Day Session Student Government Elections closed on Wednesday night leaving more questions than answers as to the future of extra curricular activities at the College.

Contests for President and many of the lower class representatives to the Student Council are too close to call depending on the results of 27 challenge ballots to declare the legal winners.

As of this writing, the New Baruch Council (NBC) carried most of the officer positions, and the Council will have a United Students for Action (USA) plurality.

A great deal of attention is focused on the only referendum to appear on the ballot. The Student for a Redistribution of the Student Activity Fee's Referendum reducing the Student Center Fee by $4 and increasing the Athletic fee by $2 and creating a $2 communications fee won a majority vote.

Of the 1430 votes cast, 716 were cast on the referendum with 416 in favor and 300 opposed.

The Referendum features two stipulations one of which prohibits the use of student center fees to pay the salaries of the student center professional staff. If this referendum is determined to be legal the current Office of Student Activities Staff will be terminated as of June 30.

The professional staff of Student Activities, (Carl Aylman, Bill Kahn, and Debra Dick) the key to the Student Activities Operation—photo by James Yu.

Cafeteria Contract Goes to Single Bid

Despite a cloud of controversy the Auxiliary Services Board voted 4-3, in favor of awarding a new contract to TastyVend Inc., the present proprietors. This 3-year contract must be approved by the B.M.B. Association, before actual acceptance.

With the present contract expiring on June 30, 1980, the Auxiliary Services Board solicited bids for the new contract. Despite placing ads in The City Record, and mailing questionnaires to 13 companies to which contracts were sent, showed further interest. That was followed with phone calls up until the last moment.”

During a meeting of the A.S.B. on Wed. May 7th, alternatives to accepting Mr. Wolf’s bid were discussed. “We found only 3 alternatives: 1) Have no cafeteria services at Baruch; 2) Switch to a Vending Service, and eliminate hot foods, or 3) accept Mr. Wolf’s bid,” stated Sandy Jacobow, member of the A.S.B. “Nobody trusts Mr. Wolf, we’ve had many problems concerning the cafeteria all semester, and despite attempts to rectify the situation, nothing gets accomplished.”

Edward Chin Wins by 3

Edward Chin (U.S.A.) defeated Josh Palasine (N.B.C.) for president of D.S.S.G., in Baruch College’s closest political contest. Mr. Chin’s margin of victory was a mere 3 votes, 530-527.

The actual winners were not known until 39 contested ballots were checked for legality. 12 of these ballots were disqualified on the grounds that the voters were evening students, according to Dr. F. Seigel, Assistant Dean.

On Tuesday, May 14, 1980, the additional ballots were opened, before representatives of each party. The only position to change was that of President. The margin of victory in all other positions was large enough to avoid a change in the winner.

Although the turnout of a mere 1,457 was an improvement over last year, questions have been raised over the cost of machine ballots, “To have less than 20% of the student population vote and to spend almost $5,000 is absurd,” suggested one member of the S.E.R.C. (Senate Elections Review Committee). The exuberant cost has also been questioned by the Dean of Students Office.
Gloria Leonard Defends Porn

by Ernesto Rivera

Gloria Leonard, publisher of "High Society" magazine, com- pared herself to Lenny Bruce, in an interview with WBMB.

"I am a pioneer, I like to think of myself. Perhaps, or trying to do for the visual what Lenny Bruce (a highly controversial, perhaps teapotomic comedian) attempted to do for the verbal," said Ms. Gloria Leonard, publisher of "High Society," while being interviewed by Frank Ward on WBMB, Friday, May 2.

Lenny Bruce was constantly harassed for his use of four-letter words in his night club act. A film was made entitled "Lenny," which was nominated for an Oscar, while still partly involving the same four-letter words. "He had to make some progress and I hope that I can make some more," said Ms. Leonard.

When Mr. Ward asked, "Gloria, how did you get started in the porno business?" She said that she heard the word porno. "I don't think that "High Society" or any of the films or other magazines that we publish has anything to do with pornography," Ms. Leonard said. "There are certainly things that I consider to be lewd and lascivious and that are pithographic, but the human body and the act of making love is not one of them, or two of them."

Ms. Leonard first started in film production (behind the scenes). "I went up for a job on a film which turned out to be an x-rated film. There was a woman contented of being a 'Swengali,' and instead of being on the film I wound up being in the film," Ms. Leonard said. "I thought of myself as being very liberated and I thought here's the supreme test of your libido, to see just how come here."

When Mr. Ward asked Ms. Leonard how she felt performing in front of a camera, she replied, "Well, I performed in front of the camera, but not sexually, and I guess I had the same anxieties and nervousness that you would have doing any kind of film." She said she approached it as an actress, which she once aspired to be and had done a little of. "I looked at x-rated films as acting in films that have sex just the way there are films that have violence, films that have musical comedy, films that have kids and dogs. It was just another genre (category of artistic endeavor that I believe in that strongly now)."

After the film Ms. Leonard began working on men's magazine articles and journalism. She also began working as a stylist for a photographer who worked only for Swank, Hustler, and High Society. At the same time she was still doing x-rated movies and doing the layout art. "When the publishers' position became open in High Society she was asked if she was interested in the job and she accepted."

In a comparison of Playboy, Penthouse, and High Society, Ms. Leonard agreed with Mr. Ward that Playboy and Penthouse have "cold," having no prior knowledge of the story. The story must be clear, he said, and after that, "nothing is more important than anything goes." However, he added, "You must fix the story in a way that the writer likes you."

The "reader's surrogate" is Mr. Ulman's way of defining a copy editor. The copy editor, like a reader, comes to the story "cold," having no prior knowledge of the story. The story must be clear, he said, and after that "nothing is more important than anything goes." However, he added, "You must fix the story in a way that the writer likes you."

Clarity is the most important aspect of writing according to Mr. Ulman. "I'm in the business of communication," he said. "If it doesn't communicate, it isn't good writing." Mr. Ulman has worked as a copy editor. The copy editor, like a reader, comes to the story "cold," having no prior knowledge of the story. The story must be clear, he said, and after that "nothing is more important than anything goes." However, he added, "You must fix the story in a way that the writer likes you."

Business Week Editor Holds Copy Editing Workshop

by Donald Laub

A group of approximately 30 Baruch students decided not to sleep late on Sunday, instead decided to attend an 11 A.M. copy editing workshop given by Richard Ulman, Copy Editor and Associate Editor at Business Week magazine.

John Forde, a reporter for The Ticker, felt that the workshop was "extremely educational." "I learned a lot," he said, "I feel it definitely helped my writing." Another Baruch student, Zoe DeCicco, an upper freshman, said the time spent in attendance was "worthwhile." She said that Mr. Ulman was "a good talker, with a lot of knowledge." Copy editing is a "diffuse phrase," according to Mr. Ulman. At some magazines, he said, copy editors have the authority to rewrite the story.

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The evening began with the actual induction ceremony, in which the meanings of the Greek letters, beta, gamma, and sigma were explained by Dean Beriah Newhouse, Professor Leonard Lakin (Law), and Professor Frederica Robinson (Nursing). The inductees then pledged "to maintain and uphold the ideals and principles of Beta Gamma Sigma." The inductees then pledged "to maintain and uphold the ideals and principles of Beta Gamma Sigma." The inductees then pledged "to maintain and uphold the ideals and principles of Beta Gamma Sigma."
T.V. and the Critics, Katie Kelly at Baruch

by Susan Cucinello

On Thursday, May 8th at two o'clock, approximately 65-70 students and faculty members gathered in the Music Recital Room of the 23rd Street building to participate in a symposium entitled "Television and the Critics." Those who managed to tear themselves away from the ongoing Street Fair had the opportunity to listen to, and ask questions of, two prominent professional critics: Katie Kelly, best known for her spots on NBC News and the Today Show, and John J. O'Connor, a native New Yorker whose columns appear in the New York Times. During the informal session, which lasted about ninety minutes, the pair discussed such topics as the critic's effect on the viewer and on the show he or she is reviewing, the criteria used when deciding what will be reviewed, and television's current offerings.

Both felt that no one critic can have a drastic effect on a show or its viewers. "Critics are less influential than they used to be," stated Mr. O'Connor. "Even if a review receives several bad reviews, this doesn't make a dent in the ratings. And the reverse is also true. It is very rare that a series will be kept alive due to a good review." Mr. O'Connor also said that "most new series are whipped off the air immediately... they aren't given a chance to develop." He pointed to "United States" as an example of a show which he feels has the potential to become a success, but which is being taken off the air after only a short run. "Family" and "60 Minutes" were given as examples of shows which the audience warmed up to slowly, and which became popular because they were given the time to change and develop.

One of the most important elements which must be considered when preparing a criticism is the amount of time and space allotted. "I learned the value of a second when I switched from newspaper reviews to television," said Mr. Kelly. "And I think I've learned a lot in eighteen months on television as I did in 25 years of print." Her local news spots run about two minutes, forty-five seconds, while her spot cont. on p. 7

Street Fair a Smash

by Helen Chan

The Fair, sponsored and organized by the Student Center Program Board, Day Session Student Government, Street Fair Central Steering Committee, Office of Student Activities, and the Club Council, started at 11 a.m. and ended at 4 p.m. Originally, the carnival was to be held on Lexington Avenue and 22 Street, but the rain forced it to be held inside the Student Center, therefore cutting back the number of the expected turnout slightly.

Even though the carnival was held indoors and some outdoor events were canceled (volleyball, relay races), a large number of students turned out to enjoy the fun and laughter of this annual event. All four floors of the Student Center were packed! If one wanted to get to the other side of the room, to another booth, or simply move, he couldn't because it was just too crowded. One felt as if he were in the same year, he was cutting the rush hours or in a can of packed sardines.

At the Alley Lounge, the various clubs turned out and provided foods, drinks, and games. The African Students Club, Women's Center, Helpline, Indian Cultural Club, Music Awareness, and the Christian Club provided soda, donuts, bagels, and other delicious delicacies from all over the world, as well as some brochures and pamphlets.

The theater department had a special treat. Its members dressed up in clown costumes, evening gowns, and dresses. They went around trying to draw marks on people's faces with magic markers and pencils. Some of those who were "attacked" looked like Halloween goblins.

T-shirts were on sale for $3 with the words "International Carnival—Street Fair 1980" cont. on p. 6

Loss of an Asset

by Anthony Wells

Roberto Dejeus is a counselor in the Compensatory Education Department. He has been described as "courageous, enthusiastic" and "a most valuable asset." He is respected by his peers and students. His qualifications and experience are beyond question.

However, for the third time in as many years, he has been denied re-appointment. Simply put, he will not be re-hired next semester.

On prior occasions Mr. Dejeus has fought to retain his position. He has had to use all of the appeals mechanisms available to him. In those previous instances these mechanisms have produced favorable results. He either was re-appointed or received an extension (1979-80).

This time the fight may be the toughest of them all. Mr. Dejeus has become eligible for a Certificate of Continuous Employment (CCE)—tenure. If he re-appoints he is automatically granted.

Briefly, a CCE would give permanent staff status to Mr. Dejeus. Once the status (required to whether to rehire or not. Mr. Dejeus was recommended for reappointment by the first two committees. The P & B denied his reappointment.

Since receiving notification of the denial, he has initiated the appeals procedure. To do so he had to submit a written request to President Joel Segall for a review by the Academic Review Committee (ARC).

The Academic Review Committee is comprised of six faculty members. It is chaired by Vice-President for Administration.

Prof. Rothman Retires

by Bill Dudley

After 33 years of distinguished service which included being a law department, Edward Rothman is retiring. Joining the dept. in 1947, Prof. Rothman has long been considered one of the most interesting and colorful members of the faculty.

After graduating from the University of North Carolina, Rothman attended Brooklyn Law School, where he received a masters degree in law in 1938. Later he was admitted to the New York Bar, and went into private practice. In 1947, he joined the Baruch faculty as an adjunct nightime professor where he stayed until 1961, when he joined as a full-time member of the staff. While an adjunct prof. Rothman worked as a pre-law advisor.

Now, 33 years later, prof. Rothman is leaving and is noticing a change in the educational system. "There's a new time," he stated, "we are a highly selective college, with students that are the cream of the crop. Now that we have open admission, I feel we are getting more students that shouldn't be here. It's not the students' fault. They're just the product of this educational system. They're passed all the way through grade school and high school and they come out almost illiterate."

He went on to say, "I don't like the lackadaisical attitude of the problems that be. I blame the authorities for passing them on." The highlights of his life, he says, is his wife of 45 years, Charlotte, and his two sons, Robert, a G.O. Psychologist, who is currently working for the Nuclear Regulatory Commission, and his younger son Ronald, a lawyer with a masters in Labor Relations. "They're both very bright," Rothman said, "they take after their mother that way."

The 69-year-old Brooklynite was very popular in the late 60's when he appealed the incorrect draft designations of over 300 students. "I was able to keep 302 both from leaving Baruch for the cont. on p. 10
American Express hasn't changed its application qualifications for graduating students during the current credit crisis. That's because the American Express Card isn't a credit card. It's a charge card. There's no revolving, open-end credit. You are expected to pay your bill in full every month. So with the Card, you don't get in over your head. You use your head.

American Express is continuing its special application plan for graduating students. If you have a $10,000 job (or the promise of one) lined up, you can apply for an American Express Card right now.

You'll need the Card for everything from business lunches to vacations, from buying clothes to buying theatre tickets.

You'll have new responsibilities after graduation. The American Express Card will help you manage them.

To apply for a Card, just pick up an application at one of the displays on campus. Or you can call the toll-free number 800-528-8000, and ask for a special student application.

The American Express Card. Don't leave school without it.
Bosh a Hit with Journalism Students

by Martin Gleason

On Monday, May 5, anchorman Steve Bosh of Ch. 11’s Action News program spoke to a group of journalism students here at Baruch.

Mr. Bosh, who has been working in broadcast journalism for 16 years, spoke informally about his job and writing for the broadcast media. He emphasized the importance of getting the facts straight and being informed of world events. Afterwards, he answered questions from curious students about his career and personal opinions.

When asked if he thought show business news stations affected the quality of news reporting, he replied, “I don’t know if it takes away from the quality of the reporting, but I think there’s too much show business in it. Television is geared towards ratings, the bottom line is money … ratings. You do what you can to get ratings but we like to stay within a certain framework of news reporting.” He cited CBS’s Sixty Minutes as a news broadcast geared specifically towards ratings because of their frequent use of hidden cameras and confrontation journalism.

Mr. Bosh couldn’t name a top news story of 1979, saying that they were all significant and important, but he did say that there were key events in individual categories, such as foreign affairs, which was on the topic of the Afghan crisis.

His first job was for a small radio station in Colorado where he worked for two years at a salary of $60.00 a week. Later he moved to Denver and worked as a reporter for an all news radio station for a year. His first television job was also in Denver where he remained for four years before moving to a Pittsburgh affiliate for another four years. Eventually he came to his present position at Ch. 11 where he has been working for four years.

Mr. Bosh feels that radio is a good training ground for those interested in broadcasting but urged students to attend college.

He said the average salary of a reporter was about $30,000 in New York, but declined to comment on the exact salary of an anchorwoman, saying “I’ll just say six figures … more than $100,000.”

The position of an anchorman is very responsible. His duties entail more than simply reading the news from a teleprompter in front of a camera. It’s glamorous, but when you’re looking at it, I suppose,” said Bosh, “but its work all day, all the time.” The fact that news is constantly changing does not lessen the task of Mr. Bosh and others.

Since Bosh has been at Ch. 11, his 7:30 news broadcast has placed second in the local Nielsen ratings behind Ch. 7’s Eyewitness News. He said most of his reporting was outside the city from suburban areas, such as Westchester and Long Island. He particularly enjoys various series such as The Dream Merchants and Yankee games that have helped bolster the ratings of Ch. 11.

Mr. Bosh also discussed the possibility of journalism internships for Baruch students in the fall Ch. 11 grants internships to journalism students on a rotating basis. The English Department would like to thank him for his time and responsiveness and wish him continued success in the future.

Baruchian places 2nd in DNC Logo Contest

by Charles Agius

On April 14th Rita Sabalis, a graphic arts student, found out that she was the first runner-up in a national logo contest sponsored by the Democratic National Committee Women’s Election Corps.

Rita, a sophomore, had been working on the logo since the March 10th entry deadline to find out how well she had done. She was overcome with joy when she found out. “I’m so happy and proud, I knew I could do it!” she said.

The purpose of the contest was to find an appropriate logo for the Women’s Division of the Democratic National Committee, which until now, has had none.

The contestants were asked to submit two, 2-color composite sketches on 8½ x 11 white paper or felt. The first sketch was to show the logo as part of a letterhead design. Numerous articles were found featuring the contest. Three Women’s Caucus officials and a professional artist were the judges. First place prize is a free trip to New York City this summer for the Democratic National convention.

First place went to Lisa Woods of Pullman, Washington.

Yoko Hasegawa, Kansas.

Ms. Sabalis found out about the contest through her Intermediate Advertising Layout (3050) class. The instructor, Professor Virginia Smith, frequently posts design jobs on the class bulletin board for her students. This way students get a chance to practice their skills for the school or in this case, a national organization.

Rita, a graduate of the High School Art and Design on 57th St., said that she wanted to “give the logo a light a gay” and also “wanted the feminist qualities to stand out” and that she had no difficulty in coming up with the second place logo, the young designer said “Yes,” and added, “Almost a want to thank Prof. Virginia Smith for all her help and advice on this project.”

Womens Voices: Sexist Ads

cont. from p. 2

real babies do and dolls who wear outrageously expensive clothes. Little boys wear sneakers and play with trucks and superheroes. They even have young children sticking their treasures out at the audience in the name of Sergio Valenti and Sassoon jeans. From the crib to the grave, advertising dictates our values and aspirations, molding us into compliant clones, buying products we don’t even know we need.

A perfect example is the emergence of the “designer” jeans: Up until the last few years, the choice between Levi’s and Wranglers seemed to satisfy America’s requirements for blue jeans. Today’s boys go gliding by sporting a line of multicolor arsase, subway walls are cluttered with posters displaying women’s bodies in tight fitting pants. What intrigues me most (and makes me the most) is the difference in two Boys Jean jean posters. The one featuring a woman contains a complete rear view of the lower half of her anatomy while the men to facing sideways, pinning pointed out at a sportscar. My feelings towards these ads were summed up in a slogan written on a Gloria Vanderbilt poster which read “Sell jeans, not women’s bodies. Don’t sell your ass to the ruling class.”

Womens Voices want a step back and examine the images presented in all forms of the media. Do we want our lives dictated by advertising directed at getting our hard-earned dollars? Do we want our values to come from a group of people who do not have our best interests in mind, only their own profit? Do we want our bodies to come from a group of people who do not have our best interests in mind, only their own profit? The women of Baruch should be aware of what they are being subjected to and those going into Advertising may want to do something about it.
Sociology Displays Communication Exhibit

by Freddie Ellis

From April 21st to the 28th, Professor Juanita Howard and her students of Sociology 3014, displayed a special communications exhibit on the first floor of the 24th Street building.

The students presented graphic representations of communications through gestures, signs, interpersonal relationships, elements of time and seasons, the socialization activities of Children’s games, gender advertisements, and the performing arts, Mass media, status symbols and status roles. The exhibits were displayed on the walls and numbered. Each exhibit represented not only Communications but Social Sens as well.

On wall 1, pictures of Gold were displayed. This showed how “Gold has long been used as an expression of wealth and power.” It was also shown how religious and ceremonial objects were often made of gold. Family wealth and social status are often determined by the quality of these objects. It was shown how gold always keeps its value even if it is remelted.

Wall number 2 displayed a very large calendar which expressed “how we use time to organize the many activities in our lives which tend to become traditional.” Children’s games and nursery rhymes were displayed on wall 3. A doll, baseball glove and children’s rhymes was displayed to show how they have served as a technique of socialization and have become a part of our folklore.

Advertising which is a means of Selling a product, has also been used to tell society how men and women should act. Wall 4 showed pictures and terms such as “Sotheby’s,” “Exploitation,” “A Woman’s Work is never done,” “Behind every man there is a woman.”

Wall 5 was used to show how music is used as a means of communication to express love and feelings. Stanzas are often very popular among our society and displayed such slant as “Howdy,” “What’s Up,” “Ta-Ta,” “The living end,” etc.

Pictures of famous dancers and modern shows were displayed on Wall 7. This exhibit was used to express the role of performing arts as a symbolic communication through body movement, and the power and movement that has come under fire over the course of several decades.

Wall 8 was used to depict an overview of the elements of the mass media. Representations of television programs, the print media, and personalities of motion pictures have had impact upon attitudes and behavior. Television and movie stars such as Sidney Poitier, Billy Dee Williams, Spencer and many others were used to show this point.

Wall 9 was the last exhibit and it presented “Status Commodities.” Athletes in the field of baseball, basketball, football and tennis were used to express the high status role of the winner and hero. Pictures of expensive cars were used to show how they determine a person’s status. For example, if a person owned a Rolls Royce, it would be argued that that person was wealthy.

There were other special presentations from other groups as well. Speech Professor Susan Goldstein's group presented a short play on “Marital Conflict In Sex Roles.” The people who participated in this play were George Carter, John Erickson and Doreen Symmonds. Language Professor Debra Popkin presented a special presentation on a new method of teaching Greek. This new method is known as the “Darmouth Method” and its been proven successful in teaching foreign languages. There was also a presentation on the history of comic books from Audio Visual director David Zimmer. Mr. Zimmer lectured on how comic books have influenced young kids to worship fictional heroes such as Superman, Batman, Captain Marvel and many others.

Professor Howard and her class would like to thank the following people for their assistance. From the Audio Visual department, special thanks goes to Larry Arnot, H精密 Krein, Michael Lydan, and David Zimmer.

Phyliss Friedman from the Office of Student Affairs and the Dean’s Office from the the School of Liberal Arts and Sciences would also like to be thanked for their contribution and grants. Thanks also goes to Joan Brockschmidt for her gold exhibit and security for the careful protection of the exhibits.

The semester is winding down and school drifts into a memory. It is time to say farewell.

Throughout the year, it has been my pleasure to occupy this space. By writing this column, I tried to inform my fellow students about the others’ dedication to their lives and still is a determining factor even if it’s remelted.

It is time to say farewell.

Dr. J. Howard, and students discuss art exhibit—photo by James Yu

Street Fair

Student Activities in Turmoil

President Segall where they hope to get results. He went on to say, “Administrations have shown as they would pursue the Student Center’s objectives and at press time 2,000 signatures have been obtained.

A committee spokesperson was apprehensive over a meeting with the students of Baruch are in charge of our education.”

cont. from p. 3

printed on them. Students could choose between the colors of red, green, yellow, or black. The sales were whirlwind fast!

On the second floor, the Marauders and Oak Leaguer were also jammed. Ice cream, popcorn, and soda made the scene. The students were simply crazy about food and the sales were going strong, they pushed and shoved each other until they got what they wanted.

Circle K was there, giving out balloons. The Photography Club had a photo exhibit. The artistic pictures were taken by its members. P.R.I.D.E. held a beanbag throwing game in which one was supposed to throw the beanbags into a clown’s mouth. Soft and delicious pink cotton candy was provided by Club New York.

Musical entertainment, sponsored by the DSSG, took place in the Lounge with Ramon Toribio as its host. Elwood Bonn, a country singing star who is called “The Mouth of the South,” performed numerous country hits. The music was so well-played and performed that the audience began to tap their feet and clap their hands along with the beat. They loved it! Some guys even called out “Yeehee-yeehaa!”

One student said, “I’m gonna do one more song and then I gotta go home and feed my dogs.” After the song was finished, the audience yelled, “More! More! More!”

Hammer races were run on the third floor. The table on which the races were closely surrounded by the students as if there gold or free money. Free beer and soda and hot dogs were served, and they dominated the students’ hearts and stomachs.

Overall, the students enjoyed and loved every moment of the Street Fair. Free food, free beer and soda, fun and games, and great music filled their spirits and freed them from the agony of attending class, doing homework, studying for examinations, and doing term papers for a day.

(Edited by the Ticker Review: An extra round of applause and thanks to the Student Center’s professional staff, Carl Aylmer, Debbie Bick, and Bill Kahn.)
Katie Kelley and the Critics

cont. from p. 3

on the Today Show runs between eighty seconds and two minutes. "I am shocked at how much you can say in 300 words," she continued. "If you put your mind to it and concentrate on making one important point, much can be said in such a short time." Aside from reviews of television programs, Ms. Kelly is also noted for her spoofs of television shows such as "Charlie's Angels" and "Dallas." These, she admits, are more difficult to write. "Once again, the time element is important; I can't blow what little time I have. My spoofs are hard to do, but more fun than the regular reviews."

Because of limited time and space, both must limit themselves when deciding what to review. "Certain shows and specials almost demand review, for example the upcoming 'Death of a Princess,' or last season's 'Friendly Fire,'" Mr. O'Connor pointed out. "It is rare that I will include a UHF or Cable show in my Column." Documentaries are another area which Mr. O'Connor omits, finding that the public usually knows what to expect from such a show. "I have arbitrarily omitted myself to dealing with prime time shows," he stated. "I will go a bit crazy with all of the programs you can choose from. I feel obliged to review every new one that is not a mini-series during the season."

When discussing television's current offerings, Ms. Kelly made the distinction between "garbage" and "trash." 'The Misadventures of Sherrif Lobo,' and 'The Dukes of Hazzard,' "she informed us, "are garbage. But 'Scraples'—that's trash, and the audience responds better to trash." But no one, Ms. Kelly finds, likes to admit that they watch trash on television. "There are more closet TV watchers in New York than there are homosexuals," she quipped. The audience took advantage of the opportunity to ask as many questions as they wanted, and the symposium did not end until all questions were answered. Both critics seemed willing to give the audience as much information as they wanted. Ms. Kelly, by the way, dresses the same everyday as she does on television, her outfit appearing on Thursday being complete with a bow-tie and bright, striped socks. "I've never left the 50's as far as my wardrobe goes," she admitted.

The symposium was presented by the Quality of Life Program, in cooperation with the Department of English. A copy-editing workshop, under the supervision of Richard Ulman from Time Magazine, was also offered on Saturday, Nov. 10th.

Ad Society finishes second in Regional Competition

by Steve Moskovitz

The Advertising Society's campaign for the Nabisco Flexible Bag Snack Food line earned the club a strong second place finish in this year's regional American Advertising Federation competition. And though there were no clarion trumpets, no confetti-throwing admirers, nor any parties of celebration to commemorate the club's highest finish, that quiet sense of pride coming from a job well done seemed a more satisfying reward.

The campaign took flight last November, when 20 advertising students, led by club president Michael Abadi, decided to undertake the monumental task of entering the competition.

Initially, a marketing, media, research, creative, and sales promotion team was established to determine the optimum means for increasing the consumer awareness and usage of the following Nabisco products: Potato Chips, Corn Diggers, Corn Korks, Nacho Tortilla Chips and Flingers.

After completing a thorough analysis of all aspects of the snack research team, headed by Steve Moskovitz, developed a questionnaire to determine consumer attitudes toward and buying habits of snacks. The questionnaires were then tabulated and analyzed, and a profile of the typical snack food consumer was developed.

Thus, a target market for the campaign was established. The marketing team, led by Charles D. Levinson, developed objectives and strategies from the research analyses, and these were used as a guideline for marketing the products. Also, this team set realistic marketing, media, and advertising budgets as well as determining in which geographic areas advertising should be concentrated.

Next, the creative team, supervised by Steve Gold, created print and broadcast commercials based on the marketing strategy. Some of the decisions made by this team were: which types of commercials would be used (i.e., testimonial vs. slice of life), what types of characters to use, and what slogan; if any, would best fit the product(s).

Then the media team took command. Spearheaded by the Society's vice president, Nicole Constantine, funds were allocated to the media that was felt would best accomplish the advertising and creative objectives. In addition, reach and frequency decisions were made; that is, how many people the advertising was to reach, and how many times the typical reader, viewer, or listener would be exposed to the advertising. How often the commercials were run (scheduling) was also decided upon by the group.

Finally, the sales promotion team was called upon to create incentives that would induce trial use of the products. Cents-off coupons and store displays were but two of the recommendations the team proposed.

The synergistic efforts of the five groups—all under the auspices of account executive Abadi—resulted in an oral and written presentation of the campaign on May 3. Though the panel of judges, comprised of advertising professionals, awarded the club 389 of a possible 500 points, it nonetheless fell short of victory by a mere 10 points.

Yet, club members made no excuses and had no complaints. They had worked long hours with steady, diligent effort, and were proud of their work. As the Society's president, Michael Abadi, put it: "The experience gained from working on the campaign has proved invaluable because of its real-life parallels to the classroom industry. The presentation of the campaign is a giant step toward that elusive first job in advertising." Asked if he felt there were any other reasons why students should join the Advertising Society, Abadi emphasized that "Baruch's steady improvement in the competition is one reason, but more importantly, ambitious advertising students can better their own chances of getting a good job in the field by working on a competitive campaign; this takes them outside the confines of the classroom and complements their formal education with practical advertising experience. This could make a difference when it comes time to search for a job."

Dear, Carl Aylman, Debra Bick, William Kahn, and the Student Center Staff,

The Ticker would like to express their appreciation to the Office of Student Activities. They have made this the most enjoyable year ever. Thank you.

Pros and Cons of Nuclear Energy

by Jane Barrett

In the Oak Lounge on May 7th a special forum was held on the topic of Nuclear Energy. This special forum was sponsored by the Office of Student Activities. Its guest speakers were Dr. Richard Piccioni, a Bio-Physicist at Rockefeller University and Dr. W. Flynn, Comptroller Engineer of the Con Edison Company. Dr. W. Flynn held the positive view of Nuclear energy saying essentially that coal poses a greater danger than nuclear while Dr. Piccioni expressed the negative side saying that nuclear energy "would guarantee the cessation of life on earth."

Dr. Flynn started out by saying that he thought the controversy over Nuclear Energy was like "flogging a dead horse." He went on to say that throughout time man has used energies according to the one that was cheapest to operate. He stated that as the price of oil and gas continued to increase, both coal and nuclear would be used. He also stated that a choice would have to be made between the evils of coal and nuclear. He cited sulfur, a by-product of coal, as the cause of acid rain and smoke. At the same time he said that white nuclear had no problem of radioactive waste, he thought that was a plus that could save many of a danger to the population. He concluded by saying that the danger presented to the public by nuclear energy was a conscious decision made by the Utilities, but that this was the only cheap alternative.

Dr. Richard Piccioni started by saying that "the use of nuclear power is not dead, but some people are." He cited plutonium, the material used in the fission process, as the most deadly substance known to man. He also explained that the process of splitting Uranium produces radioactive fragments of atoms that spreads the area up to 300 ft. He stated that in the case of Three Mile Island the release of iodine into the atmosphere was naturally absorbed into the thyroid of the people in the area. In addition, he stated that the release of strontium 90...
Administration Must Save Student Activities

The combination of Administrative indifference and student ignorance has jeopardized the entire Student Activities program. President Segall has refrained from giving the students a decisive commitment, in an effort to stave off the situation.

During the recent election campaign the students were misled by Mr. Joseph Sellman and the Students for a Better Distribution of the Student Activity Fee. They failed to mention, that past year of the Student Activities Fee referendum, would lead to the possible ouster of the Student Center and the dismissal of the Student Center Professional Staff. They hoped to be able to force the Administration to pick up the Staff members on College Budget lines.

President Segall pessimistically suggests "there is no real chance" of these lines being found. He continued to say "even if lines were available, from another division of Student Personnel Services, he would not allow them to be used for the Student Center." One perceives that the College considers the entire Student Activities operation on a low priority. The Ticker was told that although President Segall "does not want to get involved" he stated that the Student Center could be used for "classrooms and faculty offices" should it close.

The Student Activities program of a college enhances its appeal to graduating High School seniors as they strive to attract our current enrollment. With the College budget based upon enrollment, it would seem wise for Administration to support Student Activities. In a commuter, high-rise college such as Baruch, a quality Student Activities program is the only thing to come close to satisfying the students' desire for a campus.

The President has implied that the problem lies in the Office of the Dean of Students. Dr. Ronald Aaron, Acting Dean of Students, has given the impression it is just a student matter, not requiring administrative action. We hope with the appointment of a new Dean of Students imminent, the College will choose someone who is more concerned and committed to the quality of student life at Baruch.

In the past 2 years the Office of Student Activities has performed wonders. With inadequate funding, staffing, and space they have increased student participation. The number of student organizations has grown by a remarkable 53 percent. And the total amount of programming is up approximately 40% over previous years.

A committee of students has been formed to request decisive Administration action. A petition which demands the retention of the Student Activities Professional Staff, and that the Student Center remain open, has received in excess of 2,400 signatures, 130% of the day session population. Compare this to the 716 students who voted on the referendum, 416-300 in favor. This committee intends to meet with President Segall and present their side of the issue. The consensus amongst the committee is, they are willing to take whatever measures necessary to keep the Student Center opened, and the Activities Program viable. We would like to see the President and the Dean of Students standing on the same side of this issue with us.

The Ticker would like to apologize to Prof. Popkin whose picture accidentally appeared on Page 3 of the May 2, 1980 issue of The Ticker. Apologies to the following writer who by-lines were omitted: Bill Dudley "Carter Consultant" and Marie Masselli "a great man, it is important because the issue of basic freedoms, freedom of thought and of choice, are the same." It appalls me to know that the distinguished faculty would impose its political or moral beliefs on the thousands of students who attend this college. It shocks me to know that the College could not allow ROTC to recruit on our campus. It seems ironic that the Instructional staff could and would make this sort of decision. The purpose of a university, from my way of thinking, is to be an open forum for all manner of thoughts.

This was the argument of Administration during the 11 years of the congressional committee on academic freedom and is basically what the academic dissidents are seeking in the Soviet Union today. When the Catholic Church was a major power in the Middle Ages, repression of the freedom to believe in unpopular thought was practiced but the university was often the forum regardless of the repression. Kopernik, Galileo and Descartes were allowed to develop their ideas and is basically what the academic dissidents are seeking in the Soviet Union today. When the Catholic Church was a major power in the Middle Ages, repression of the freedom to believe in unpopular thought was practiced but the university was often the forum regardless of the repression. Kopernik, Galileo and Descartes were allowed to develop their ideas and was basically what the academic dissidents are seeking in the Soviet Union today.
OP ED

Waist High Garbage in Cafe

Dear Editor,

The garbage was waist-high but still rising - the cafeteria, I saw my friend at the far end. But alas, before I could reach him, I was covered by the stuff and couldn't see a thing. A nightmare? No, an everyday occurrence at the garbage dump called the Baruch College cafeteria.

Seeing this place for the first time, I looked around. Why is this place so disgusting? Are the people here pigs? No, I thought, they look like decent and responsible people. But how does it get this way? Maybe the filth is such a tradition that everybody contributes to it without questioning it.

What about this company that operates the cafeteria? Who授權 respect a business man to tolerate this situation? Surely it is understood that operating expenses for such an establishment should include clean-up personnel. Is it poor management? Or do they figure they don't need to bother as long as we're content to wade in the slop?

Clearly the responsibility lies both with the students and the cafeteria management. We students are presumed the trained intelligent leaders of the future. How can we run the world if we can't even run our cafeteria? Is this the kind of environment which fosters self-respect and value? Is dignity dead? Our attitudes determine our destiny, as an individual, as a family, as a nation, and as a world. What kind of life do you want? What kind of college do you want? The way we treat our environment is a reflection of our self-respect. If we love and respect each other and ourselves, we automatically express this in our surroundings. That's our responsibility.

Now, their responsibility. If I am not mistaken, "they" are a money-making company granted permission by the school (or the city) to do business here. Therefore, isn't it part of their responsibility to keep the place clean? There are many students who would be happy to pick up some extra cash to support their education. If they plead "no money," let's ask to see a copy of their financial statements. If we have enough business minds here to dissect them hundreds of times over.


Yours truly,
Keith Bennett

Commentary: Good Bye, Good Luck

by Gary Wester

Since the term is about to end, a lot of us are studying for final tests. This will be the final issue of the Ticker.

These also will be the last commentaries I will contribute to the Ticker. They have been very helpful in relaying my opinions on current matters that concern us all, to you, the student, and I would like to thank you and the now defunct Ticker.

I would also like to express my appreciation at this time to radio station WBMB for all the good times I've had there these past two years. The people were very good to work with and the parties were great. I had a good time whenever I went there to do my show, or to just hang around. When I set my shows up, I hope that WBMB continues to grow and prosper as the well-run radio station it is. I think it relays the music and information to the school very well.

I wish WBMB good luck in the future and good luck to all the people on the station and I wish each and every one of them years of success. These are the last eight or so weeks of the year. I'll be sorry to leave, but maybe something good is ahead for all of us who'll graduate.

To the graduates of 1980, congratulations and good luck. Without a doubt, graduation isn't far away. For me, it'll be a magical and unbelievable day. It's the day after that'll really hit me that I have truly become a graduate of Baruch College of the City University of New York.

To the rest of you (students) and teachers, have a great summer and good luck to everyone in the coming school year.

OP ED

Oster's Antics

Dear Editor,

In the March issue of the Ticker, there was an article written about Professor Oster by an editor named Ernest Fagan. I was quite pleased to see that the classroom antics of Professor Oster did not go unnoticed. While Professor Oster seems to be quite knowledgeable in his field, he does not respect his pupils as human beings.

When Professor Oster walks into the lecture; the entire atmosphere changes one of fear and apprehension. Everyone wonders when his next outburst will occur. Instead of what the lesson for the day will be. This undoubtedly interferes with the students' concentration on the material.

I am not saying there is no room for discipline in a lecture, but merely questioning the behavior of Professor Oster's position in this school.

Respectfully,
Warren Brown

Republic Party and John Anderson

by Ian Siegel

On Thursday, April 20, John Anderson made public his intention to run for President of the United States as an independent candidate. In doing so he confronted what many observers felt was a political inevitability. Mr. Anderson's decision could not have been an easy one. An independent candidate concedes many of the political and financial advantages built into the present two-party system. Furthermore, independent candidates have not met with much success in past presidential elections.

Acknowledging these facts, John Anderson's choice may prove to be as important a political and social indicator as his growing campaign itself.

There are often many reasons behind decisions to break rank and go beyond one's political sphere. The reality, within both the Republican and Democratic Parties, is that a dated, out of step political machine will always choose this path. Third parties-its leaders-Enraptured in a quagmire of "smoke-room" logic, the nomination of Ronald Reagan appeared, to be the standard of the Republican Party since last March. Realizing that closer minds were as dangerous to the nation's welfare as they were to his Presidential bid, John Anderson called for the formation of a "new coalition" of voters. Based on groups from both major parties and independents, Mr. Anderson seeks those willing to go beyond old party politics.

Presently, this nation faces ever-changing problems for which leaders of the finest caliber are needed regardless of party, sex or race.

Equally important will be the public's confidence in the candidates presented. Confidence in politics is something badly lacking in today's system of nominating our future leaders. In this election year, polls show that too many Americans have serious doubts about the quality of candidates played before them. Many ask if there are the finest that this country can produce? In Texas, recently, Republican delegates in large number went uncommitted as a way of showing their dissatisfaction with the choices of Ronald Reagan and George Bush.

John Anderson now offers a choice to those disillusioned with today's brand of politics. If changes are in order they must start with support for this man now, continue throughout the campaign and the election in November.

by Pat Giandolfo

The current firing of Prof. Oster from the Economics Department at Baruch has caused controversy among students and faculty. Many students stated in the TICKER that they did not like Prof. Oster's teaching methods. Yet one student wrote an article praising his methods. The opinion to be raised from this incident is "What makes a good teacher?" However, first, let us define what a teacher is.

Webster defines a teacher as "one who teaches or instructs as a profession." Clearly, this definition does not satisfy the true meaning of a teacher to those who devote their lives to teaching or to those who work towards becoming a teacher. Also, a teacher who possesses a Ph.D is not a better teacher than one who does not. A Ph.D is an acknowledgement of one's excellence in a specific area, not a designation of how well one teaches.

Many teachers feel that if a student wants to learn, the student should take it upon himself to do so. I agree with this theory, but then why would you need a teacher? Let me state what I think a teacher is. A teacher is a person who incorporates his/her experience and knowledge and helps to motivate a student to think for himself. A teacher gives direction to his students in what steps to take towards teaching maturity and intelligence.

In the case of Prof. Oster, it is too early to tell whether he was a good teacher or not. The students will know this when at the end of the semester they ask themselves whether they learned more during my experience or whether they would have learned more with him. However, for the rest of the college, what is to be learned from this is that teachers and students must work together in order to get the process of education running smoothly and efficiently. Also, the political system should play a bigger role in evaluating their staff, regardless of tenure, and students must help in controlling their classmates.
Gloria Leonard at Baruch
cont. from p. 2
become more literary magazines while High Society is a soft core (porn) magazine. Ms. Leonard feels that Playboy presents an unfair image of how women are or should be, by encouraging men to think that every woman should be airbrushed and perfect. "High Society is much more realistic and it is soft (core)." she said. "We have no pretensions about its editorial content, we don't hit the readers over the head with a lot of heavy issues. We let Playboy and Penthouse do that." She also said, "We want to show that sex is fun. There's some spoof and some satire in there also and a much healthier approach, I think to the subject."

When the topic of feminism was reached, Ms. Leonard said that though she has been publishing for almost four years, because she is female, she has been taken seriously only for the past year or two. "I was just an image in a magazine, opposed to now, where I have proven myself." She said she had to work two or three times harder than usual to gain her credibility. She also pointed out that the staff of High Society is almost totally female.

Because sex and violence are usually thought of as being synonymous, Ms. Leonard stated that in order to upgrade the image of adult entertainment it must be taken out of the category as violence. She feels that the movie "Caligula" was a mistake because of the violence in it. "More people object to the violence in Caligula than to the sex, and I can't say I blame them," she said. Her personal feelings is that violence are "I personally am not into violence. I abhor it. It is one of the parameters that we have set in the magazine where we don't really touch on what I consider to be heavy duty S&M, with a lot of pain and violence and gore. There's nothing hot to me about it. That's not erotic."

When asked how her sixteen year old daughter felt about her being in the adult entertainment business, Ms. Leonard said, "When I first got involved in the business I discussed with her before I went ahead and just arbitrarily made the decision." She said that her daughters' response, "Listen, if you want to do that and it makes you happy, whatever you want to do, go. Just when I reach my maturity you'll have to allow me the same latitude," "was hard to argue with."

In her personal life Ms. Leonard said she spends time with her daughter whenever possible. She says she basically has what she believes to be a very "Puritan work ethic kind of life." She enjoys her apartment, being with her daughter, and has a lot of friends which she thinks of as a family. "I'm really a very private person because I don't like to bring my work home with me and I don't think anybody should."

At the end of the interview Mr. Ward asked Ms. Leonard for any closing comments. She talked about education saying "There's been a lot of progress, and things are a lot more interesting in education today and I would say: aim yourself in the direction you want to go, learn as much as you can, and go out there and build your way through."

A Devastating Loss
cont. from p. 3

Saturday, May 16, 1980 at 6:00 in the PM

The B.S.G. of Baruch College invites all to our Memorial Program to honor and remember Mr. Aaron Sklar, a Baruch faculty member who passed away on May 16, 1980 at the age of 55. This event will provide an opportunity for the campus community to gather in remembrance of Mr. Sklar's life and contributions. The program will be held on the Baruch College Campus, and it will feature tributes, testimonials, and a special performance. Free guest parking is available in the lower lot of the Campus Center.

Pre-Med Students

The following students have been admitted to health professional schools: Danny Levy, Albert Einstein College of Medicine, SUNY Downstate Medical Center, M.D.; Jeffrey Rizk, Icahn School of Medicine at Mount Sinai, M.D.; Larry Jacobs, New York University, School of Dentistry, M.D.; Karen Feldman, New York University, School of Dentistry, M.D.; Georgetown University, School of Medicine, M.D.; Stuart Schrier, SUNY Downstate Medical Center, M.D.; Jeffrey Rizk, University of Kansas, School of Medicine, M.D.

These students are both Baruch graduates who have been honored for their achievements in science and biology and students who took the basic science requirements for the health professions. They have excellent academic records and have served the community in such capacities as students in government, students, tutors in the sciences, and volunteers in hospitals, research laboratories, and community centers, and tutors in the sciences. The tutoring program in the sciences is administered by the Biomedical Club. The members of the club are publicly thanked for their contributions.

B.G.S.
cont. from p. 2
introduced the faculty initiatives to Beta Gamma Sigma—Professor Philip H. Provon, Vice President for Academic Affairs, and Professor Gerald Pogue, Chairman of the Economics and Finance Department—who spoke briefly. The honorary member elected to Beta Gamma Sigma was Mr. Harmut Welk, Executive Vice President of the Dresdner Bank.

Following Mr. Welk's address, Professor Howard J. Berger rose to introduce next year's officers of Beta Gamma Sigma. Professor Leonard Lakin (Chairman, Department of Law) will serve as President, and Professor Frederic Rudell will continue as Secretary-Treasurer. Nancy Marie Comic and Elizabeth A. Yacek, the two highest ranking students, each with a 4.0 GPA, were elected Vice President and Student Member of the Executive Committee, respectively, for the coming year. Professor Thomas Killoran was elected to the Executive Committee.

Prof. Rothman cont. from p. 3
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A Professional Masseuse
"A Devastating Loss"
cont. from p. 3
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Closest Election Results Ever

cont. from p. 1

The Referendum for Student Activities Fees which was approved by a 4 to 1 RICO margin, received only 716 votes out of the 1,457. Many students have complained about the vagueness of the sentence placed on the ballot. It left the student uncertain as to what he was voting on.

The following are the unofficial results: (Bold type represents winners.)

**VICE PRESIDENT**

Elita Hull 460
Glenn Goldberg 422
Jacques Ohayon 314

**SECRETARY**

Gary Faireweather 533

**STUDENT CENTER BOARD**

Bettie Pon 588
Ernest Fagan 571
Michelle Simmons 364
W. B. M. B. ASSOC.

**COUNCIL MEMBERS—LOW**

Suzanne Bracken 448

Rita Somarriba 383
Charles Bobello 374
Alvin Flett 371
Robert Lanzo 371
Colin Fleming 358
Salvador Cheda 352
Ann Edmondson 346
Anna Leong 330
Tamara Webb 328
Stanley Eng 325

Dr. Florence Siegel, counts results of D.S.S.G. Elections—photo by James Yu

Alan Kaufman 318
Evisi Schwartz 312
Merly Rabinowitz 301
Neil Paris 317
Jary Ruchaknik 284
Deborah Sherol 322

**COUNCIL MEMBERS—UPP.**

Positions with * include challenged ballots.

Allen Quiles 351
Miles Hintzen 351

A Valuable Asset

cont. from p. 10

His educational qualifications include two degrees in elementary and high school teaching from the University of Puerto Rico. He has a Master's Degree from Rich­

mone, College, a CUNY school, in bilingual counseling. Also to his credit is a "Certificate of Cer­

ification in Guidance," valid in New York and Puerto Rico. Although his background seems substantial, Mr. Dejesus was denied reappointment. He “has no idea” as to why he was denied. In the past he was told that academic judgment was the reason.

Interestingly, the College is not required to give a specific reason. Usually, they—true academic judgment. An administrative assistant to V.P. Austin defined academic judgment as “peer evaluation.” In other words, evaluation by one’s peers.

However, in this particular case there appears to be a conflict. Mr. Dejesus has the support of his immediate peers—counselors—as well as others.

S.C.P.B. ’s Nuclear Forum

cont. from p. 7

which shares the same charac­
teristics as calcium, was most
certainly ingested by cows in the
area while they grazed and found
its natural (or unnatural) place in
their milk. The strontium remains
in the bones of the people who
drink the milk. This is a recog­
nized cause of leukemia.

He also stated that each nuclear
plant, such as the one at Indian
Point in New York State, has to
remove at least 2.6 million curies
of strontium 90 annually, adding
that one thousandth of a curie of
strontium ingested and lodged in
the bones is enough to produce
leukemia. He said that we are in
the area where this nuclear waste is
to be stored and charged that this
waste causes more of a threat to
human life and future generations
than a possible meltdown.” He con­
ducted by saying that “the only
way to stop nuclear energy was to
want to have a better alter­
native.” He foresees hydro and
solar energy as excellent alter­
atives.

After each speech there was a
twenty minute question and
answer period. Questions by the
audience were directed toward the
stopping of nuclear energy. One
question came from Dr. Caroline
Edison who had chosen to continue
with nuclear energy despite what
she thought they were obvious threats
to future generations. Another
man was convinced that the people
living near Three Mile Island
had suffered more than Dr. Flynn
had alluded to. The writer seemed
to favor seeking an alternative.

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General Development Corporation 100 W. 40th Street, Suite 300
New York, New York 10018 (212) 354-9800, 9881, 9882

Copy Editing Workshop

cont. from p. 2

copy editor at Business Week for 10 years. Formerly, he was copy editor for The New York Times Magazine and the Sunday Travel section of the Times. Before working for the Times, he was a reporter for a number of different newspapers.

The importance of copy editing is not exactly the result of long years of planning. Just before he was to be graduated from the Columbia University School of Journalism, one of his professors asked the class how many of them wanted to be copy editors. Since no one raised his hand, Mr. Ulman raised his. After class, he went to the Dean’s office, where there were eight newspapers requesting copy editors. Mr. Ulman applied to all 14, and within two weeks had 12 job offers. When Mr. Ulman visited the copy editor at one of the papers, the copy editor was amazed, as he said he had never seen anyone who wanted to be a copy editor.

In organizing this event were Professors Roslyn Bernstein and Myron Schwartzman, teachers of journalism in the English Department. Professor Schwartzman was particularly pleased at the size of the turnout for a Saturday. He was glad they came, he said, because “Students can pick up a great deal of material at this kind of workshop.”

Concurring with Professor Schwartzman on the turnout was Mr. Ulman, who said the turnout was very good for a Saturday morning. He enjoyed the workshop, he said, “There was a lot of good questions, interplay, and feedback. And obviously, a lot of people interested in the field.”

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assumed by employer.

**COUNCIL MEMBERS—LOW**

...
K.A.O.S. Rules Maxwell Smart’s Return

K.A.O.S., Max’s arch enemies, have a bomb which, when detonated, will render the whole world a wasteland. Unless a ransom is paid, the world will be without clothes. With Agent 22 (Andrew Howard) at his side, Max bumbles through every attempt made on his life. He also receives help from a banana peel which he slips on.

The writers have also slipped to a new low in trash. The sexual innuendos are so blatant they lose all their humor. Unfortunately, they lose grip on his greatest characteristic, his sheer stupidity. We now have Maxwell Smart the world’s greatest loser.

The writers must have gotten their background from some old Sci-Fi movies. A closing scene included instant closing. This wonderful invention leads to a fight between 20 Maxwell Smarts and 20 K.A.O.S. chiefs. This becomes stupid and silly in itself.

What is the New York Times doing? Doesn’t have a qualified and beautiful supporting cast in Pamela Hensley as Agent 36, and Rhonda Fleming as Edith Von Secondberg. Together they add a touch of class to this otherwise sleazy movie. Although there is little room for true acting it is delivered where possible.

One of the few bright and funny spots is Joey Foreman as Agent 13 the only other major character from the T.V. show “Get Smart” to return to the movie.

All credit must be given to Don Adams, who is brilliant. The man has a sense of timing as perfect as a Swiss watch. His prat falls are as good as Chevy Chase. Mr. Adams’ performance is a diamond amongst a story line with sand. One can only wonder why he would recreate his super agent with such a lousy script.

One must give the writers credit for such an appropriate title: “The Nude Bomb.” This is one bomb that has nothing to it. A plot to amek the whole world naked. A shoe phone rings. From the sky the famous cones of silence fall. Would you believe only one man can save the world from this embarrassing fate? Would you believe it’s Maxwell Smart, Agent 86?

In his debut on the silver screen the bumbling, half-brained super sleuth is missing two of his most prized weapons: Agent 99, and a decent script. Despite this, Don Adams is flawless in recreating his famous role created by Mel Brooks and Buck Henry.

A Hollow “Tin Drum”

by Mary Cunningham

Oskar Matzerath rejected the world by not growing up. Literally. Unfortunately, many adults also choose not to grow up. Their minds remaining rooted somewhere in adolescence, chasing members of the opposite sex with only the obvious in mind.

Oskar’s parents, relatives and lifetime acquaintances all belong to this hollow and sad breed of people. Small wonder he elected to stop his body growth by throwing himself down a flight of concrete stairs at age three.

My only wish is that producers Franz Seitz and Annette Dauman had thrown the movie reel of “The Tin Drum” after the spoiled brat, and spared New York viewers from this foreign film.

From the beginning, viewers cannot be sure who Oskar’s real father is. Jan Bronski is a hard-some postal worker. Alfred Matzerath is a loud mouthed shopkeeper. Agnes Matzerath is the mother, who decides to keep both men, and spends her time bouncing from bed to bed.

All the so-called adults of Danzig, Germany are preoccupied with sex and are so immersed in their bodies (or everyone else’s) that Oskar is often forgotten, even though he is witness to it all.

It is this atmosphere that Oskar rejects by dwarving himself—and who can blame him. All its defenders shot, including Jan Bronski, his mother’s Polish lover.

Ages Matzerath, distraught with her life, commits suicide by overstuffing herself with raw fish. Soon after, a teenage girl comes to replace her at the family store. Oskar falls in love, and makes his way into her bed. Days later he finds his legal father Alfred Matzerath, doing likewise. Oskar runs to join a circus troupe of midgets and becomes a freak who entertains audiences with his powerful voice. World War Two finds Oskar entertaining the troops, and once again in love.

Gilda’s Great

It’s time for the Judy Miller Show, nevermind, it’s time for Emily Litella, it just goes to show you it’s always something. Gilda Radner, today’s number 1 funny lady has brought her Live Broadway show to theaters everywhere. She also brings the hilarious Father Guido Sarducci with her.

With the decline of Saturday Night Live, it’s a pleasure to see that Ms. Radner’s material is as strong as ever. Although her characters remain the same, the laughs are different.

Opening the show as herself, we are introduced to a bright, raunchy musical number, “Let’s Talk Dirty To The Animals.” The lyrics take us through a farm with a wonderful surprise ending.

Now for what everyone wants to see; Gilda’s wonderful array of characters. Except for Baba Wawa, they are all here. Lisa Loopner gives a concert recital, of “The Way We Were.” Although this skit works famously in her Live Show, it does lose something in the translation to screen.

In an effort to bring the spontaneity of a Live performance, the producer felt the urge to intersperse shots of the audience. In addition to this we see Gilda frantically changing back stage. This at time becomes annoying but easily overlooked with Gilda’s sparkling performance.

The most pleasing surprise to the show is Father Guido Sarducci. His opening monologue discussing America 1980, is priceless. It has a concise view of America today. This is only topped by his later discussion dealing with paying for your sins.

Without giving away any of the enjoyable skills, which they all are, all one can say is see Gilda. She is the funniest woman around today, and “Live on Broadway” is living proof.
**Ticker Wins Club Feud**

In what was one of the most entertaining events in this action packed year of Student Activities, the final round of "Club Feud" was held in the North on Thursday May 1. At stake was an additional $150 to the winning club. With 8 teams remaining after the first round, the Ticker went on to become the first champions of "Club Feud" at Baruch.

Sponsored by the Student Center Program Board and the Office of Student Activities, "Club Feud" played to its second straight capacity crowd. As high noon, M.C. Bill Kahn said, "Let's play Club Feud" and the festivities began.

The second round matches were won by The Ticker, India in N.Y., W.B.M.B., and Helpline. This set up two quarterfinal games which rival any seen on "Family Feud." After jumping out to a strong lead Ticker was forced to win it as it stole the last question, "How can you tell someone really tied one on?"

**Next**: A view of reality

by Bill Dudley

In his play, "Nuts," which opened last week at the Biltmore, Tom Topor has managed to write a hard-hitting and compelling drama, full of intrigue and suspense.

"Nuts" takes place in a courtroom in Bellevue Hospital, where the main character, Claudia Faith Draper (played magnificently by Anne Twomey), having already been charged with manslaughter, faces a sanity charge as well. Claudia's lawyer Astron Levinsky (also played brilliantly by Richard Zobie) is trying to prove her sane, thereby letting Claudia proceed on to the manslaughter trial with the hopeful outcome of a "not-guilty" verdict.

The district attorney (played very believably by Gregory Abel), and Claudia's parents, Rose and Arthur Kirk (Lenka Petersen and Hansford Rowel), are trying to prove her insane, thereby having their daughter only spend a few short years in a mental institution.

The first act informs the audience of the basic information dealing with the case. This act has a slow start, but eventually picks up towards its end. One of the highlights of the play occurs at this point, when Claudia's lawyer, and the Hospital psychologist, Dr. Rosenthal (played realistically by Paul Stolarsky) get into a legal vs. medical battle trying to answer the question: When you are dealing with the legalities of sanity, who has the right to declare someone as sane or insane? Doctors or Lawyers?

The second act deals with the testimony of Mr. and Mrs. Kirk (both roles are performed with authenticity and persuasiveness) which entails some stories of a divorce, paternal ignorance, and even incest. One realizes, while watching this act that Mr. Topor has managed to take Claudia off the stand and put her mother and stepfather on trial instead. The act is moving and touching to say the least.

All through these first two acts, one can see how excellent, parents, doctor, D.A. and the whole legal system wind up being prejudicial. The judge, played by Ed Van Nuss, sits throughout the play with a bored look up his face and yelping out funny quips every now and then, and helps give the audience some comic relief between all the tension.

In the third act, Ms. Twomey finally gets a chance to display her theatrical talents. The performance is flawless, definitely one of the best I've seen this season. Ms. Twomey's style, slightly peculiar, rather remote, and almost cerebral, totally fascinated me.

Her monologue deals first with a divorce, in which Ms. Twomey states that her husband "left long before he really left!" and

cont. on p. 14, col. 3

**Clapton— 'Just One Night'**

by Joe Leopoldi

Just released from RSO is Eric Clapton's double live album entitled Just One Night. This is one night I think almost everyone will enjoy. After several very fine solo albums, Eric has finally recorded some of his own material live.

Eric Clapton has perhaps one of the most interesting careers of any rock performer. Starting in his late teens as a simple guitarist working the road until the present time in which he is considered by many to be the best in the field. Starting out with the Yardbirds, then John Mayall's Bluesbreakers, he later teamed up with Jack Bruce and Ginger Baker to form Cream and leaving them after a few albums, played with Derek and the Clapton joined and left bands like a teenager fulfilling his curiosity. But of course, Clapton has settled down and is now on his own. The latest Clapton lineup includes, Henry Spinetti (drums), Chris Stainton (keyboards), Albert Lee (guitar), and Dave Manke (bass).

Just One Night was recorded live at the Budakan Theatre in Tokyo, in December 1979. The album is an excellent collection of Clapton's material throughout his career. Just One Night includes the hits from the new Clapton such as, "Lay Down Sally" and "Wonderful Tonight," and a soaring version of the classic "After Midnight." As usual, Eric does wonders with his guitar on his blues numbers, "Double Trouble," "Blues Power," and "Further On Up the Road" (an incredible version can be seen and heard on The Band's Last Waltz). The album also features rhythm guitarist Albert Lee doing M. Knopfler's "Sending Me Up," previously done by Dire Straits.

Eric Clapton
Peredo new Dept. Head

cont. from p. 16

N.Y.U., he was All-American, Intercollegiate Foil Champion, and member of the National Championship team. He later went on to coach men's and women's fencing at NYU for 11 years, seven of which resulted in national championships.

Mr. Peredo quit coaching and became the school's Director of Admissions. He was eventually asked to coach here at Baruch, where he started the Baruch fencing program.

Mr. Peredo has been in many administrative positions in fencing. He is on the executive boards of the Amateur Fencing League of America, the U.S. Olympic Fencing Committee, and the NCAA Fencing Committee. He was President of the National Fencing Coaches Association, and is Chairman of the National Collegiate Sports Council.

Mr. Peredo is full of the limitations inherent in a Baruch sports program. This school is regarded as simply being a business school. The small budget

Tin Drum

cont. from p. 12

time this with a fellow midget. Oskar loses his love in a surprise

attack at an army post they had entertained. Bang, Bang, Bang.

Is the hanged becoming tedious? Imagine what you'd like to do with his drum. Oskar returns to the destroyed village of the Danzig, just before torch-sackers attack his home and family. He causes the death of Alfred Mazeraith and is wounded himself. He then changes his mind about his stature and reverses the decision made years before.

Twelve year old David Bennett proves himself an accomplished actor in his portrayal of Oskar. He plays the role from birth to the end, and develops the character of Oskar admirably, Mario Adorf (Alfred Mazeraith) is equally good in his role as an ignorant, Nazi-loving shop keeper. Daniel Olbruckschi as Jan Bronski is also quite good, his character gives him little opportunities to prove his highest abilities. Angela Winkler, who plays Agnes Mazeraith, is excellent. Her neurotic character was one very difficult to play, and she carries it off completely.

Before ending I should mention "The Tin Drum" is a co-winner of the 1979 Cannes Film Festival Award as Best Picture. The Tin Drum is based on the book of the same title by Gunter Grass, a successful writer whose book is internationally known.

As for the movie itself—Bang, Bang, Bang.
**Statesmen profile Monty Jimenez**

**by Pamela Smith**

Monty Jimenez, captain  
Status: Senior  
Major: Psychology  
Age: 21  
Height: 5'8"  
Weight: 160  
Residence: Bronx

Monty Jimenez has been playing baseball ever since he was three years old. One of the dreams of the handsome Cuban is to play in the major leagues, and with his talent it may very well be a dream come true.

Last year Monty had an average of .402 and presently is hitting .511. He has been the MVP for the past two seasons. "My sophomore season so far has been the most exciting," said Monty. "We made the E.C.A.C. playoffs and I was voted MVP."

While playing for the New York Cubs, Monty set a league record by hitting four triples in one game. To prove his love for baseball, Monty at one time played on four separate teams at the same time.

If Monty has five more hits he will be the first Baruch player to have 100 hits in a school year.

When asked to make a statement about baseball, Monty replied: "I love it!"

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**Dolphins Batter Baruch, 8-1**

by Michael Rivera

On May 7, our tennis team, The Baruch Netmen, played one of the most important matches of their season. Our team was 4-1 in divisional play as they entered the Armory fired up for a grueling match. Under the guidance of coach Florin Ciugulescu, the undermanned team of only six players, thanks to injuries, met the next obstacle in their quest for a championship, but fell way short.

Our opponents were an experienced team from Staten Island. Player Stuart Berg summed up the opposition in just two words, "very tough." In fact, Wagner, the only team to defeat Baruch in divisional play, had already fallen victim to Staten Island. If the Netmen had won the match, there would have been a three way tie for first.

With the loss, Baruch drops to third with a 4-2 record. The final score was 8-1.

The match was divided into nine separate matches, six singles and three doubles. Staten Island won the match before the doubles were even played. They swept the first six singles. Tough three-set losses for Ken Kronfield and Frank Castalantia, proved to be the key in Baruch's defeat.

Coach Ciugulescu felt it was vital for the team to feel demoralized and to continue to play hard. Thus far, he is satisfied with the season, despite the loss.

"It's important for them to gain experience," he said, "to mature as a team."

The tennis team has two matches to be played, they have a home game May 9 against L.I.U., and a road game the following Friday against Pratt. The team has proven they are capable of winning. Look for them to do well in post-season play.

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**AL East: Yankees to finish first**

by Stuart Tannenbaum

The New York Yankees should replace Baltimore as the pennant winner because of off-season acquisitions. They traded for catcher Rick Cerone from Toronto and centerfielder Rupert Jones from Seattle. Craig Nettles and Willie Randolph provide the needed defense in the field. Lou Piniella's clutch hitting and Reggie Jackson's home run power will play an important part in the Yankees' success this year. Good pitching is crucial to the Bombers. Ron "Louisiana Lightning" Guidry, Tommy John, and Luis "Sonny" Tiant must have admirable seasons because pitching is the name of the game. Rich Gossage, who was injured last year, is the ace in the bullpen. If the Yankees stay healthy, there is no way that any team can catch them.

Last year, the Milwaukee Brewers won 95 games without their best hitter, Larry Hise. With him, they could be tougher this year. Gorman Thomas and Sixto Lezcano supply the majority of the runs. Ken Harrelson and Jerry Reuss are the key pitchers. Milwaukee was second in that category last year. Second base man Paul Molitor and third baseman Gold Glove first baseman Cecil Cooper are the defensive standouts in the field. The Brewers possess a rarity in the American League—a catcher who hits .300—Charlie Moore.

The Baltimore Orioles were very lucky to get to the Series last year, but this season will be different. The loss of Don Stanhouse to free agency hurts the O's tremendously. Jim Palmer, Mike Flanagan, and Dan Gregor have exceptional abilities which must be shown if the Birds are to be anywhere this year.

Eddie Murray and Kenny Singleton give the Orioles power while Mark Belanger has the best defensive skills. Earl Weaver will have trouble keeping his cool this year as his team won't win enough games to capture the pennant.

The Boston Red Sox have a minimal chance of keeping up with the top three teams in the division as a result of a weak bench and a strictly righty pitching staff. The double play tandem of Gold Glove winner Rick Burleson and Jerry Remy is one of the best in the league. Carl Yastrzemski, Fred Lynn, and Jim Rice must produce more if Boston is to be contenders this year.

The signing of free agent Tony Perez will help the Sox in many ways. The mediocre pitching of Dennis Eckersley and Mike Torrez has to improve in order to adequately replace the injured Bill Campbell. If Boston doesn't do better than .500, they won't make the playoffs.

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**AL West: Rangers to dethrone Angels in West**

by Stuart Tannenbaum

Last year, the Texas Rangers had a demoralizing season since they lost 30 of 40 games right after the All-Star break and finished 83-79. This year will be different.

Good pitching from Jon Matlack and Gaylord Perry paired with clutch hitting by Mickey Rivers and Al Oliver will help Texas win the pennant. Gold Glovers Buddy Bell and Jim Sundberg are the defensive stars in the field. The bullpen is superior with Jim Kern and Sparky Lyle leading the way. If the Rangers play ball this year, don't be surprised that they end up at the top come October.

The Kansas City Royals, who were second in hitting last season, have a new manager—Jim Frey. He will install a new style of managing which can help Kansas City win more games. George Brett and Hal McRae have to be at their best for the whole season if the Royals are to finish near the top. Ex-Angel Willie Mays, Aikens combines with Darrell Porter to provide badly needed offense, K.C. needs to compete successfully in the division. Dennis Leonard, Paul Splittorff, and Jerry Gaus must pitch well to make up for the loss of Al Hrabosky to free agency. Without Hrabosky, Kansas City has to settle for second place.

The difference between last year's California team and this year's club is the void left by Nolan Ryan. Frank Tanana and Bruce Kison won't be able to adequately replace him. Last season's MVP Don Baylor and Rod Carew are excellent hitters but that alone won't be enough to push them into first place. The Angels have improved themselves by acquiring Al Cowens who will team with Dan Ford and Joe Rudi in the outfield. Brian Downing is an asset to California, as he proved last year by having an average of .326. Third place will be the finishing spot for the Angels as a result of the absence of Ryan.

The Oakland Athletics are a revitalized club because of the addition of Billy Martin. He is an extraordinary manager who gets his players to show every ounce of their ability. If Billy can get production out of pitchers Mike Norris, Brian Kingman, Steve McCatty, and Matt Keough the lost his first six decisions last year, then Oakland may end up with a decent season.

Minnesota has suffered a crushing blow in losing Dave Rozema via the free agency route. Jerry Koosman and Geoff Zahn will win some games but not enough to sufficiently replace Rozema. Co-Rookie of the Year John Casino, Butch Wynegar, and Roy Smalley are admirable young stars but they can't do it alone. The Twins seem to start off every year with a long losing streak. If this happens again, Minnesota will find themselves close to the bottom of the division.

**Sports**

**Friday, May 15, 1980**

None of the above.
Statesmen handle Hawks, 19-10

by Pamela Smith

With Ken Rosa's grand slam and six RBIs and Jay Carasquillo, Monty Jimenez, Ray Acosta, each having three hits, Baruch overpowerer Hunter College with a score of 19-10. Scoring eight runs in the fourth and four in the fifth, offensively the team was brilliant. But the defense was weak and they still managed to give up ten runs to the opponent.

It appears that after losing a doubleheader to New Jersey Tech (10-2, 7-5), the Statesmen have finally settled down and put their talents to use. In the second game of the N.J.I.T. doubleheader, the team proved that they do have the ability to put up a good fight. With a threatening seventh inning, Baruch had a chance to tie the game but failed to bring the two runs home. Despite superb pitching from Tom Croacia, it was a disheartening loss. Coach Engel believed this to be one of the team's best performances. "The guy's played well this time," said Engel. "We should have won that game."

After defeating Hunter, pitcher John Krochak and the other Statesmen held C.C.N.Y. to only four runs giving Baruch a 14-4 win. Astor Concepcion went three for four.

With the college baseball season coming to a close, Baruch presently has a record of 4-10. Within the C.U.N.Y. division the team is 2-2.

Although everyone has been allowed to participate, several members complain that they aren't being played enough and blame coach Engel. What they fail to realize is that when the game of baseball was invented, only nine men could play at a time and that the rule still holds true. "Because the season is almost over, the players should look forward to next year. Also, they should think of what changes should be made and talk them over with the coach. After all, the Statesmen have proved that they do have the potential to be winners!"

Intramurals: Track and body building

by Stuart Tannenbaum

On March 29th, there was a track meet held in Central Park where races of two, five, and ten miles were run. Intramural Director Tom Croacia said, "This meet had the best turnout compared to previous ones."

Seventeen people took part in the ten mile run in which the winner was Fred Acevedo with a time of 10:04. Gerard Fil-Aime and Ramon Toribio finished second and third with times of 10:34 and 10:34.1, respectively. This isn't the first time that Fred participated in a track meet. He has been involved with running since his junior high school days. To be ready for a race, Fred psychiats himself up mentally and physically.

Fred Acevedo is trying to become active in new aspects of running. He said, "I feel that Baruch College has talented runners and it should have a track team to compete with other institutions."

John Corcoran's record time of 33:09 in the five mile run was broken by David Gonzalez who ran the race in thirty minutes and twenty-six seconds. Finishing in second was Vinny Desiano and David Pacheco with times of 33:29 and 37:08. David began running six years ago and now, he has become a prominent track star. He jogs two to three hours every day for a month to prepare for a race.

David Gonzalez is looking forward to greater challenges in track. He said, "It would be fun to have more competition in racing. I'd like to see an increase in the amount of students coming to the park to race."

In the ten mile run which four men entered, Dean Bruce W. Tuckman won the race in sixty-seven minutes and fifty-one seconds. He captured the record previously held by Alan Eskinazi which was 69:04. Alan placed second with a time of 72:06. Andrew Barron ended third in 76:35. Bringing up the rear was Joe Duggan in seventy-nine minutes and thirty-five seconds.

On May 19th, there will be a bodybuilding contest in the Baruch College auditorium at eight o'clock. The contest is sponsored by the Student Center Program Board in cooperation with the Recreation Office. In order to participate in the competition, a contestant must be a CUNY student. So far, Baruch, Queens, City, Hostos, and Lehman have entered. There are going to be five competitors from each college and trophies given out to the first five places. The poses consist of arms, back, chest, legs, abdomen, and torso. Peter Marchelos, Robert Marzillo, Eric Parsons, and Gary Ringel are representing Baruch. Athletic Union judges will be going to officiate the event.

All students and faculty are invited to come to the competition. There is no admission.

Peredo Happy as Department Head

by Charles Gaeta

Many things are printed on these pages about Baruch sports teams and their athletes. But nothing is said about the men who are responsible for putting the whole sports program together.

Al Peredo is one of these men.

Mr. Peredo is the Chairman of the Physical and Health Education Department. As chairman, he heads the athletic and academic offerings of the department. He determines policy in areas such as scheduling and budgeting, and deals with problems concerning facilities, equipment, security, and contractual arrangements.

This has been Mr. Peredo's first year as chairman. He had previously worked at Baruch as fencing coach for eight years. He feels that being an administrator is in some ways easier than coaching. "It's a relaxing change, in a sense, from coaching," says Peredo. Coaching was three hours a day, five days a week, often weekends, road trips, and many frustrations.

With his new job as chairman, there is more continuity, especially with the faculty and staff. "I've been here for nine years now, so I have somewhat of a working, personal relationship with them. I do miss coaching, though."

The area of his work that is perhaps most pleasing is in academics. The PED and HED classes have become very popular. "We're expanding our academic areas," he says. "We have two minors now that have been approved. Those two minors are in Sports Administration, which will begin in the fall, and Physical Fitness and Human Performance, which begins in Spring 1981. The former will offer four courses: Sport in Modern Society, Critical Issues in Sport, The Administration of Sports, and Sports Promotion. The Physical Fitness minor will offer the following courses: Sport in Modern Society, Scientific Foundations of Physical Activity, Physical Fitness Design and Measurement, plus Research and Practicum for Sports Activity. "Most Baruch students are business-oriented," says Peredo. "These minors will allow them to tie in sports with business."

Al Peredo has led a busy life thus far. After spending 1½ years at Brooklyn College, he decided to join the Army. He served his time in Korea, and afterwards enrolled in New York University. There he joined the fencing team and quickly excelled at the sport. In his two years of fencing at