STATE BUDGET: CUNY Media Lobby in Albany

By Steven Appenzeller

On March 15, twenty-five members of the CUNY media went to Albany to speak with legislators about the Governor's 1983-84 Budget. The budget called for a tuition increase of $150 per semester, $25 in annual computer fees and cutbacks in several University programs. The trip was part of an intensive lobby effort conducted by CUNY to ensure minimum damage would take place as a result of the budget.

Mark Lee Jones, Director of Communications for the University Student Senate (USU), which sponsored the trip, said, "This is an opportunity for the legislators to meet students and find out how the cuts affect students on a personal level." Students met primarily with Assembly members on the Higher Education Committee.

Assemblyman Edward Sullivan, a member of the Higher Education Committee since 1977, was formerly an instructor of English at New York City Technical College. As a result Sullivan has a better understanding of the CUNY system than most legislators. Every year Sullivan puts in a bill to restore free tuition at CUNY. "I know it will never pass, but I do it every year to remind them where we came from."

Assemblyman Edward Sullivan CUNY supporter in Albany.

Many of the legislators contacted felt that a healthy CUNY system is vital to the economic health of the city and state. Businesses are more likely to remain in the city or relocate here if they have a pool of well read, well educated people. Steve Ellington, a representative for Assemblyman Mark L. Seigel, expressed his support for CUNY.

Faculty Senate Governance Charter Review Eliminates Student Senate and Media Boards Other Articles Under Consideration

By Bernard Bleu

The Faculty Senate met on March 17 and 24 to consider the report from its Governance Charter Review Committee. The Committee reported 15 amendments to the Charter, in the form of new articles or subtitles for existing ones. Of these, seven were passed by the Senate, two were recommended, one remains under consideration by the full Senate, and five have not yet been brought to the Senate.

The amendments approved by the Faculty Senate include minor changes in the Preamble, Article I, Article II, Article III, Article V, and Article VIII. There were major changes in Articles II and IV.

In Article IV, dealing with student governance, the Student Senate and the separate governing boards for each publication and the radio station were abolished. According to Edmund Unnealas, student observer on the Governance Charter Review Committee, "We abolished the Student Senate since it had little to do, except create procedures for student government elections, and this could be done by the already existing Student Elections Review Committee. We abolished the media boards since their functions were mainly disciplinary, a power that depends upon the power of the funding body of the student media, the Communications Board of the Bernard M. Baruch College Association, Inc., for enforcement through the withdrawal of funding. We felt that the powers already vested in the Disciplinary Committee to recommend funding withdrawal were acceptable."

The article still under consideration has aroused a great deal of debate within the Faculty. An effort led within the Faculty Senate to eliminate the Student Senate was defeated in committee.

The new Majors Scheduled for Fall '83 International Marketing, Insurance

By Michael Deacy

The Marketing Department has announced new requirements for the International Marketing specialization. In addition, the Economics and Finance Department is actively working on the creation of a new Insurance major. Professor Jean Bodewyn, supervisor of the International Marketing (IMK) program said that the restructuring of the major was something, "we'd been thinking about for awhile." The changes in the program are the following:

1. The combination of two courses, IMK 4405 International Marketing & Export Management and IMK 4435 Foreign Market Analysis, to form a new course IMK 4420 International Marketing Research & Management. The reason being that there is a "fair amount of overlap" in the two courses, according to Bodewyn.

2. IMK 3410 International Trade Operations, which was formerly a required course, has been eliminated altogether from the curriculum. Bodewyn said that because the course basically dealt with documentation in the industry, it tended to be boring for students, and also duplicated material covered in other IMK courses, including 4400 (which is now required), 4460 (which will be required) and 4407.

3. The number of courses now required has increased from five to six. One has been deleted (3410) and two have been added (4420 and 4460), which will leave the student with a choice of three instead of four.

Bodewyn believes that since advisers effectively do the choosing of electives, according to
EDITORIAL

In Defense Of Liberal Hearts

Nobody doesn’t like spring—except maybe Joan Chin (see centerfold).

Spring is when you unwind from winter fetus mode, resume an erect posture, put a season back in your step and ask yourself that great musical question, What is this thing called love? (Thank you, Cole Porter.)

The only problem is, you’re still in school. Instead of strolling leisurely through the Village, debating the comparative merits of Falafel and Haagen-Dazs while insouciantly scouting your new ten dollar sneakers, you’re obliged to research Japan’s coming of age as a power-house in world trade. In the middle of a terrific dreamday, you’ve got to switch gears and (pretend to) listen to your accounting prof. You’re in the library reading a computer printed-out report that has some flowers, tough grass, feel sunshine, and test the validity of the possible responses to that great musical question.

What to do? Should you follow your impulses like Isadora Duncan and dance barefoot through Gramercy Park? Or be business-as-usual, pausing only to switch your blue serge for a khaki tan? Do you dawdle over Drake’s Cakes in the 10th floor cafeteria? Or be the first in line at Thurnan, Edmund Unneland and their Island B.B. Kucija, their 2 April 12, 1983. Steve Larson, 17. (Thank you, Cole Porter.)

It would be greatly appreciated if you publish my request in your newspaper. I’m suggesting that you contact any student or faculty member and will answer all letters promptly. Those wishing to write can reach me at the following address. They are many.

Readers wishing to communicate with these prisoners should forward letters to this address: P.O. Box 1012 4-A, W. Brentwood, N.Y. 11717

Ticker Nixes Tix Tax

Beat the Movie Tax.

You’ve probably seen it on movie theater marquees all over town. No, it’s not the title of another new foreign film. It’s simply the latest in a series of horror stories from City Hall.

After getting gouged at the gas pumps, socked at the supermarkets, and terrorized come tuition time, the last place we’d expect to see that old devil tax rearing its hungry head is at theaters and movie houses. Although Governor Cuomo’s proposed tax was recently shot down, Mayor Koch is pushing his—which will add three percent to the price of a ticket.

During the Depression many found an escape from economic heartaches in the movie theaters, and the film industry was one of the only businesses that flourished. Today, during the recession, we still need an escape. The entertainment business is one of our city’s greatest assets and is being threatened by already high prices and competition from cable television and video recordings. Ed Koch may be helping the industry die a slow death (see story, page 17).

It is ironic that with a veteran of celluloid in the White House, the entertainment industry is becoming another victim of taxation.

Sign the petitions in movie theater lobbies. Send Ed your old ticket stubs. Show City Hall that their attempts to tax our fun are simply not entertaining.

Write a poem.

TICKER

Hunger Feeds Violence!

Dear Editor,

On Feb. 27, I was mugged in the face several times on the IRT subway by a man who said, “Give me everything you have, I’m hungry.” He was apprehended by the police. On arrival at the police station, he was found to be homeless, had 24 in his pocket and had been staying at the Men’s Shelter. He was a black man from Detroit with a previous arrest for larceny and shoplifting.

On March 4, I was subpoenaed to appear before a Grand Jury for my indictment. Instead, I delivered the following letter to District Attorney Elizabeth Hoffman:

"... is there such a severe shortage of defendants that a man with 24 in his pocket, living in the Men’s Shelter at the time of his arrest must be indicted?"

The real defendant in this case is clearly Ronald Reagan. The daily或多 ask Washington, Ronald Reagan is not the underlying cause. A man who believes that in event of Limited Nuclear War, 20 million dead would be “an acceptable level of violence” should not be allowed to run the streets, let alone the White House.

The alleged defendant has no charge to answer. Accordingly, I formally request that the indictment be dropped against him. The defendant was released.

Sidney Simon
It Doesn't Add Up

By Aprajita Srik

College education in the U.S. is a privilege coveted by the student community all over the world. While private universities remain the domain of the elite, study in a state university, with funding directly linked to the strong position of the dollar in international monetary relations, is by all standards a high cost affair. The total cost of education, and living expenses become manifold. For example, the cost of education at a state university is one dollar. Therefore, the standard requirement of a financial standing of $10,000 annually to obtain a student visa is 100,000 rupees for an Indian student, making economic conditions in Latin America, Africa and many South-East Asian countries weaker their currencies every year. For students who have to earn in native currencies and then convert them into green bills (a colloquial term for foreign currency outside of the U.S.), the phenomenal amount grows larger every year.

The 1980 annual proposed increase for out-state residents portends uniformless difficulties for students. The purpose of this letter is to inform students in CUNY. Said Bob Jef- ferson, former Associate Director of Admissions for Foreign Students, "It's going to be a tough one, a very tough one, for all very much concerned. The legislature thinks out-state tuition costs are affordable, so they might want to take money out of their counties for an education in the U.S. is difficult." Cynia Fish, Foreign Student Counselor at Baruch, said, "I'm hoping it's $1.50. It's almost double." She expects a dramatic decrease in enrollment if the proposed increase is implemented.

Director of International Admis- sions, Debbie Spero, "Anytime there is a rise of almost 100%, there is bound to be an effect. It doesn't mean that an urban university, the cost of living is not built in. Large number of university students are living on-campus, with relatives and friends. So perhaps the quash will not be great. Of course, another aspect will be the marginal difference in between us and private universities.

Melvin Lowe, President of the University Student Senate is more optimistic. "We are negotiating and I can assure you that the increase will not be $1,400. We're asking the Chancellor to come up with the money from somewhere." Lowe has planned and organized a rally for April 25 starting near his office at 335 West 41st Street in order to publicly oppose the proposed increase.

The final decision is to be made by the Board of Trustees for CUNY. It may be appointed by the Governor, five by the Mayor and two ex-officio by the City Council. One of the members is a faculty member.

If the consensus of the committee is in favor of the proposed increase, which Lowe predicts will be, the Chancellor tends to negotiate with the Chancellor to provide a subsidy for part of the increase. Joseph Murphy is reputed to be a very "international and broad-minded person," said Cynia Fish. Whether he manages to keep the 1980 CUNY budget stays to be seen.

The current tuition fees for out-state students in CUNY is $1,626. While foreign students living in New York pay, $1,400, a student may not be able to sustain the blow, others who come here with their limited financial resources have to shell out the extra $1,400. Ravi Murarka, a freshman foreign stu- dent from India, said, "I don't think I'll leave Baruch for sure. It won't be worth it anymore." He is living at the YMCA in a room which he calls "the little match box," but he can't bear to spend the $1,400. He is deciding to get a job through two years of hard work. But with permission to work for a maximum of twenty hours per week on a student's visa, he will not be able to produce the extra $1,400.

Lowe looks at the proposed increase as typical of many foreign students in New York. Changes in the American economy always have wide and far-reaching effects that ripple around the world over, from the highest rung of industrial giants to the lowest rung of the student community. The increasing price of a corset of goods and services in the world market have put them beyond the reach of many foreign students. Education shall soon become one such scarce but ardently desired service.
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GROUP TO AID SEEK STUDENTS Tutoring and Advice Available

By Raciel V. Perez

There's a new organization at Baruch, which is called SEEK-Incor porated, not to be confused with the SEEK program. This organization aims to unite the student population, specifically the SEEK students, and make them aware of all the programs and special services available.

Although general information is sent out to the incoming SEEK students, as the club's Faculty Advisor, Professor Ron Harrison, has pointed out, the mail may not even bother to read the enclosed information. They may be too busy or too lazy.

He thinks that "word of mouth" is a better channel of communication. The organization's President, Marlando Williams, is an upper freshman. He decided to form this group for the purpose of providing information to the dazed SEEK freshmen about registration, where the classes should be taken and what programs are available. He also wants to lend a helping hand and make it known to SEEK students with tutoring by the school and the school's policies.

1983/84 Financial Aid forms are now available in the Financial Aid Office.

Applications Available Now

The Department of Student Personnel Services and the Dean of Students announces the availability of candidate applications for Student Service Awards to be presented at the annual Baruch College Awards ceremony sponsored by the General Faculty Committee on prizes, scholarships, and awards. Most awards are limited to students who have graduated this past February or August 1982. Students applying should have been actively involved in student organizations, media, government or other service areas of the college. Applications will be accepted by the Office of the Dean of Students, Room 104, Student Union Center. Deadline for applications extended to 12 noon, April 15, 1983.

Summer Session '83

Students who intend on taking classes during the Summer Session should apply at the Registrar's Office, 151 East 65th Street, Room 160. Summer Session Classes will begin Monday, June 13 and end Monday, August 1. Classes will meet Monday, Tuesday, Wednesday, Thursday, and Friday, July 4 will be a holiday.

Computer Center Continued from Page 1

The current job market is sure to increase the number of students at Baruch College who are interested in working at the Computer Center. The Center is currently staffing the office with staff members. The new office hours are Monday through Friday, 9:30 am to 9:15 pm.

Goverance Charter Revisions

Continued from Page 1

would have to decide issues concerning academic research, for which they would presumably be unqualified. Decisions to oppose this effort have also expressed irritation with it, one explaining, "Why can't we get their Ph.D. then?"

At the moment, it seems that the Faculty is opposed to the change, and also that the Administration is thought to be opposed to it, although neither the President, the Vice Presidents or the Dean have said so publicly.

The Faculty Senate has scheduled another meeting for April 7th at which this issue, and others yet to be discussed, will be considered.
NEWS

Brooklyn's Student-Run Legal Aid Program Provides Valuable Experience

By Ben Pressman

The Lay Advocate program at Brooklyn College is unique and serves two basic purposes. It serves as a counseling service to students in need of free legal assistance. Additionally, it serves as a learning experience for students interested in a career in law, or a career in counseling.

Initially a client meets with a lay advocate and discusses his or her legal problems. The advocate then meets with the attorney on staff, who gives advice and instructions to the advocate. The advocate then meets again with the client and relays the information received from the attorney. The client never meets with the lawyer unless and until emergency arises.

Since 1976, the Brooklyn Lay Advocate program has been considered a service club, and receives its funding (75¢ per student, approved by referendum) from student activity fees. The program originated in October 1973 and was originally considered an extension of the Office of Student Affairs. Due to the institution of tuition in 1976 the program was cut and left on its own to establish itself as a club.

The advocate from Brooklyn was formerly a professor at Georgetown University Law School. She spends about fifteen hours a week assisting the advocates in resolving their client's problems. In addition to the attorney on staff, the program has a well established referral service.

The advocates provide service in the following areas:

- landlord-tenant disputes
- divorce proceedings
- grade appeals
- public utility problems
- traffic violations
- social service agency problems
- college disciplinary actions
- financial aid
- copyright and patent problems

The program's reputation has brought the amount of students seeking free legal assistance to about 250-300 per year.

In addition to the services provided by the advocates there is an annual project in which all advocates must participate. The most recent project involved the day-care center at Brooklyn College which does not serve the College's students. The advocates were to get the state legislature to allow the students to use the day-care center.

The city-wide conference, planned for May to discuss the development, funding, and operation of a similar program at other CUNY colleges, was cancelled due to the lack of attendance at the March 11 meeting held at the CUNY Graduate Center. However, the advocates at Brooklyn College plan to organize another meeting next year.

CUNY Media Lobbies in Albany

Continued from Page 1

Chairperson of the Higher Education Committee, noted that, "CUNY is a vital part of New York City's recovery." According to Sullivan's figures, CUNY is third in supplying top executives to New York State firms, slightly behind Harvard and Yale.

Most of the legislators and their representatives were well informed about the budget and its impact on CUNY. However, there were exceptions. Kate Amon, Executive Assistant for Assemblyman Jose Serrano, was consistent that the proposed cuts would have little impact on CUNY. She had said only 22 non-tenured employees would be cut, while the Chancellor's Budget and a report by the CUNY Professional Staff Congress call for 1,000 positions to be eliminated. Amon sighed, "We'll have to check into this," as she was given copies of the Budget and related reports.

Ken Levalle, an Assembly staff member, summed up the mood in Albany when he said, "We have to try to make the best out of a bad situation." Assemblyman Herman Farrell views the annual budget proceedings as a "ritual" where many important programs must compete for funds from a limited budget. The idea is, he says, "to minimize the pain for each group." Sullivan believes that students can be an effective voice if they are registered voters and show up at the polls. "This way you can say, 'I am your boss,' this is what I want you to do,' and we will listen," says Sullivan.

Mark Jones of the USL felt the trip was a success. "It went exactly as I had planned it. This was great chance to meet with our legislators and let them know where we stand.'"

CUNY Trustees Tackle Draft Registration

By Raciel V. Perez

On Monday, March 14 the CUNY Board of Trustees allowed for a public hearing to take place regarding a decision that would affect students who have not registered with the Selective Service; these students would be automatically ineligible for financial aid. No decision, however, has yet been reached, as it is still in the form of a resolution. Unfortunately the Public Policy committee was unable to meet and there was a "mixed-up situation," according to the Office of the Secretary. The resolution needs further consideration and will have to be reread and taken up again some time in April when the committee will be able to meet.

BETA ALPHA PSI

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All proceeds will go to UNITED CEREBRAL PALSY OF NYC, Inc.

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The Ticker
April 12, 1983
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May 11th
5:30 - 7:00 pm
At the Student Union
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Pace Plaza
New York, N.Y.
(opposite City Hall)
CALL
(212) 285-5551

The Westchester
Open House Reception
Wednesday
May 4th
5:30 - 7:00 pm
At the
Tudor Room on the
White Plains Campus
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**THE INVISIBLE MAN**

By Lisa Rhodes

Though it was the first day of sunshine since the city had been drenched by rain the week before, a collective convergence of masses of students, faculty members, and staff was to convene at Baruch's auditorium on March 22. In hundreds they huddled, shoulder to shoulder, waiting for the final call, for the long awaited spring day, few could be found outside. The energy of the audience's excitement and anticipation was enough to make the auditorium's pale walls and statuette cylinder columns seem bold, except for a modest touch of salt and pepper gray which covered some, author Ralph Waldo Ellison. His gray hair and mustache and Peer Tutoring, Research in Acc-}

**Baruchians Dial For The Big Bucks**

By Joan Chin

Martin Mann, Manager of Development for the Baruch College Fund, while sitting in his office, called one of his legs tucked under him.

The Baruch College Fund raises money each year to support various college programs for which there are not sufficient funds. During the course of the fiscal year, which runs from April 1 to March 31, 1983, Baruch is able to establish such programs.

Participating in this year's phonathon, which runs from February 22 to March 15, are Aaron Shapiro, President of the Fund, College Council member; Richard K. Decker, Dean Connelly of the School of Business, working with the Foundation Support Office; faculty members, and students. The phones used to solicit contributions. Because so many participated, all the phones were manned every night. There were overflows on certain nights, so college office phones had to be used.

The phonathon lasted from 6:10 PM each night and student participants, who ran from 

N.A.B.A. Member Writes Winning Essay

By Lisa Rhodes

Nowadays, most career-oriented young Black Americans are welcomed with "open arms" into the "old boy" structure of corporate America.

Junior Mark Billard knows how to grab one of those desirable, permanent, and upward bound positions. He is a member of the chapter of the National Association of Black Accountants for the past three years, and has been named the winner of an essay contest sponsored by the Eastern Regional Student Conference of the N.A.B.A.

"When I sent the entry in I had a feeling I would win," said Mark in a modest, yet confident tone. "The topic of the essay was, "How N.A.B.A. Is Shaping Tomorrow's Business Leaders." It was the perfect opportunity to express my ideas.

After learning about the organization's annual convention, which is held in Washington, D.C. from March 18-20, Mark and several members of Baruch's chapter decided to attend.

"There were seminars and workshops, designed to help students become leaders in the business world. I was very excited. Three to four nights... working all day and then working at night. Something for the kids, going to school all day."

Mann wanted to thank all those who participated and helped make the call. He also wanted to remind those now attending Baruch to "Don't miss the opportunity which Baruch offers during the year." Mann also mentioned that he won the contest March 20, and was given a $100 bond. "The money really wasn't that important, but the recognition and after effects were tremendous."

It is the future which Mark is determined to be prepared for.
New York Women: Works of Art

By Eva Baranowski


Complementing her knowledge of the New York art scene with numerous slides, Ms. Reinish guided her audience through 300 years of American art. Her emphasis was on New York women as subject matter or as artists. Visually women have been reproduced in varying ways depending on their status as woman, as wife, or as thoughts in relation to the female sex. The Portrait of Madame X, by John Singer Sargent, painted one woman as "vain and decadent," while Gavon Lachaise sculptured Madame X, throwing "power and assertiveness." Ms. Reinish chose 1765 as the beginning of the female artist as a real artist and not as a trait of an aristocratic woman, by John Singleton Copley, focused attention on the female in painting as well as the state of the arts during that era. Art was used to celebrate and represent a good life. This function is understandable since most artists were involved in the arts and had wealthy patrons. But as art became a vehicle for social change, the visual treatment of women's forms were altered while at the same time, new subject matter was developed.

The redirection in art was engaged by a group known as The Eight. In the early 20th Century, artists Robert Henri, John Sloan, and others, offered an alternate view of American society. Interested in social realism, their female subjects reflected moods, ideas and values. Their technological portrayals broadened the ways in which subject matter was expressed by artists.

Women artists have illustrated their subjects in distinct conceptual ways. According to Ms. Reinish, "certain artists began to rely on the arts of photography and cinema to present their ideas in a way that tended to contrast with the dainty work that has been associated with women." Artists Sylvia Stone and Chryssa work with materials previously considered uneminently fine. Sylvia Stone has created images from plexi-glass, mirrors and plexi-glass in the world of neon. Artist Georgia O'Keeffe has worked with conventional means, but many of her works have been reintegrated since the wake of the women's movement. Her paintings of larkspur flowers have been seen as an introduction to the realism of the subject which reverses the direction of the female. The new subject matter was received regional, national and international recognition for their art, that women artists may never be recognized. "It is still difficult for women artists to sell their work," noted Gallery owners have indicated to Ms. Reinish that the power that they see present in the work of men," said Reinish.

The music faculty will present the following events:

**Spring Sounds**

*by Catherine Adams*

Let's face it, most students hate to write term papers and do research. Isn't that so? They don't want to do the work. But because they hate to spend time, they use whatever extra minutes they can find to help them get to know the important aspects of their lecture notes. To help students research and write their term papers, the Baruch College Chorus in Mozart's Ave Maria, and a selection from Bach's Musical Offering are also scheduled.

**Writing The Right Way**

*by Eva Baranowski*

The musical comedy is a cohesive binding of many elements: direction, writing, acting, and action. Its theatrical time begins with auditions and soon after a rehearsal schedule. Lives revolve around this measure of time until the final dress rehearsal. The manager and assistant director of Pippin, discovered that her life with the cast and crew not only about the theater, but also about herself, said Sheila. "It has brought everyone closer together. I want to give my students the chance to develop their talents and abilities to help create a better production."
time, and other thoughts ran through my mind. I decided to take a short walk before I went back inside. I could see the sun shining through the trees, casting long shadows on the sidewalk. The air was fresh and cool, and I could hear birds chirping in the distance.

As I walked, I noticed a small park across the street. I decided to stop and take a break. I sat down on a bench and took a deep breath. It was then that I realized I was feeling better.

Iris floated from job to job. She had a routine in Social Work, but she couldn't even control her own life, so counseling others seemed out of the question. Her job as a secretary in a psychology office was her favorite. While he wrote research papers, she read books about Zen and Eastern mysticism.

The books comforted her. When the doctor's wife called, Iris answered the phone, the rest of the time she read. Something was missing. Iris was with her body, but not her mind. Nancy didn't really count—no life. Life had been reduced to survival. Get up, go to work, find home, read some more, then get up again. After four years her apartment on West 86th Street still had no real furniture. At first Iris was angry but she failed, Nancy's mannerisms were soothing.

Iris always loved museums, but she seldom went because wandering the halls alone depressed her. In March Nancy called. Would Iris be interested in attending an exhibit of southern images in medieval art? Iris thought Nancy invited her to assuage her guilt over the incident with the will.

It was her favorite. While he wrote research papers, she read books about Zen and Eastern mysticism. The books comforted her. When the doctor's wife called, Iris answered the phone, the rest of the time she read. Something was missing. Iris was with her body, but not her mind. Nancy didn't really count—no life. Life had been reduced to survival. Get up, go to work, find home, read some more, then get up again. After four years her apartment on West 86th Street still had no real furniture. At first Iris was angry but she failed, Nancy's mannerisms were soothing.

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### Sigma Sells

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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>By Lori DiDomonic</td>
<td>By Bill Dudley</td>
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**Books, books and more books!** On April 14th Sigma Alpha Alpha, the day student honor society, will hold an all-day Used Book Exchange. On sale will be a wide variety of textbooks, reference books, and paperback books for reasonably low prices. Editions of books presently being used in required classes will sell for prices from 50 cents to $1.

**In addition to the all-day used book extravaganza, Sigma Alpha Alpha provides an exciting paperback book exchange. Bring any paperbacks to the Sigma Alpha office and swap it for one already in stock.**

Sigma Alpha Alpha's office is located in the basement of 360 Park Avenue South directly opposite the book store. Members of the Baruch have an invitation to browse through or submit donations to stock at its office daily between the hours of 10AM and 3PM.

### Marketing

**By Steven Wester**

*The American Marketing Association proudly presents Mr. Alan Abras, Brand Manager of Canadian Club whiskey at Hiram Walker Incorporated.*

Mr. Abras will discuss the history of Canadian Club whiskey advertising from prohibition to the present. He will speak on April 14, Room 829, 26th Street building during club hours, 12:40-2:40 PM.

**When Walt Disney died in 1966 he left his corporation two things: a parcel of 27,000 acres of Florida real estate, and the blueprints for two immense amusement areas where, as Disney put it, "the young at heart could learn and play together."**

Disney World made its debut is October of 1971. On October 1 of last year, Disney unveiled Epcot (Experimental Prototype Community of Tomorrow), a permanent world's fair of sorts, where industry and world leaders display their wares. The result is a sophisticated, educational, and informative arena of new ideas. Geared for adults, the park has become a mecca for intelligent travelers.

The first section of Epcot is called Future World, and it is here that the Bell System, Exxon, General Motors, Kodak, and Kraft have their pavilions. Since this park is immense in proportions, we'll examine each pavilion individually.

**Spaceship Earth, sponsored by the Bell System, is a huge geosphere that appears in all the major advertisements and has become the symbol for Epcot.**

Flanked by neon-lighting and a huge 18-story structure is an attraction outlining the history of communications, featuring the latest experiments in electronic magnets, design their own orchestra, paint with electronic magnets, and even write a musical score for a 500-seat theater to watch a film presentation. When this ends, the theater divides into six different 100-seat sections, which transports tourists through prehistoric America. Huge dinosaur loml over the cars as volcanoes erupt around them. When this phase of the ride is over, the guests return to the original area.

**One word of warning. The structure is so awesome that everyone waiting for the park to open wants to see this exhibit first.** As a result, the lines are tremendously long. This writer had to wait a good 45 minutes before getting inside. A huge glass globe, sponsored by Universal Energy, is a remarkable feat of engineering. The gondola, which transports one from the station to the globe, is a huge geosphere that appears in all the major advertisements and has become the symbol for Epcot.

When this ends, the theater divides into six different 100-seat-sections, which transports tourists through prehistoric America. Large dinosaurs roam over the cars as volcanoes erupt around them. When this phase of the ride is over, the guests return to the original area. The entire presentation takes about an hour.

**World of Motion, sponsored by General Motors, is a satirical look at the history of transportation.** Naturally, after the first car is invented, what else could possibly emerge but the first used car lot, and the world's first traffic jam. Following the ride is a giant exhibit hall featuring the latest experiments. G.M. is undertaking. The latest G.M. models are also on display with a salesman on hand for assistance.

**Journey Into Imagination, sponsored by Kodak, is an architectural wonder. Two huge prisms, at least 30 feet high, dominate this exhibit.** Although the major ride-through attraction is still under construction, there is a playground of the future featuring many hands-on exhibits. Visitors can conduct their own orchestra, paint with electronic magnets, design their own roller coaster on a computer, or appear in a Western movie. There is also a 3-D movie shown (glasses are provided), where special effects make an enduring experience. The newest opening scene, of an orchard of cherry blossoms, seems so vivid that one can actually put his hand out to touch it.

**The Land, sponsored by Kraft, is a land composed of six acres featuring several attractions. The main showcase is the "Listen to the Land" boat ride through a giant greenhouse where the latest techniques in agriculture are taking place. One can see the pitched bedding of different plants; crops being grown in water without soil; heads of lettuce, and tulips growing in rotating hydroelectric drums without soil or water; plants growing vertically in rows of five or six where there is only room for one. It is this type of display that an adult would find thrilling, but would bore a youngster to tears searching for Mickey Mouse. (There isn't a Disney character to be found in Epcot.)

Disney officials made sure to build the two parks as distant from one another as possible. Providing that your feet can tolerate it, be reminded that if you do visit Epcot, what I have described is only one half of the park. The other section, entitled The World Showcase, where the most industrialized nations in the world display their pavilions, will be covered in the next issue of the Ticker.

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right on 22nd street
Bow Wow Wow: no dog

By Style Kaldon

Bow Wow Wow — When The Going Gets Tough The Going Get Going (RCA-AFL-14570)

When the first cut starts on this album, you say to yourself, "Hey, Adam and the Ants." When lead singer Annabella Lwin comes in, you say, "Hey, Blondie." Both these observations are unfounded, for Bow Wow Wow consists of former members of Adam's original Ants, and their current album, When The Going Gets Tough The Going Get Going, was produced by the Ants' producer Mike Chapman.

But Bow Wow Wow goes beyond the limits of this Blondie meets the Ants comparison, although that is not to apologize to describe their sound. When The Going Gets Tough... combines a variety of jungle beats, electrifying rhythms,注入Annabella, and mixes in many other colorations. Matthew Asman's guitar work spans such themes as Jungle Those playing Latin and Caribbean quick strumming, and Led Zeppelin's answer. Memory's, bass and Dave Barbaro's drums send out war messages to each other, claiming victory even before the war's begun.

In terms of lyrics, Bow Wow Wow puts across simple stories and statements that would never win any lyric competitions, but fit well in music and make their point clearly. Most are themes on love, loss, love, found love and lust. Take Aproposii for example, a song which gives the advice. If you want to fall in love, you're gonna need a good boy/ Somebody that you're not in love with at all... Take On a-a-a-a-a-aphrodisiac. Then there are other versions of Teenage Brother's Nobody But Me. In the liner notes, under the title, Bennett suggests, "get a case of beer, invite 27 friends and no no ti you're so drunk that everyone thinks you're singing in tune. Oh yea... add a healthy dose of nonsense..."

Clammin' and Jammin'

By Leslie "Scoop" Bastone

If a record breaks in the jungle, does it make a noise? Or does Clammin' and Jammin' hope that their latest album, Subterranean Jungle, makes enough noise to make them commercially appealing to the audience.

The Ramones began as a band in 1974, playing in small clubs in the New York area, including CBGB's, which is often referred to as the home of the early punk scene. By 1976, the Ramones came out with their first album, simply titled Ramones. By this time, they had already gone to England, influencing such bands as The Sex Pistols and The Clash. Several other albums followed, including Rock 'n Roll High School, the soundtrack from the movie of the same name. Subterranean Jungle released in March, surpasses the others. Psycho Therapy is the song that deserves the most attention on the album. It's fast, energetic, catchy, and as Joey Ramone recently said on WLRU radio, "It's relevant of the times."

By Steve Female

Psycho Therapy is a song about a boy with a heart, in the beginning portion of their performance, one of Beethoven's frequent favorites. The entire piece was written when the composer was 15 years old. It is a piece of the day. Although much of the problem was in the program choice, their performances were not up to par. The crux of the problem was with the music itself. The variations were a combination of Beethoven's Piano Concerto No. 5 and his String Quartet No. 14, and the orchestra was a combination of the composer's ballet music and his symphony. Unfortunately, much of the lack of success of the piece was the musicians' poor presentation. The entire piece was executed as though each player was pounding on his/her instrument to produce sound rather than music. In places the piece being more like a piano concert than a piano trio was especially wanting. After a full hour of this medicine one was grateful for the intermission.

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The Ramones: No Apologies

Boring Borodin

By Barbara Berkus

Recently, the Borodin Trio gave a disappointing concert in Town Hall. This reputable group, having gone on tour in Europe in the beginning portion of their performance, managed to redeem the show on the final piece of the day. Although much of the problem was in the program choice, their performances were not up to par. The crux of the problem was with the music itself. The variations were a combination of Beethoven's Piano Concerto No. 5 and his String Quartet No. 14, and the orchestra was a combination of the composer's ballet music and his symphony. Unfortunately, much of the lack of success of the piece was the musicians' poor presentation. The entire piece was executed as though each player was pounding on his/her instrument to produce sound rather than music. In places the piece being more like a piano concert than a piano trio was especially wanting. After a full hour of this
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A CINEMA'S THEATRE
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By Damien Bogley

When Francis Coppola made Apocalypse Now he lost his middle name (Ford). Upon its completion, the film, an epic of the Vietnam War, Coppola put his unmistakable style in every single scene and the result is an overwhelmed attempt to out youth the movie. It doesn’t happen.

Based on the excellent young-adult novel by S.E. Hinton, it tells the story of a rival gangs goes on the road, gets abandoned, and is the only family they have. The flip side are the Socs (pronounced “soshes”). These are the affluent type: rings, cars, expensive clothes. The story is told through the eyes of the youngest Greaser, a kid named Ponyboy. With his friend, Johnny Cade, they get into trouble, as any young teenagers are up to, and they try to work things out.

The conflict in the story, which takes place over a one week period, presents itself when Ponyboy and Johnny are jumped by a group of drunk Socs. While they are drowning Ponyboy, Johnny kills one of the Socs in self-defense.

All of the action was believable in the novel, while its visual aspects are somewhat funny in the movie. The reason being the screenplay which is a virtual carbon-copy of the novel. The book was written in clear prose from an insider’s viewpoint. Most of the dialogue, as well as every incident, was lifted directly from the novel and put into the film. Since reading a book and seeing a movie are two different experiences, the director could have known it wasn’t going to work. Instead of building up to a rousing climax, the action becomes dreadful.

C. Thomas Howell (Ponyboy) and Ralph Macchio (Johnny) are adequate but no more, the script is so strong as they should have carried the action. Matt Dillon is very good as Dallas Winston, as are the supporting actors, including Diane Lane as Cherry, Valance, and Emilio Estevez as Two-Bit. Technically, the movie had its problems. The camera work drew too much attention to itself, the editing left the audience wondering what was missing, the screenplay was everything but a scathing attack, and most of all, director Coppola showed more ego than control.

Even though The Outsiders is a big disappointment it did produce some good news. Shortly after the filming of the movie was completed, Coppola and S.E. Hinton wrote a screenplay for another of Hinton’s novels, Rumble Fish. At the time of the movie’s release, the cast members of the previous movie, the actors running the movie practically on the tails of The Outsiders, flew in to St. Louis in June. It should be good. It better be. Francis is running out of chances in Hollywood.

Koch to Evita: Drop Dead!

By Bill Dudley

There is no greater satisfaction to a critic than seeing a Broadway show that never seems to lose its sparkle. When Andrew Lloyd Webber’s Evita opened in September of 1979, the idea seemed unbelievable. True, the show is a long way along; subject matter covered everything from Soviet Jewry to a cynical musical biography of the late Eva Peron seemed unlikely. And that is precisely what it was: a well-written, well-documented, beautifully composed opreta. Its razor sharp staging and jubilant music and jubilant music and jubilant music and jubilant music established one of its brightest scores in years. The combination of live action, film, and music kept the audience entertained.

Today, some three and one-half years and 1,400 performances later, the shine has not been tarnished in the slightest. Hal Prince’s staging is still smooth and timely. One would think that the show were only in its second week of production.

Broadway is currently on its third Evita. Her name is Lori Ackerman, who opened the Los Angeles company of the show. Ackerman is definitely an asset to the production. Although her voice doesn’t seem to have the range that the original Par Lusone was able to enjoy, she does seem more animated than either of her predecessors. Anthony Crivello as cast Che Guevara is electrifying, and can be heard much more clearly than Joseph Stein, her sale of fantasy and rough living, compelling in the only way: intense, passionate, and direct. It is exactly what one would normally not behave. Linda Manz, lower lip protruding poutily, thumbs thrust deep into the pockets of her faded denim, is a more unlikely small town heroine, her mustard thick New York accent obnoxiously clashing with the western twang, against Manz as CeBe would certainly rival Ali McGraw’s epic misperformance in The Winds of War as one of the greatest openses of miscasting ever committed. But, although Linda Manz is certainly no out The Blue, but directed this utter piece of drivel, as well as Nick Searcy’s Easy Rider, CeBe spouts “Elvis left me, Sid Vicious left me, and I’m going to meet the King in the great Beyond.” It is a shame that Searcy’s Elvis is an aging, imagination, and intelligence give the show immortality.

Edvita’s Tax

By Russ Hodge

In the face of a rising budget deficit, Mayor Ed Koch has proposed that three percent surcharge be levied on the sale of tickets. At face value the tax may seem small and insignificant, but it could have a long reaching effect on the survival of the theater. Right now, Broadway is in the throes of an economic slump (see Ticker March 15). Some insiders feel that Broadway is on the ropes. While the majority of experts don’t exactly agree with this viewpoint, they do see the tax as ill-advised. Gerald Schoenfeld, Chairman of the Shubert Organization, which owns sixteen and one-half Broadway theaters, vowing to fight the tax. “It, together with others, are doing all I can to prevent the imposition of this new tax on performing arts admisions,” he says. The word retrogressive often pops up on relation to the proposed surcharge on the theaters. New York’s top tourist attraction, bringing in (according to a recent Port Authority study) 650 million dollars a year that has been suffering. It is felt that this tax will add to the already high operating costs. Those who have been cut off the brink and out of the reach of middle class patronage.

Broadway has, for the past several years, been fighting the labels of “the theater of the rich” and “theater of the expense account.” A three percent tax which will add $1.50 to the purchase price of two $25 tickets may be the straw that breaks the back. The Mayor’s Office disagrees, however. They argue that all other retail purchases in the city are taxed 7 1/2 percent. As for the eight percent sales tax, the theater is still five percent ahead of the game. This might or might not be sound reasoning. It is estimated that millions of dollars leave city businesses every year due to the eight percent sales tax. It is also argued that thousands of jobs are lost to out of area tourists because of the tax. While New York theatergoers might not defect to other areas, they might discourage tourists from coming to an already over-priced New York. New Yorkers have other alternatives, including cable television. All of this could add up to the demise of Broadway, and all the accompanying revenue it brings to the city’s coffers. In the words of one theater afficionado, “The Mayor might be proving to be penney wise and pound foolish.”

A Popsicle Now

By Paul Golden

Have you ever seen a film that purported to take the viewer into a “happening,” as claimed many of the psychedelic-hippie “scene” movies of the mid-sixties, trying to cash in on what was hip, yet completely misunderstanding their exposure material? Something on the order of Hell’s Angels On Wheels, Antonioni’s Zabriskie Point or the thirties classic Reefer Madness?

Insert “punk” in place of “psychelic and you have Out Of The Blue,” an often an­ noying, often wrongheaded portrait of Celle, a wayward nymph caught up in the dangerous, yet quite fakely executed, milieu of the punk rock “scene.” Of course, Celle (Linda Manz) comes from the quintessence­ semi-broken home, where daddy Don (Dennis Hopper) is an alkie in the slammer, and truck stop waif who makes it the apex of musical theater. Its creativity, im­

The Ticker  April 12, 1983  Page 17

Teens, Queens & Scenes

Queasy Rider

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Profile:

The Sporting Secretaries

By Joan Chin

If you had thought the gym teachers were the big guys around the Physical Education Department here at Baruch, think twice, because the real bosses around the department are Alice Omark and Rochelle Graber. Make no bones about it, if these two college office assistants are not in existence, the whole department would be in a shambles.

Omark, soft-spoken, with a gentle laugh, has been at Baruch College for 11 years. She spent her first two years in payroll, and when the Physical Education department needed a part-time secretary, she came to the rescue. Before she came to Baruch, her job was as a secretary at The New York Times for an editor. She has five daughters.

Graber, the outgoing one of the two with a sexy, robust laugh, has been at Baruch for 4 1/2 years and she works full-time here. Before coming to Baruch, she worked in private industry; and she has a 20 year old daughter.

Both ladies handle, among other things, the phones, set-up schedules, type the instructors' test papers, make out athletes' contracts, and also payment requests. The payment request for the athletes is very important, because if the requests do not go through the proper channels, the athletes will not get their meal and transportation money.

Both women feel that the Phys Ed department should expand. Graber commented that, "The athletes are really deprived around here, especially the chairmen," and they both cracked up in laughter.

Alice Omark and Rochelle Graber

Omark feels, "Very proud," of the Physical Education Department. Omark remarked that, "I turn to the last page first. It's true. First I have to read the sports section in the paper." She feels that, "It's a credit to the players who go to these places to practice. They play under real deplorable conditions."

When asked if both these ladies read the sports section in the Ticker, Omark said that she, "Definitely reads the sports." But she is only interested in the sports that Baruch College participates in. Graber replied, "If turn to the last page first. It's true. First I have to see what they say about our teams and athletes." Omark doesn't watch sports unless it is the big events at the end of the season. Graber follows football. She was an avid Dodger fan, but since the Dodgers skipped town, she does not follow baseball anymore.

When Baruch has a winning team, Graber feels that, "In my small way I helped them." And Omark feels, "Very proud," of them.

Omark and Graber both participate in sports when they can. Omark recently participated in the roller skating event here at Baruch. She rallied skated for nearly four hours. They both like to dance, too. Omark is the life of the party because she plays the piano. Graber used to play piano.

When asked what was difficult about their job, Omark and Graber both said they do not find anything difficult about this job. What is easy about their job? They both replied that this job is very easy because it seems like family in this department, and the people are so easy to work with. It is really a pleasant atmosphere to work in. What about working in another department? "They both don't know if they would like to work in another department. Omark remarked that, "All the men are so handsome around here, especially the chairman," and they both cracked up in laughter.

Omark and Graber both feel that the CUNY championships to be held in May. Presently the team is composed of 9 men and one woman. The team is very cogeit," commented Graber.

By Kerine Chang

People watching a fast moving tennis game between players sometime concede that any similarity in the strokes unwound before them and their own strokes is purely coincidental. They see brilliant, unharried strokes demonstrated under pressure and they often wonder why they cannot play like that.

Well, that's exactly what the Baruch tennis team has been doing. They have been practicing early so as to prepare themselves for their upcoming season. The team's coach, Florin Giuglescu, has drilled his players for long countless hours. He commented, "We want to once again reach the ultimate goal—the CUNY championships to be held in May."

Presently the team is coed with 9 men and one woman. "The team is very cogeit," commented Giuglescu. "This balance of strong, and recently improved players gives us a better chance in succeeding in the upcoming season."

The team members are: Peter Stavros, the most skillful member of the team. Flynn captured the MVP title last year after he helped lead his team to a victorious season. Scott Abramson, who is a big server, Daniel Palmn-Poroner, a base liner, and David Silverstein, whose backhand is sharp this season, are the most improved players from last year. The other team members are: Melvin Grant, a solid touch player, Meenaz Dhanani, an all around player, Michael Starr, a forehand server, Elizabeth Burnett, who has a stable forehand return, Ruskhan Perera, who is both a volley and also a touch player and another forehand, Issak Palamuk. Coach Giuglescu thinks that this balance of different styles of players is of great importance to the team.

By Damian Begley

Will it ever stop? Roger Miller has pulled down yet another award for his play this season. He was recently chosen as Player-of-the-Year by the ECAC. Made up of coaches of the Eastern Collegiate Athletic-Conference, they voted the leeman as tops in the Metro Division. Burning up the division with a 24.7 ppg average, Miller led the Statesmen to the playoffs for the third consecutive year. This all-around magician adds this award to his other laurels, including Co-MVP in the CUNY Division, MVP in the past season's Hal Chase Classic, and All-Tournament in the three tournaments (Hal Chase, Hawk, and CUNY) that Baruch participated in.

The two-time All-CUNY forward led Baruch in just about every category this season as he broke nearly every existing record in Baruch College History. The ECAC coaches picked the right man for this year's award. Way to go Roger!
NEW MR. BARUCH CROWNED
Phillips Wins In Close Contest

By Kerine Chang

On March 24th during club hours, with the crowd jammed tightly on both floors of the college auditorium, five male students strutted and paraded on stage. The event: the New Mr. Baruch Contest. New, because of the absence of bodybuilding and masculinity as criteria and the addition of talent, businesswear, and swimwear categories.

The Intramural Director, Tom Cracovia, was the master of ceremonies and the contestants were: Terence Brown, an upper freshman and Marketing major, Walter Lee Holmes, a Finance major who resides in upper Manhattan, Sidney Phillips, a lower senior and a Statistics major, and Rodwin Watson, an upper senior from Brooklyn and a Computer Science major. The judges for the event were: Phyllis Freeman, Michelle Graber, Lydia Bailey, all of whom are faculty members.

The contest began with all five gentlemen posing and showing off their physiques and swimwear designs on stage for judging. Sidney Phillips was voted winner of the award for the best Physique/Swimwear.

Baruchian Competes In Fencing Championships

By James Kelly

David Moy, a junior, fenced in two bouts before being eliminated in the quarterfinals of the saber competition. Each year the NCAA holds qualifying tournaments throughout the country to select a field of 36 fencers who compete in epee, foil and saber fencing. Each pool of 36 fencers is randomly selected before final decisions are announced. Moy's name was announced during the week of March 14, almost two weeks after the qualifying tournament.

It is not the first time a Baruch fencer has been selected to compete in the national finals. "We have had great success with our fencing program here at Baruch," says Director of Physical Education Alfred Peredo, adding, "Since Baruch is an independent college and not directly affiliated with the National Collegiate Athletic Association it is an honor to be asked to compete."

The qualifying event held at Barnard College in early March featured round robin pools of the three schools of fencing. The tournament was the easiest of the three schools; foil and saber, the more difficult schools, followed. The difficulty lies because defense is measured as well as the offensive thrust of a fencer.

Baruchian Wins In Close Contest

By Kerine Chang

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INTRAMURAL EVENTS

APRIL

14 SWIMMING TOURNAMENT
BADMINTON
21 MEN'S & WOMEN'S SUPERSTAR
26 BADMINTON

Entry blanks may be obtained in Room 610A, 23 St. between 12 Noon and 4:45 PM any day classes are held. All entry blanks must be submitted one week before the tournament. Trophies are awarded for all tournaments.

Baseball is Back at Baruch: Statesmen Aiming For Playoffs

By Damian Begley

After a very disappointing season in 1982 the Baruch baseball team is ready to rebound and put together a solid team that is, from many standpoints, the strongest team we've had in a few years. Last season the team had weak hitting, poor defense, and a defense that made the '62 Mets look like a bunch of Gold Gloves. In fact, the '62 Mets were so well refined that it was a huge disappointment in the hearts of the Baruch Statesmen that they even could fit in the field for his second award.

When it was time to select the New Mr. Baruch. This had been a close contest, and any one of the five contestants could receive the title. After a brief pause, the judges tallied their scores and then finally came to a decision. Tom Cracovia announced the winners in the individual categories and runners-up, as Vivian Public (Mrs. Baruch 1982) distributed the awards. Terence Brown came in 5th place, Rodwin Watson was awarded 4th place, Walter Lee Holmes was awarded 3rd place, Willie Gonzalez came in second place, and Sidney Phillips was crowned the New Mr. Baruch 1983. Phillips commented on the event, "It was an enjoyable experience; I hope the contest will encourage other male students to participate." For the Baruch Statesmen, the Mr. Baruch contest will be held on Thursday, April 28, 1983.

The New Mr. Baruch: Sidney Phillips