord of the Dead. She writes that in order to please Samhain, the Druid priests would, on All Hallows Eve, cruelly burn prisoners of war, criminals and animals to predict the future by finding omens in the way they died.

Truzzi, however, who specializes in occultism, Satanism and witchcraft, said those typical histories of Halloween, admittedly a "major holiday" for those who practice witchcraft, aren't true.

"Halloween, basically, is an agricultural holiday," he said. "It's one of the four major holidays of witchcraft and it's paganism; it has nothing to do with Satanism at all."

Truzzi attributes the incorrect histories to the efforts of early Christians to force the mass adoption of Christianity.

"(The stories of human sacrifice) are Catholic inquisition stuff pulled out of people under torture," he said. "They never did those things. Most of the rituals had to do with crops and most of it was just symbolic...the stereotypes that are present (about witchcraft) are Catholic inquisition stereotypes."

Current American Halloween traditions, Truzzi added, serve to deny the existence of the supernatural or pagan gods and spirits. "The whole thing is just playful and it inoculates (children) to some extent against the belief...in the supernatural...because they dress up like (witches and demons) and poke fun at them," Truzzi said. "If they really believed in them they'd be afraid to do that for fear that they would get them somehow."

In her book, Barth writes that the Christian church did persuade the Celts to abandon their Halloween beliefs by giving Christian meanings to their traditions. The previous fire rituals, for example, came to signify a fight against Satan and, in the seventh century, the church named All Saints' Day in memory of early Christians who died for

their beliefs. Originally set in May, All Saints' Day had been changed to Nov. 1 by the year 900.

The church also set aside Nov. 2 as All Souls' Day in the 10th century, in memory of all who had died, and because All Hallows Day, All Saints' Day and All Souls' Day came so close together, Barth claims they simply merged in many countries to become Halloween.

Irish immigrants brought Halloween, as an amusing holiday with no real religious implication, with them to the United States in the 1840s, according to Panati.

The origins of "trick or treating" are not completely known, but the most widely accepted theory traces it to the ancient European custom of "souling." On All Souls' Day Christians walked from village to village begging for soul cakes, square biscuits with currants. The beggars promised to pray for dead relatives of the gift givers, with the number of prayers being proportional to the donors' generosity.

The Irish also are responsible for the jack-o'-lantern, according to Panati, which began as a large, hollowed-out turnip carved with a demon's face and lighted with a candle, but evolved into a pumpkin when immigrants found few turnips in early New England, but an abundance of pumpkins.

The term jack-o'-lantern, taken from Irish folklore, refers to a notorious drunk named Jack. In one version of the tale (there are many), Jack tricked the devil into

Continued on page 4

# Hispanic musicians to perform

By Susan Bairley

La Estudiantina, a 43-member string ensemble from Edcouch-Elsa High School in southern Texas will perform at EMU Thursday, Nov. 1, at 7:30 p.m. in Roosevelt Auditorium.

The free concert is part of the group's weeklong Michigan visit, which was arranged by the associate dean in EMU's Graduate School, Hector Garza, and which was subsidized by American Airlines and hosting Michigan universities.

"The purpose of the students' visit is twofold," Garza said. "First, they will add to the campus' cultural diversity. Their Mexican-American music and their strong Mexican cultural ties (will expand our cultural appreciation) and will be evident in their performances. Secondly, the trip has a recruitment emphasis."

Garza said because the students are from the Rio Grande Valley in Texas where the per capita income is among the lowest in the United States, they're all eligible for financial aid. However, because of that very fact, he added, many find themselves with limited access to their local university, the University of Texas at Pan American, due to the limited amount of financial aid that institution can provide.

"As a result, there is non-access to higher education," Garza said. "Our intent is to correct the access issue. And among the many things we can point to, is the State of Michigan migrant student tuition incentive which provides immediate in-state status."

The itinerary for La Estudiantina includes arrival and welcome dinner at EMU Sunday, Oct. 28; a

Continued on page 4

## Outcome assessment

Continued from page 1

student proficiency levels in critical thinking and student values and attitudes.

According to the ACE report, the chief benefits of a comprehensive assessment program include: academic introspection, cited as "perhaps the greatest long-term benefit" because it "makes an institution more self-conscious about what its academic programs are accomplishing"; recruitment information, because assessment provides detailed information that parents and prospective students routinely ask for, a context for planning; readiness for accreditation studies; and improvements in teaching and learning, which many institutions have reported as a direct result of assessment programming.

EMU President William Shelton, who will unveil his plan for EMU to become a premier "learning university" Oct. 27, said at the EMU conference that outcome assessment is the "first step" toward building that learning university.

"Assessment...offers a unique opportunity to humanize and individualize what we do," Shelton said. "It will be one of the most significant developments in this University's history."

Assessment, Shelton said, means evaluating the quality of what students learn as well as the quantity, measuring skills, attitudes, behaviors, opinions, programs, teaching methods and learning methods. "Assessment in higher education encompasses all aspects of campus life," he said.

While much of the assessment activities going on at universities today have been mandated by state governments or accrediting agencies, Shelton said EMU should look to the task as a form of institutional "closet-cleaning."

"This is not something from which we should shrink," he said. "It's not something to bite the bullet about until the public pressure is over...this is not a fad (or) a momentary issue, it will be with us as long as we want to know the impact of what we are doing."

Delivering the keynote address at the EMU conference was Dr. T.

### Majority of Colleges Conduct Student Assessments

■ Most colleges—eight out of 10—indicate that they currently have some types of assessment activities under way

■ A significant portion of the recent assessment activities on campuses have been prompted by external mandates. In 1989, administrators at two-fifths of all institutions—and at one-half of public institutions—reported that assessment activities were "mainly a response to external mandates"

■ In 1990, however almost three-quarters (73 percent) of campus officials fear that external agencies would misuse assessment results

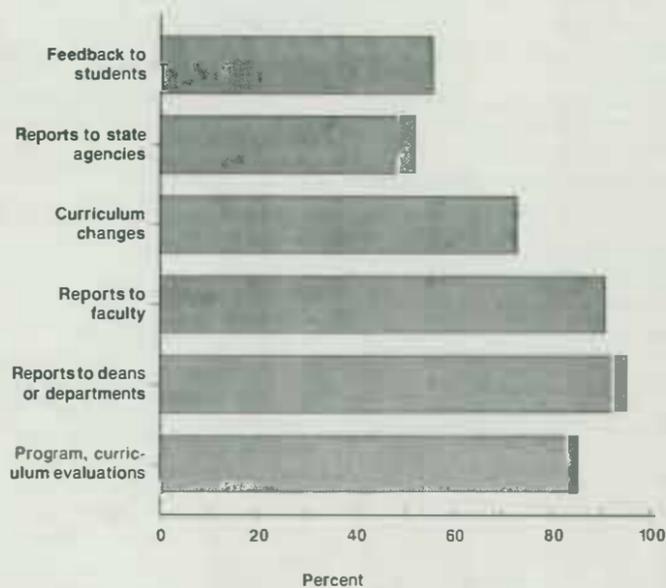
■ Today, about two-thirds of institutions indicate that they are assessing

students' basic college level skills. However, two-year colleges are more than twice as likely as doctoral institutions to have assessments for basic skills in place

■ According to campus administrators, assessment data are used mainly for internal purposes. For example, in 1990, 56 percent of institutions use the results to provide feedback to students. Ninety-one percent have reported results to faculty and administrators.

This profile was compiled by Cecilia Ottinger of the American Council on Education's Division of Policy Analysis and Research. For further information, call (202) 939-9452.

### How Assessment Results Are Used, 1990



Source: Holly Hexter and Joan Lippincott, "Campuses and Student Assessment," ACE Research Brief Series, Vol. 1 No. 8. The series is published eight times a year and is available for \$50 for one year. ACE members receive a 10 percent discount. Single copies are \$7.00 each. To order, contact the Division of Policy Analysis and Research, American Council on Education, One Dupont Circle, Washington, DC 20036-1193.

Dary Erwin, director of assessment at James Madison University, a leader in the assessment movement.

Erwin noted that one-third of all states currently mandate various assessment activities at their higher education institutions. "Politicians

believe the best way to improve the economy is to improve education," Erwin said.

He added that while higher education has come under fire in recent years for a variety of perceived shortcomings, assessment is

not a "quick-fix" for those problems.

"Anticipate a long commitment to assessment," he told the EMU audience. "Assessment is a process of changing your program. You will add courses, change courses, modify courses and curriculum... expect to find weaknesses."

At EMU, the move toward better assessment actually began about five years ago, said Dr. Stewart Work, professor of chemistry and chairman of the EMU steering committee overseeing assessment.

"We have always done assessment, but the key is, how has the data been used?" he said. "Often, it's been scattered all over campus or not used at all... (but) student outcome assessment has tremendous potential."

A preliminary timeline established for the EMU task force includes a study phase from now until April 1991 when it will submit a preliminary report to the president; partial implementation of the assessment recommendations beginning in January 1992; and full implementation by September 1992.

"I do not believe as an institution we should try to mold individuals into one form," EMU President Shelton concluded. "There is no one form of assessment that will fit everyone."

Added Provost Collins, "We're focusing on, at the outset, program improvement as the use of assessment."

In addition to Work, the steering committee members are: Dr. James Barnes, professor of physics; Dr. Donald Bennion, associate vice president of academic affairs; Rhonda Fowler Holland, access services librarian; Linda Kurtz, professor of social work; Dr. Jean McEnery, professor of management; Dr. William Miller, professor of history; and Dr. Marvin Pasch, professor of teacher education. George McCloud, executive counsel to the president for strategic planning, and Ann Marie Simpkins, graduate assistant in strategic planning, will provide staff support for the committee.

## Groundwater

Continued from page 1

formation and referral services, field investigations, groundwater modeling and research, information systems assembly and development and related groundwater laboratory functions.

According to Monsma, EMU was chosen as the Southeast Regional GEM Center because, "We have the people and the organizational structure to carry out the center's purpose, plus EMU is a prime university because of its emphasis on applied research and education," he said.

Monsma also cited the related expertise of the Geology and Geography Department, and EMU's close ties with the business community as reasons Eastern is equipped to deal with groundwater problems.

Dr. Eugene Jaworski, professor of geography who is an environmental planner and wetlands specialist, will serve as the technical director.

Organizationally, the center will be part of EMU's Institute for Community and Regional Development and will be located in the Corporate Services Building at 3075 Washtenaw in Ypsilanti.

The W.K. Kellogg Foundation was established in 1930 to "help people help themselves." As a private grantmaking foundation, it provides seed money to organizations and institutions that have identified problems and have designed constructive action programs aimed at solutions. The foundation supports programs in the broad areas of agriculture, education, health, leadership and youth. Programming priorities concentrate grants in the United States, Latin America, the Caribbean and southern Africa.

# Focus on Faculty

## Watson says TV was at its best in the early '60s

By Susan Bairley

Thirty years ago, two presidential hopefuls squared-off on national issues in a relatively new arena—television.

It was Sept. 26, 1960, when Richard M. Nixon and John F. Kennedy appeared in their first televised presidential debate. There were an estimated 46 million homes equipped with television sets at that time and a good percentage of the potential viewing audience watched the debates.

Those viewing saw a young JFK emerge as a clear-cut winner. And his victory was no fluke, according to Dr. Mary Ann Watson, associate professor of communication at EMU and author of the newly published book "The Expanding Vista: American Television in the Kennedy Years" (Oxford University Press).

"Kennedy was really intellectually curious about how he could make the television medium work for him. It wasn't just, as some conventional wisdom suggests, fortuitous serendipity—here we had television and this handsome, young president at the same time. It wasn't just that. It was the man mastering the medium; it wasn't an accident," she said.

One of the things Watson does in her book is compare Nixon's and Kennedy's use of television. "What I found was Nixon was very insular. He didn't take the advice of experts. He had just as many savvy media advisers at his disposal (as Kennedy), but he did it his way," she said. "Kennedy sought out and relied on the information from people who were not only in news, but in entertainment television. He planned (his use of television) and he had the belief that nonpolitical talk to the unconvinced was better than political talk to the already convinced."

Although Kennedy learned how to manipulate the medium to aid his cause, Watson said his use of television was not intended to create a false image, rather to project his real image. "One of the conclusions I came to after watching all the videotapes and doing all the research, was that this guy was the 'genuine article,'" she said. "It wasn't that he was trying

to convey a false image of a confident, articulate, intelligent man, he was all that. And he realized television could help him let the American people understand who he was."

Although a significant part of Watson's book focuses on Kennedy, the book is really about television, not politics. "I look at a very nar-

**"One of the conclusions I came to after watching all the videotapes and doing all the research, was that (Kennedy) was the 'genuine article.' It wasn't that he was trying to convey a false image of a confident, articulate, intelligent man, he was all that. And he realized television could help him let the American people understand who he was."**

—Watson

row slice of history... the book is bracketed by the 1960 campaign on one hand and the (JFK) assassination and funeral coverage. Those are the bookends," she said. "It's a book about television in that era, but you really can't talk about television in that era without talking about Kennedy. He was the catalyst of a lot of changes."

So in addition to looking at Kennedy's relationship with television, Watson's book looks at the government's impact on programming as she examines documentaries, children's programs, advertising, news and the coverage of the space race during the early 1960s.

"This period was television's first and only renaissance," she said. "We have the raised eyebrow of government and we have this young, Turk Federal Communications Commission commissioner (Newton Minow) and he tells the industry essentially, 'You'd better clean up your own house, or we're going to do it for you.'"

In response to the governmental threat, Watson said television ex-

ecutives chose to take a peace-making role. They questioned the constitutionality of increased governmental regulation, but feared noncompliance could mean the revocation of broadcast licensure, so they moved toward compliance. "What happened during this time was a quantifiable reduction of violence (on television), an increase in news and documentary programming, and on prime time, you had more social dramas, more character drama, rather than violence," Watson said. "On commercial television, you had more educational series for children. There was a real improvement, a palpable uplifting, in what came across American airwaves and that had to do with the Kennedy administration's belief that government has a role in the cultural life of the country."

Watson cited the irony of Kennedy's, and brother Robert Kennedy's, strong, articulate stance against television violence in light of subsequent history. "The Kennedy administration, particularly Robert Kennedy, was very worried about the impact of violence. He realized that a culture that was bombarded with escapist entertainment became a debased administration," she said. "The Kennedy administration engaged in civil thinking about popular culture and, in a sense, it was a renaissance because improvements were made."

Watson laments, however, that those improvements were not long lasting and cites President Lyndon B. Johnson, whose family owned an estimated \$8 million in broadcast holdings, as the reason for return to "business as usual" in television.

"It wasn't that the Kennedy administration wasn't successful, it was very successful in the time it had, but sadly, it was a short time. Had John Kennedy not been murdered, we probably would have quite a different standard of broadcasting today," Watson said. "I think that was really the period of time when we could have somehow integrated the freedoms of the First Amendment with a public interest standard."

As much as Watson's research has caused her to revere the early 1960s as television's best years, it has caused her to cast a critical eye



Dr. Mary Ann Watson, associate professor of communication, in her new book "The Expanding Vista: American Television in the Kennedy Years" claims President John F. Kennedy was keenly aware of the potential of television. "Kennedy was really intellectually curious about how he could make the television medium work for him... It was the man mastering the medium; it wasn't an accident," she said.

at television today. "I think today, we have an absolute crisis in popular culture," she said. "There's so much programming on that appeals to base human instincts. When you do anything—write a book, write a short story or produce a television show, you have the choice, 'I'm going to appeal to base instincts' or 'I'm going to appeal to more noble instincts.'"

"Today, for some reason, people in great numbers are appealing to what is base in human nature," Watson said. "They appeal to greed, to unhealthy racism and sex-

ism. The choice being made is to take the low road instead of the high road. And I know there's some connection between what's happening on American streets and what's happening on television."

Watson also said she doesn't buy the excuse "it's just entertainment," as absolution for broadcast responsibility. "Everything is value laden in some way. If someone says, it's 'just entertainment,' they're just lying," she said. "I'm not saying that they have an agenda, but there's a point of view that will come across."

# Promotions

The EMU Board of Regents approved the following staff promotions at its regular meeting Sept. 25.



Brooks

Mary C. Brooks, director of risk management, procurement and stores, was named director of risk management and worker's compensation.

Brooks, 47, holds a bachelor's degree from Wayne State University and a master's degree from Central Michigan University. Before joining the EMU staff in 1978, Brooks worked at Michigan Consolidated Gas Co. where she served as property accounting assistant, then operations technical assistant. She worked at Kaiser Broadcasting Co. as a senior accounting clerk and accountant and worked at Detroit Bank and Trust from 1969 to 1971. She also served in the U.S. Air Force from 1960 to 1961.



Constant

At EMU, Brooks worked as an analyst in the University Budget Office and as manager of service operations. Prior to her promotion to director of risk management, stores and procurement in 1985, she was assistant to the vice president for business and finance for three years. She also served as acting vice president for business and finance for six months in 1988.

At EMU, Brooks will direct, coordinate and administer the University risk management program and provide administrative guidance, direction and performance review to worker's compensation unemployment programs.

S. Michael Constant, coordinator of University apartments, was promoted to acting manager of University apartments.

Constant holds a bachelor's degree from Wayne State University and a master's degree in college and university administration from the University of Michigan.

Constant worked as assistant buildings and grounds supervisor for the Harper Grace Hospitals from 1977 to 1983. He then was project coordinator at Potomac Woodwork in Maryland for one year and served a one-year administrative internship at WSU before joining the EMU staff as

manager of University apartments in 1986. He was promoted to coordinator of University apartments in 1988. From 1975 to 1977, he also was a builder and real estate manager of various properties in the Metropolitan Detroit area.

As acting manager will provide fiscal and programmatic management for University apartments.



Costanza

David J. Costanza, data base administrator in University Computing, was promoted to administrative associate to the assistant vice president for academic personnel relations.

Costanza, 39, holds bachelor's and master's degrees from EMU. He first began work at the University as a student programmer in 1974. Upon graduation, he became a University Computing programmer in 1975 and was named programmer/analyst one year later. He



Di Mantova

was promoted to coordinator in 1977, servicing various divisions through 1987 when he became data base administrator.

Costanza is past vice president of Cullinet, Great Lakes User Group and is a member of the IDMS user group. He is a U.S. Army veteran having served as specialist fifth class and missile guidance systems specialist.

At EMU, Costanza will assist in all administrative support functions of the office of the assistant vice president for academic personnel relations, including faculty hiring, negotiations and related data base management.

Walter Di Mantova, associate director and project co-director in the Center for Organizational Risk Reduction, was promoted to Director of that center.

He replaces Dr. Alexis Aldridge who returned to the teaching faculty.

Di Mantova, 31, joined EMU's Corporate Education Center in 1986 as a program and operations consultant. He became consultant and manager of program research and development in CORR in 1987, the same year he founded his own Ann Arbor research consulting firm, Industrial Ethnographics. Di Mantova also served as a visiting lecturer in

EMU's Sociology Department from 1986 to 1988 and was named CORR associate director and project co-director in June 1989. He also worked as a special program consultant for the Washtenaw County Health Department in 1986-87, where he designed the first anonymous testing and counseling service for Acquired Immune Deficiency Syndrome in Washtenaw County.

He holds a bachelor's degree from the University of Colorado, a master's degree from the University of Michigan and is a doctoral candidate in U-M's anthropology department, where he was head administrative teaching fellow from 1982 to 1985. He also served as a fellow at the University of London University College in 1983-84.

Di Mantova belongs to the Oakland Area Labor-Management Alliance, Society for the Anthropology of Working, National Association of Practicing Anthropologists, Industrial Relations Research Association and is a certified emergency responder at operations level.

As director, Di Mantova will supervise the research, development, marketing implementation and operational activities of CORR and serve as liaison to other University units involved in contract learning, business and industry.

## Musicians

Continued from page 2

visit to the University of Michigan Monday, Oct. 29; trip to Bowling Green State University Tuesday, Oct. 30; and visit and concert at Michigan State University Wednesday, Oct. 31.

The group will return to EMU Thursday afternoon where the students will meet with campus project coordinators, dine and prepare for their evening concert and the reception following in EMU's Multicultural Center.

Friday, Nov. 2, the group will learn about higher education options available at EMU in sessions throughout the day and will be the featured guests at a Latino Dance that night beginning at 8 p.m. in Hoyt Conference Center.

For more information, call EMU's Multicultural Center at 7-2377.

**FOCUS EMU** is published weekly during the fall and winter semesters for faculty and staff at Eastern Michigan University. The deadline to submit copy for consideration is 5 p.m. Tuesdays for the following week's issue. Please send submissions to: Editor, *Focus EMU*, Office of Public Information. **Kathleen D. Tinney**, assistant vice president, Executive Division **Susan Bairley**, associate director, Public Information **Debra McLean**, *FOCUS EMU* editor **Dick Schwarze**, photographer **Michael Jahr**, student intern **HP Patterson**, phototypesetter

## Research

## 1991 Arts Grants Program

The Michigan Council for the Arts supports a wide variety of arts activities in Michigan through its grant programs. During 1990-91, grants will be available in the following categories: Arts Organization Support (due Sept. 25, 1991); Creative Artists (due April 5, 1991); Apprenticeships (due Oct. 1, 1992); Creative Writers in Schools (due Jan. 10, 1992); Arts-in-Schools (due Feb. 15, 1991); Arts in Education (due Feb. 15, 1991); Arts Project Support (due March 15, 1991); Touring Arts (due 60 days prior to event) and Mini-Grants (due Feb. 15, June 14, Oct. 11, 1991).

For further information, contact Cheryl Kozell at 7-3090.

## Ecology and Ecosystems Studies

The National Science Foundation is inviting applications for research in ecology and ecosystem studies. Recommended topics in the ecology program include: (1) community ecology of land and inland waters, with emphasis on species interactions and co-evolution in natural and agricultural ecosystems; (2) microbial ecology of soil and freshwater; and (3) influences on the distribution and abundance of plant and animal communities both now and in the recent geological past.

Suggested topics in ecosystem studies include: (1) field, laboratory and mathematical modeling studies of the processes and components of natural, managed and human-dominated terrestrial, freshwater and wetland ecosystems; (2) new methods of predicting ecosystem change and mathematical analysis of function interdependence in complex, highly variable systems; and (3) information on ecosystem management and exploitation.

For application materials and further information, contact Linda Swift at 7-3090.

## Halloween

Continued on page 2

climbing up a tree. Jack carved a cross on the tree trunk, the legend goes, and trapped Satan until he promised never to tempt Jack again. Upon his death, Jack was barred from heaven for having been a sinner, and refused entrance to hell by a vengeful Satan. Condemned to wander in purgatory until Judgement Day, he begged the devil for burning embers to light his way. Satan gave him only a small ember in a hollowed-out tur-

nip that would last Jack just a short time.

Barth traces the traditional Halloween black and orange colors to the orange of the jack-o'-lantern, indicating that the holiday first celebrated a good harvest, as well as the orange of flames from the early traditional bonfires, and black signifying the color of death and the early Celts' fear of night when they believed spirits flew around.

EMU's Truzzi concludes, however, that most Halloween histories have to be taken with a grain of salt because "nobody knows what the Druids really did anyway."

## Openings

To be considered for vacant positions, all Promotional Openings Application Forms MUST BE SUBMITTED directly to the Employment/Affirmative Action Office and received no later than 5 p.m. on the expiration date.

The Employment/Affirmative Action Office announces the following vacancies. The expiration date for applying for these positions is Monday, Oct. 29, 1990. Detailed job descriptions may be reviewed in Room 310 King Hall. Posting Boards across campus also highlight necessary and desired qualifications. Location of these boards are main traffic areas in: King Hall, McKenny Union, Roosevelt Hall, Business and Finance Building, Sill Hall, Pray-Harrold, Rec/IM Building, Physical Plant, Mark-Jefferson, Hoyt Meeting Center, DC I, and the University Library.

Vacancy information may also be obtained by calling our 24-hour Jobs Line at 487-2462.

## CLERICAL/SECRETARIAL

(Minimum Biweekly Rate)

CSBF91021 - CS-04 - \$600.52 - Senior Account Clerk, Accounting  
CSBF91022 - CS-04 - \$600.52 - Senior Account Clerk, Payroll (Word processing experience and/or ability and willingness to learn)  
CSSA91010 - CS-04 - \$600.52 - Secretary II, Rec/IM (Word processing experience and/or ability and willingness to learn)

## ADMINISTRATIVE/PROFESSIONAL

(Annual Salary Range)

APSA91005 - AP-II - \$37,418 - Director, University Housing, Housing and Dining Services  
APAA91005 - AP-13 - \$48,863 - Associate Academic Dean, College of Arts and Sciences

## PROFESSIONAL/TECHNICAL

(Biweekly Salary Range)

PTBF91003 - PT-05 - \$665.52 - Custodial Foreperson, Custodial Services \$932.88

## FACULTY

FAAA91030 - Assistant Professor, Pediatrics, Nursing Education, Winter 1991  
FAAA91031 - Assistant Professor, Terrestrial Plant Ecology, Biology, Fall 1991  
FAAA91032 - Assistant/Associate Professor, Hospitality Management, Human, Environmental and Consumer Resources, Fall 1991

## FOOD SERVICE/MAINTENANCE

(Minimum Hourly Rate)\*

FMSA91016 - FM-06 - \$5.92 - Custodian, Dining Commons I, Monday - Friday, 10:30 p.m. - 6:30 a.m., Housing and Dining Services  
FMBF91018 - FM-06 - \$5.92 - Custodian, King Hall, Monday - Friday, 5 p.m. - 1:30 a.m., Custodial Services

\*Pay rates stated above do not include shift differential. The pay rate reflects the probationary rate for a newly hired EMU employee. Current bargaining unit members will be paid according to pay rates specified by the current AFSCME contract for the pay grade.

An Affirmative Action/Equal Opportunity Employer

# Events of the Week

## Oct. 23 - Oct. 29

## Tuesday 23

MEETING — UAW Local 1975 will meet, Gallery II, McKenny Union, noon.

MEETING — The Educational Policies Committee of the EMU Board of Regents will meet, 201 Welch Hall, 12:30 p.m.

MEETING — The Student Affairs Committee of the EMU Board of Regents will meet, 201 Welch Hall, 3:30 p.m.

SOCCER — The team will play at the University of Detroit, Detroit, 4 p.m.

MEETING — The EMU Greek Council will meet, Reception Room, McKenny Union, 4 p.m.

MEETING — EMU Student Government will meet, Tower Room, McKenny Union, 6 p.m.

VOLLEYBALL - The team will play at Michigan State University, East Lansing, 7:30 p.m.

CONCERT — The Department of Music will present the first concert in its Faculty Recital Series with faculty members in the department performing solo and small chamber works. Call 7-4380 for more information, Alexander Recital Hall, 8 p.m.

## Wednesday 24

MEETING — The Faculty Affairs Committee of the EMU Board of Regents will meet, 201 Welch Hall, 8 a.m.

MEETING — The Finance Committee of the EMU Board of Regents will meet, 205 Welch Hall, 9:30 a.m.

MEETING — The EMU Board of Regents will meet, 201 Welch Hall, 11 a.m.

MEETING — UAW Local 1976 will meet, Tower Room, McKenny Union, noon

MEETING — The EMU Ski Club will meet, Tower Room, McKenny Union, 8 p.m.

## Thursday 25

SEMINAR — Counseling Services will present "Assertiveness Principles" as part of its Adult Student Life Skills seminar series. Call 7-1118 for more information, Gallery II, McKenny Union, noon - 1 p.m.

MEETING — The EMU Commission on Minority Affairs will meet, Gallery I, McKenny Union, 1 p.m.

MEETING — The EMU Panhellenic Council will meet, Faculty Lounge, McKenny Union, 5:30 p.m.

MEETING — The EMU Gospel Choir will meet, Alumni Lounge, McKenny Union, 7 p.m.

MEETING — The EMU FanAction Club will meet, Tower Room, McKenny Union, 7 p.m.

MEETING — The EMU Minority Peer Advisers will meet, Roosevelt, 7 p.m.

## Friday 26

MEETING — The EMU Black Alumni Association will meet, Roosevelt Hall, 9 a.m. - noon

MEETING — The EMU Interfraternity Council will meet, Faculty Lounge, McKenny Union, 3 p.m.

TENNIS — The women's team will host Chicago State University, EMU Varsity Courts, 3 p.m.

MEETING — The EMU Graduate Council will meet, Starkweather Hall Conference Room, 3:15 p.m.

## Saturday 27

LEARNING EXPO — As part of Homecoming 1990 and EMU Parents Day, EMU will host a learning expo and continental breakfast for parents which will feature faculty displays. Call the Alumni Relations Office at 7-0250 for more information, Bowen Field House, 9 - 10 a.m.

CELEBRATION OF EXCELLENCE — As part of Homecoming 1990 and EMU Parents

Day, EMU President William Shelton will address the EMU community and discuss his strategic plan for EMU, called "Blueprint 150 - The Future of Eastern Michigan University." For more information, call 7-2211, Bowen Field House, 10 - 11 a.m.

SOCCER — The team will host the University of Toledo, EMU Soccer Field, 11 a.m.

MEETING — The EMU Black Alumni Association will meet, Main Dining Room, McKenny Union, 11 a.m.

BUILDING REDEDICATION — EMU's historic Sherzer Hall, nearly destroyed last year by fire, will be rededicated in a ceremony today in conjunction with EMU's Homecoming 1990, Sherzer Hall Lobby, 11:15 a.m.

WORKSHOP — As part of EMU Parents Day, two workshops will be held on parenting new college students. One will feature highlights of the freshman orientation workshops "Celebrating Our Differences" and "Freshman Year Decisions for Life" and one will discuss the social and environmental factors leading to teen stress. Call 7-3045 for more information, Quirk Theatre, 1-2 p.m.

TENNIS — The women's team will host Wright State University, EMU Varsity Courts, 1:30 p.m.

CHEMISTRY MAGIC SHOW — As part of Homecoming 1990 and EMU Parents Day, a chemistry magic show will be presented. Call 7-3045 for more information, Strong Auditorium, 2 - 2:45 p.m.

FORENSICS SHOWCASE — As part of Homecoming 1990 and EMU Parents Day, EMU's national champion forensics team members will display their skills as public speakers and entertainers. Call 7-3045 for more information, Quirk Auditorium, 2:15 - 2:45 p.m.

PARADE — EMU's Annual Homecoming and Parents Day Parade will be held. The parade route will begin at Huron and Michigan Avenue in downtown Ypsilanti. It will proceed west to Hamilton, south on Hamilton to Forest, west on Forest to College Place, north to Cross Street and west to the McKenny Union Parking Lot on EMU's campus, Ypsilanti, 2:45 p.m.

FOOTBALL — The EMU Hurons will host Central Michigan University for Homecoming 1990. EMU's 1990 Homecoming queen and king will be crowned during the halftime show. Tickets for the general public are \$8 and \$10. For ticket information, call 7-2282, Rynearson Stadium, 6 p.m.

MILLIONAIRES PARTY — As part of Homecoming 1990, the EMU Black Alumni Association will host a millionaires party. Call the Office of Alumni Relations at 7-0250 for more information, Hoyt Dining Center, 9 p.m. - midnight

## Sunday 28

CONCERT — The Department of Music will present a lecture/recital with exchange faculty member Thomas Linde of Taiwan. Call 7-4380 for more information, Alexander Recital Hall, 4 p.m.

## Monday 29

MEETING — The Association of Black Social Workers will meet, Gallery I, McKenny Union, 2 p.m.

MEETING — The Enrollment Conversion Committee will meet, Regents East, McKenny Union, 3:30 p.m.

MEETING — The EMU Residence Hall Association will meet, Gardener's Room, McKenny Union, 4:30 p.m.

MEETING — The EMU English Club will meet, 613-G Pray-Harrold, 5 p.m.

MEETING — Women in Communication Inc. will meet, Gardener's Room, McKenny Union, 6:30 p.m.

MEETING — The EMU Gospel Choir will meet, Alumni Lounge, McKenny Union, 7 p.m.