

CAL POLY REPORT

California Polytechnic State University
San Luis Obispo, California 93407

March 19, 1981
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Ad seduction talk by Wilson Key

By the age of 18, the average consumer has been exposed to more than 330,000 television, newspaper and magazine advertisements with a subliminal sexual pitch, according to a psychologist who has made a study of the subject. Wilson Bryan Key will present a multimedia presentation, "Subliminal Seduction," at Cal Poly on Monday (Apr. 6).

His 8 pm program in Chumash Auditorium is open to the public. Tickets are \$1.50 for students and \$2.50 for public; door prices are a dollar more. Tickets will go on sale March 30 at the University Union ticket office.

A psychologist and former advertising executive, Dr. Key is the author of two bestselling paperback books, "Subliminal Seduction" and "Media Sexploitation," both of which assert a massive invasion of our subliminal thinking processes by the design of Madison Avenue. Key has testified about the subliminal sales pitches before the Federal Trade Commission and a Senate subcommittee investigating the widespread practice. Dr. Key's appearance at Cal Poly is presented by the ASI Speakers Forum of the Associated Students Inc. Program Board.



Reynolds named to national alumni post

R. Wallace Reynolds (Engineering Technology, emeritus) a member of the Cal Poly faculty for 26 years, has been appointed executive director of the National Association of Civilian Conservation Corps Alumni (NACCCA). He will be based at NACCCA headquarters in Manassas, Va., a Washington, D.C. suburb. Organized four years ago, NACCCA has nearly 7,000 members from all 50 states.

Membership is open to all persons who served in any capacity in the Civilian Conservation Corps (CCC), which was active from 1933-42. It is estimated that about 2 million individuals with such experience are still living. One of the principal objectives of the organization is to obtain Congressional approval to refund the Civilian Conservation Corps. The first national NACCCA convention was held in Sacramento in 1979. A California convention was held at Camp San Luis Obispo last October. Reynolds served in the Civilian Conservation Corps from 1934-36.

'Gwendolyn Watson and Friends' schedule Cal Poly concert

"Gwendolyn Watson and Friends," a performance of music and dance, will be presented in the Cal Poly Theatre on Tuesday (Apr. 7) at 8 pm as part of Women's Week. The concert will feature the musical, "one-woman band" talents of Gwendolyn Watson 'cellist, pianist, percussionist and vocalist — and her Cal Poly "friends": dancer Moon Ja Minn Suhr (Physical Education) and selected members of the university's music faculty. The evening will focus on a repertoire of Ms. Watson's own compositions as well as improvisations.

Reserved-seat tickets for the event are \$2. Tickets will be available after March 23 at the University Union ticket office and the Cal Poly Theatre Box Office. For information and reservations call Ext. 1421.

Ms. Watson has been described as a "zany but serious musician," who "seems to possess a kinetic bond with dancers." Presently on the dance faculty at Stanford University, she has taught at Julliard School in New York

Architectural models on display

Tangible visions of future architectural structures are on display through Friday, March 20, in the University Union Galerie. About 30 models by Cal Poly architecture students are exhibited. Two of the models were prominently featured in a January 1980 edition of the Los Angeles Times' Home Magazine. Former students Richard Giesbret and Peter Dannenfelser II designed futuristic living spaces out of cardboard and plastic.

In the Architecture classes, instructor John Lange gave his advanced students problems to be met by three-dimensional design. He gave strict rules on dimensions, materials and format. From this, students created innovative scale models of ideal, low-cost structures. One of the problems presented was a design for a multi-purpose stadium, of which there are several in the Galerie exhibit.

Hours for viewing the display are 9 am to 9 pm, Monday through Friday, and noon to 5 pm on Saturday and Sunday. The exhibit at Cal Poly is presented by the Fine Arts Committee of the ASI Program Board.

City; American University in Washington, D.C.; and San Francisco Conservatory of Music.

She has studied with Pablo Casals, Gabor Rejto, and Zara Nelsova. Her studies in musical composition have included instruction from Darius Milhaud and Luciano Berio.

Cal Poly's basketball team is one of only four squads still alive this week after defeating New Hampshire College in the NCAA East Quarterfinal, 77-73, here Saturday. The Mustangs travel to the Division II National Championship tournament Friday and Saturday at Springfield, Mass., after entering the playoffs as an at-large team. It's Cal Poly's first trip to the Final Four. The Mustangs (23-7) will take on Florida Southern (22-8) in the first semifinal game Friday at 3:35 p.m., while Mt. St. Mary's (Md.) (27-2) meets Wisconsin-Green Bay (23-7) at 5:35 p.m. (all times PST).

STAFF VACANCIES

Vacant support staff positions have been announced by Robert M. Negranti, Staff Personnel Officer. Descriptions of the positions and other vacancies are posted outside the Personnel Office, Adm. 110, Ext. 2236. Contact the Personnel Office to obtain an application. The University is subject to all laws governing Affirmative Action and equal employment opportunity including but not limited to Executive Order 11246 and Title IX of the Education Admendments Act and the Rehabilitation Act of 1973. All interested persons are encouraged to apply.

Departmental Secretary I - Steno, \$521-\$624/month, half-time, Environmental Engineering Department. Duties: Neat, accurate typing, dictation, maintain files, receptionist, process student and department payrolls, supervise one clerical student assistant, maintain travel accounts, and order textbooks. Hours: M-F, four hours/day, flexible. Requirements: Equivalent to three years of general clerical experience (four years preferred) with a wide range of duties and responsibilities, type 45 wpm, shorthand 80 wpm and must have taken the General Clerical Test by the Closing date of: 4-3-81.

Clerical Assistant II-A, \$946-\$1130/month, Counseling Center. Duties: Typing for a professional staff of 19 persons; providing back-up reception of persons coming into the Counseling, Testing and Career Center; answering phones; receiving and directing intra-office calls on 22-phone intercom system; Xeroxing; and preparing master copies for duplication. Applicant must have ability to work with interruptions in a busy office environment and good interpersonal and communications skills. Requirement: One year of general clerical experience, 45 wpm typing minimum (50+ preferred), and must have taken the General Clerical Test by closing date of: 4-3-81.

Clerical Assistant II-B, 1002-\$1198/month, Financial Aid Office. Duties: Typing of financial aid award letters, typing of general correspondence for Financial Aid Counseling Group, taking dictation, answering telephone inquiries; other clerical duties as assigned. Requirements: One year of general office experience, type 45 wpm, shorthand 80 wpm, and must have taken the General Clerical Test by closing date of: 4-3-81.

Clerical Assistant II/III-B, \$1002-\$1354/month, Admissions Office. Secretary to the Director of Admissions and Records. Duties: Maintain budget accounts and payroll documentation, including student assistants; take dictation and transcribe written correspondence and reports with proper grammatical skills; direct telephone and written communications to appropriate individuals; and schedule appointments. Requirements: One year of general clerical experience for II-B, three years of general clerical experience for III-B, type 45 wpm, shorthand 80 wpm and must have taken the General Clerical Test by closing date of: 4-3-81.

Clerical Assistant II-A/C, \$946/month through 6/30/81 with July and August off without pay; \$788-\$942/month effective 9/1/81, 10-month position with July and August off with pay, Library, Documents and Maps Department. Duties: Sorts daily shipments, puts classification numbers on documents, types shelflist cards, charges library materials to the Library patrons, files and maintains records, and processes overdue. Duties involve some lifting, carrying depository boxes and pushing booktrucks. Requirements: One year of general clerical experience, type 45 wpm and must have taken the General Clerical Test by the closing date of: 4-3-81.

UU quarter break hours

The University Union building operations hours over the quarter break will be as follows:

Saturday (Mar. 21)	Entire building closed
Sunday (Mar. 22)	Entire building closed
Monday-Friday (Mar. 23-27)	Offices only 8 am to 5 pm
Saturday (Mar. 28)	Entire building re-opens 10 am * (except Craft Center)
Sunday (Mar. 29)	Entire building opens 10 am
*Thursday (Apr. 2)	Craft Center re-opens 10 am

Quarter break Food Service Hours

The following facilities will be open during the Spring Quarter Break period, (Mar. 20 through Mar. 29).

Friday, (Mar. 20)	
University Dining Room	
Breakfast	6:30 am to 9:30 am
Lunch	10:30 am to 1:30 pm
Dinner	4:30 pm to 7 pm
Snack Bar	7 am to 4 pm
Sandwich Plant	6:30 am to 3:30 pm
Burger Bar	10 am to 5 pm
Ice Cream Parlour	11 am to 5 pm
Staff Dining Room	7 am to 4 pm
Vista Grande Restaurant	11 am to 8 pm
Saturday & Sunday, (Mar. 21-22)	
Vista Grande Restaurant	11 am to 7 pm
Monday - Thursday, (Mar. 23-26)	
Staff Dining Room	7:30 am to 4 pm
Vista Grande Restaurant	11 am to 7 pm
Friday, (Mar. 27)	
Staff Dining Room	7:30 am to 4 pm
Snack Bar	11 am to 7 pm
Vista Grande Restaurant	11 am to 7 pm
Saturday, (Mar. 28)	
Burger Bar	10 am to 1 am
Vista Grande Restaurant	11 am to 7 pm
Sunday, (Mar. 29)	
Burger Bar	12 am to 12 pm
Vista Grande Restaurant	11 am to 7 pm

Vista Grande Cafeteria will close after 1 pm on Thursday (Mar. 19) and re-open at 7 am on Monday (Mar. 30).



FACULTY VACANCIES

Candidates for positions on the faculty of the University are presently being sought, according to Donald L. Shelton (Director of Personnel Relations). Those interested in learning more about the positions are invited to contact the appropriate dean or department head. This University is subject to all laws governing Affirmative Action and equal employment opportunity including but not limited to Executive Order 11246 and Title IX of the Education Amendments Act and the Rehabilitation Act of 1973. All interested persons are encouraged to apply.

Graduate Lectureships, Part-time, salary commensurate with qualifications and experience, Computer Science and Statistics Department, School of Science and Mathematics. Part-time graduate lectureships are available for Summer Quarter, 1981, for students who enroll in Computer Science M.S. program at Cal Poly. Closing date: 4-10-81.

Graduate Lectureships, \$3651-\$3994/year, part-time, Electronic and Electrical Engineering Department, School of Engineering and Technology. Part-time graduate lectureships, graduate scholarships and fellowship available beginning Fall Quarter, 1981, for students who enroll in Master of Engineering program at Cal Poly. Contact Dr. Donley J. Winger, Chairman, Graduate Committee, Electronic and Electrical Engineering Department. Closing date: 4-17-81.

Lecturer, Salary commensurate with qualifications and experience, Music Department, School of Communicative Arts and Humanities. One-year non-tenure track faculty replacement for 1981-82 academic year. Teach music appreciation and music history courses and beginning to intermediate folk guitar. Doctorate in Music History - Literature or Music Education with successful teaching experience at college level required. Closing date: 4-15-81.

Lectureships, Salary commensurate with qualifications and experience, Computer Science and Statistics Department, School of Science and Mathematics. Duties and responsibilities include teaching lower division statistics or computer science courses. Candidates for the statistics position must possess an M.S. in statistics or related area; candidates for the computer science position must possess an M.S. in Computer Science. Preference will be given to candidates with demonstrated excellence in college or university teaching and/or industrial experience involving applied statistics or computer science. Appointment for Fall and/or Winter and/or Spring and/or Summer Quarters, 1981/82. Closing date: 4/10/81.

Lecturers, Part-time, salary commensurate with qualifications and experience, Mathematics Department, School of Science and Mathematics. Duties include teaching one or more lower division courses in mathematics. Candidates must possess a degree in mathematics or an appropriate field. Concurrent enrollment in the department's Graduate Program required. Part-time positions available 1981/82 academic year including Summer Quarter 1982. Closing date: 8/1/81.

Lecturers, Part-time, salary commensurate with qualifications and experience, Mathematics Department, School of Science and Mathematics. Part-time positions available for the 1981/82 academic year including Summer Quarter 1982. Duties include teaching lower division mathematics courses in our service area. Requirements: Master's degree with work towards doctorate desirable. Closing date: 8/1/81.

Lecturer, Part-time, salary commensurate with qualifications and experience, Physics Department, School of Science and Mathematics. Possible positions in Fall, Winter, Spring, or Summer Quarters 1981/82. Duties include teaching lecture and laboratory classes in physics or physical science. Doctoral degree preferred. Closing date: 4/20/81.

READVERTISEMENT

Director of Counseling and Testing (Student Affairs Program Officer V, 12 month), \$32,892-\$39,732/year, dependent upon qualifications and experience, Counseling and Testing Center, Student Affairs Division. Duties: Under general direction of the Dean of Students, has full responsibility for planning and directing the operations of the Counseling and Testing Center with a professional staff of 15 involved with individual and group counseling; career development; testing and assessment; learning assistance and tutorial; organizational consultation and liaison with campus programs. Requirements: earned doctorate in Counseling Psychology or related field with immediate eligibility for California licensure and five years minimum experience in a university/college setting. Training and experience in higher education or Student Personnel Administration is desirable. Resumes should include a brief but complete description of education and experience. Apply to: Dr. Russell H. Brown, Dean of Students. Appointment to be made July 1, 1981 or as soon thereafter as possible. Extended closing date: 5/8/81.



Cal Poly Report copy intended for the next issue should be submitted in typewritten form to Betty Holland, Adm. 210, Ext. 2576, prior to 12 noon on Mondays.

Cal Poly Dateline is compiled by the Public Affairs Office, Adm. 401, Ext. 2246, and is published on Mondays. Typewritten copy intended for the next issue should be submitted to Cathy Burt, Adm. 401, prior to 12 noon on Wednesday.

Publications Editor: Fred Wolf, Ext. 2158, Adm. 210.

WHO...WHAT..WHEN...WHERE???

Richard Schmidt, Accounting, authored an article in the January 1981 issue of *The National Public Accountant*. The article is titled "The Impact of Proposed Depreciation Changes on Small Businesses."

Walter Mark, Natural Resources Management, has been elected to the position of vice-chairman of the Southern Forest District Technical Advisory Committee. Dr. Mark's appointment will run through Jan. 15, 1982.

Jeannette Reese, Health Center, has been elected to the Executive Council - Graduate Student North of California College Personnel Association.

Martin T. Lang and Kempton L. Huehn, Mathematics, gave a presentation titled "Computer Graphics Programs for the Mathematics Classroom" at the Naval Postgraduate School in Monterey, Jan. 22.

Maz E. Riedlsperger, History, reviewed "Die Wehrmachtuntersuchungsstelle: Unveroeffentlichte Akten ueber allierte Voelkerrechtsverletzungen im Zweiten Weltkrieg," published in *German Studies Review*, Vol. IV, No. 1, Feb. 1981. The book reviewed deals with the history of the German military investigation agency established to document Allied crimes against humanity in the Second world War.

Pamela Cook Miller and David Henry, both Speech Communication, were elected vice-chair persons of the Interpretation Interest Division and the Rhetoric and Public Address Interest Division respectively at the Western Speech Communication Association Convention in San Jose, Feb. 15-17.

Mary Stallard and Marylinda Wheeler, Physical Education, attended the Southwest District Conference for Health, Physical Education, Recreation, and Dance in Albuquerque, Feb. 18-21.

Stanislaus J. Dundon, Philosophy, delivered an invited paper before the faculty of the Center for the Study of Values located at the University of Delaware, Feb. 25. Dundon spoke on "The Ethics of Risk-Benefit Analysis."

Sue McBride, Dennis Nulman, Leonard Davidman and Carolyn Hansen, all Education, participated in the second annual SHARING Conference which focused on "Positive Approaches to Motivation and Discipline." The county-wide event was co-sponsored by the Education Department, Extended Education, and the Cal Poly Teachers Society.

Robert A. Lucas, Director, Research Development, has been appointed to serve on the Editorial Board of *Grants Magazine: The Journal of Sponsored Research and Other Programs*. Dr. Lucas' term will commence with the March 1981 issue and continue for three years.

Christina and Phillip Bailey, Chemistry, have had the second edition of *Organic Chemistry: A Brief Survey of Concepts and Applications*, published by Allyn and Bacon, Inc.

Patricia L. Engle, Child Development and Home Economics, is co-investigator in a 2-year study titled "Cultural/Medical Contexts of Birth in Hispanic Women" with Dr. Susan Scrimshaw, UCLA School of Public Health. The study is funded by The National Institute of Health, and is scheduled to begin March 1.

Walter E. Rice, Economics, took part in two portions of a one-day seminar on "Urban Transportation - Perspective on the 80's," sponsored by the Department of Geography and Urban Studies, California State University, Los Angeles, on March 6. The titles of Dr. Rice's presentations were: "Commitment to Total Transportation: Case Study of Metropolitan Toronto, Canada," and "The Mini-Bus in the Smaller Community - San Luis Obispo."

Willie Coleman, Counseling and Testing, was one of five speakers participating over the past few months in a "Focus 3" lecture series at California State University, Sacramento. Ms. Coleman's lecture on March 14 was titled "Uncovering Roots: Black Women in the 148 Year Pursuit of Equality." In early January she was guest speaker for Black Week activities at Yuba College in Woodland.

M. LeRoy Davis, Arthur C. Duarte, Douglas G. Genereux, H. Clay Little, all Agricultural Management, and **Edgar A. Hyer, Head, Agricultural Management**, participated in the sixth annual conference of CSUC Agricultural Management and Agricultural Economics faculties held in Fresno on March 6-7. Improvement in teaching, curriculum, and student performance in the job market were primary items of business.

Frederick J. O'Toole, Philosophy, had a paper titled "On Preserving the Wilderness and Our Obligations to Future Generations" published in *Contemporary Philosophy*. Vol. VII, No. 6, Winter 1981.

Robert L. Hoover, Social Sciences, presented an illustrated slide lecture, "Archaeology at Mission San Antonio: An Update," to the Santa Cruz County Archaeological Society on the evening of Feb. 19 in the Santa Cruz Municipal Museum. Hoover was also appointed for a second 3-year term by the State Department of Parks and Recreation on the La Purisima State Historic Park Advisory Board. He was elected second vice-president of that organization at their annual meeting in Santa Barbara on March 7.

Jaime Colome, Biological Sciences, attended a workshop on Precambrian Paleobiology at the University of California, Los Angeles on March 11. Dr. William Schopf, internationally known paleobiologist from UCLA's Geology Department, discussed the microfossils resembling present day cyanobacteria and filamentous bacteria from stromatolites in Western Australia.

Larry Gulttard, Oral Health Educator for the Student Health Services, has been accepted to the entering class of fall, 1981, at the University of California, San Francisco, School of Dentistry.



encouraging notes

March 18, 1981

- ** D.E. - INTEGRATED EDUCATIONAL SERVICE DELIVERY MODELS FOR SEVERELY HANDICAPPED CHILDREN.** The Department of Education has announced the availability of funds for projects to develop, implement, evaluate and communicate about innovative educational services designed to facilitate integration and interaction between severely handicapped children and/or youth (ages 0-21) and their nonhandicapped peers and adults. It is designed to develop new cost-effective methods of providing special services to increase both the quality and frequency of interactions with nonhandicapped peers and adults while basic training is concurrently provided by local or state agencies. These integrated educational services delivery models should be longitudinal and build over time the highest possible level of independent functioning in a variety of integrated community settings for severely handicapped citizens. This procurement will cover a 36-month period to be incrementally funded.

DEADLINE: April 24, 1981

- * D.O.E. - UNSOLICITED PROPOSALS FOR STUDIES AND ASSESSMENTS OF RESEARCH AND DEVELOPMENT NEEDS RELATED TO ENERGY TECHNOLOGIES.** The Office of Energy Research of the Department of Energy invites proposals which specifically provide one of the following: (1) studies and assessments leading to the identification of undesirable gaps or duplication in energy technology R&D and providing a measure of the relative urgency of resolving these deficiencies; and (2) evaluation of the technical and economic performance of a selected energy technology and an assessment of its potential relative to alternative technologies.

DEADLINE: April 15, 1981

- * NSF - UPCOMING TARGET DATES FOR PROPOSALS.** Proposals received after this cutoff date will be reviewed although they may miss a particular panel meeting.

April 1, 1981	Ethics and Values in Science and Technology
April 30, 1981	Biological Instrumentation
May 1, 1981	Climate Dynamics
May 1, 1981	Earth Sciences: Geology, Geochemistry, Petrology, and Geophysics
May 1, 1981	Ethics and Values in Science and Technology
May 30, 1981	Policy, Research and Analysis
May 31, 1981	Public Understanding of Science

- * NEA - DESIGN ARTS PROGRAM.** The National Endowment for the Arts through its Design Arts Program supports projects in architecture, landscape architecture, urban design, and planning, interior design, industrial design, graphic design and fashion design. There are four major categories of grants for organizations. Design Arts Demonstration supports feasibility studies, schematic design and planning projects. Design Exploration/Research supports research which contributes to the understanding of the aesthetic, utilization, economic, and social consequences of design decisions. Design Communication supports projects that educate and inform the public, designers and decision-makers about the value and practice of design, the impact of design decisions and the relationship between design, the physical environment and human activity. General Services to the Field offers service organizations grants to strengthen their ability to serve the field. All the above program grants must be matched on a dollar for dollar basis by the grantee.

DEADLINE: May 20, 1981

* Guidelines and/or Application Forms Available in the Research Development Office

** Information Requested/Available Soon



RESEARCH DEVELOPMENT • ADMINISTRATION 317 • TELEPHONE 546-2982
CALIFORNIA POLYTECHNIC STATE UNIVERSITY • SAN LUIS OBISPO, CALIFORNIA 93407

*** REFUGEE, IMMIGRANT AND MIGRANT PROGRAMS.** In 1981, some 217,000 refugees will enter the United States. Many of them will require special services for survival in the economic and educational system. Numerous programs exist and are being announced to fund the development of education (including bi-lingual, teacher training and curriculum development) and other programs which address the special needs of refugees, migrants and immigrants. The CSUC Washington Office has issued a special report which includes information of interest to colleges and universities on research and instructional programs funded by the Departments of Education, Labor, Health and Human Services, State, and Commerce. Other programs are funded by the National Institute of Mental Health, the National Institute of Child Health and Human Development, the Fund for the Improvement of Post-Secondary Education, the National Endowment for the Humanities, and ACTION. A copy of the Report is available from the Research Development Office on request.

*** RESOURCES FOR THE FUTURE - SMALL GRANTS PROGRAM.** Resources for the Future has recently initiated a program of small grants to be awarded each year for the support of research on issues related to the environment, natural resources, or energy. The program is intended to address a need that is not now being met by most funding agencies, which tend to emphasize large projects and require complex, lengthy applications. Proposals may originate in either the social or natural sciences. The maximum grant will be \$30,000, including overhead, but most grants will be for smaller amounts. Projects should run for at least two months and not more than two years. Resources for the Future expects to announce the next round of awards sometime in November, 1981.

NATIONAL SCIENCE FOUNDATION BEING REORGANIZED. The National Science Foundation is being reorganized to broaden the agency's capacity to support basic and applied research in the sciences and engineering and to give new emphasis to engineering research.

A major change is the establishment of a Directorate for Engineering to include the divisions of Electrical, Computer and Systems Engineering; Chemical and Process Engineering; Civil and Environmental Engineering; and Mechanical Engineering and Applied Mechanics. NSF's applied research programs have been distributed among four directorates: Engineering; Biological, Behavioral and Social Sciences; Astronomical, Atmospheric, Earth and Ocean Sciences; and Mathematical and Physical Sciences. Proposals for applied research should be submitted to the directorate under which the research would properly fall.

NSF - DIRECTORATE FOR SCIENTIFIC, TECHNOLOGICAL AND INTERNATIONAL AFFAIRS. The National Science Foundation has announced a number of travel grant and cooperative science (Australia, New Zealand, France and Latin America) programs. DEADLINES OCCUR APRIL 1 AND MAY 1. General information is available in the Research Development Office and complete guidelines can be obtained upon request of interested faculty.

**** DEPARTMENT OF JUSTICE - JAIL STUDIES.** The Department of Justice has announced the availability of two grants of \$125,000 each for a period of 24 months for projects designed to yield data on the role and impact of the jail as a social control institution.
DEADLINE: April 20, 1981

**** DEPARTMENT OF ENERGY - OFFICE OF COAL MINING.** The Office of Coal Mining is interested in research proposals from colleges and universities for research on advanced systems concepts related to coal mining and preparation. The purposes of this effort are to investigate novel concepts for improved coal mining and preparation systems, to furnish technical support in the education of graduating seniors in accredited baccalaureate courses in coal mining/preparation research, and to explore new approaches to coal production. The Office of Coal Mining is particularly interested in research related to coal mining preparation from the standpoint of mining/preparation systems. That includes all aspects of the proposed concept including hardware configurations system.
DEADLINE: April 30, 1981