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National media discovering faculty 'sources'

by Bill Rupp, Director
Public Information

Editors, writers, and correspondents for the national news media are discovering what New England journalists have known for years: Bryant professors are top-notch sources of information for news stories.

Take the Persian Gulf war for example. Economics professor Sam Mirmirani has become a favorite of a bevy of *USA Today* writers assigned to do war stories. KIRO-AM radio in Seattle also has found Mirmirani's comments to its liking. He has made half-a-dozen appearances on the CBS affiliate considered to be the Pacific Northwest's premier talk-news radio station.

Then there is Rhode Island's banking crisis, which became a national story overnight. Economics professor Bill Sweeney and finance professor Jack Rubens have been contacted by a host of reporters for comments and information. *The Wall Street Journal*, *U.S. News and World Report*, the Associated Press, *USA Today*, and the *Los Angeles Times* are among the print media that have carried comments from Sweeney and Rubens. Rubens also had a commentary he wrote on private deposit insurance carried by *The Wall Street Journal*. And Sweeney was quoted by the *Japan Economic Journal* (*Nihon Keizai Shimbun*), and interviewed for a story carried by the 80-station Business Radio Network (BRN).

The Wall Street Journal, *USA Today*, and *Adweek*, in particular, also have found marketing professor Ed Popper a reliable and quotable source of information on cigarette advertising and marketing, among other areas.



Steel drum band entertains, educates

"Extravaganza Night" of Black History Month at Bryant included a performance by an African steel drum band in South Dining Room. The annual celebration ended last week with two shows: a dessert theatre, "Harlem Renaissance," and a Gospel Jubilee featuring groups from southern New England.

\$200,000 grant to complete language lab

Bryant is receiving a \$200,000 grant that will allow the College to complete the Language/Learning Laboratory.

The grant is coming from the Davis Educational Foundation of Massachusetts, established by Stanton and Elisabeth Davis. He is the retired chairman of Shaw's Supermarkets, Inc.

The language/learning lab was opened in 1989. It is equipped currently with an instructional console, 24 student stations and a small library of tapes, videos and software. The stations include audiocassette recorders/players and computers and monitors.

The purchase of additional equipment with the grant will create a state-of-the-art computer-interactive laboratory. Among the new equipment: computers with multi-

sync video/computer monitors, providing the console and stations with interactive videodisc players and CD-ROM players; one system--a high-powered work station equipped to edit and produce interactive videodiscs and CD-ROM audio/text discs--dedicated to new materials development; a substantial basic library of interactive videodisc programs, audio and text drill programs, and videotapes to support the language and other courses taught in the lab.

When the lab is completed, it is anticipated that students will become conversational in a language in half the time. And the lab is expected to become a resource for faculty-customized video, audio and textual learning materials.

Media (Continued on page 2)

Beware of built-in bias: Poussaint

"We all have the capacity to offend...we are all capable of falling into traps without knowing it."

So said Dr. Alvin Poussaint in Janikies Auditorium on February 19, speaking about stresses generated by an ever-more racially and ethnically diverse workplace. The Harvard Medical School psychiatrist and script consultant to "The Cosby Show" and "A Different World" spoke in a Bryant Forum as part of Black History Month on campus.

Society is changing rapidly, so there is "no escaping a future of diversity in the workplace," Poussaint said to more than 400 students and staff. It is very important, therefore, to look at ourselves and our own biases.

Cultural bias is part of our language, Poussaint said, saying that this is one of

the biggest traps we can fall into. He used one of his own experiences in a classroom as an example.

The psychiatrist said he used the term 'Mongoloidism' while lecturing to a class on Down's Syndrome. After class, he said, the Asian students in the class berated him for using that term, which was taught to him.

But there are many other terms, such as "Indian giver" and "paddy wagon," which are racial slurs, he said.

A lack of education in society about race is where the problem starts, Poussaint said. Non-Western studies are rarely if ever offered.

In fact, Poussaint said, "bias is taught in our society in a lot of little ways." By ages 3 and 4, he said, kids "know a lot...about whites, blacks, Native Americans...through story books and fairy tales and frequently used cliches...We implant ideas about relationships between races and the sexes and adults and children....We unknowingly teach these things..."

"None of us plotted this, but we must be aware of built-in cultural biases we are not aware of," he said.

Even the definition of race causes



Alvin Poussaint

problems, Poussaint said, saying that the genetic difference between the races is slight. Most bias, thus, has developed outside of biological differences, he said. "Being a minority has become almost totally a psychological experience...with sets of stresses developed for all of us."

"We must get much better and be more comfortable with each other...to avoid stresses on both sides," Poussaint said.

Well Fare

Bryant's first Good Health Benefit program on "stress" runs next Wednesday (March 13). See the March schedule below for times and location.

All employees are encouraged to participate in GHB programs regardless of insurance coverage. Flexibility in scheduling is encouraged.

GHB program schedule

March 13
"Stress" Program I
MRC Lecture Hall
12 p.m. & 1 p.m.
(One-hour workshop with brown-bag lunch)

March 27 - May 15
"Steppin' Out"
Bryant Center Room 1
12 p.m. & 1 p.m. Wednesdays
(8-week walking competition to promote exercise and team effort with a brown-bag lunch)

NOTE: Employees may sign up for any program at the first meeting.

Media (Continued from page 1)

FORTUNE magazine's Walter Kiechel has used management professor Ron DiBattista and psychology professor Ron Deluga as sources for his columns. Sociology professor Gregg Carter has found a variety of daily newspapers and radio stations across the country interested in his comments on race relations. Judy Litoff's "war letters" work with colleague David Smith has been featured in a host of newspapers coast to coast, on CNN's "Sonya Live" show, and in *Yankee* magazine (*McCall's* is planning a feature this fall).

All of the above is really only the tip of the iceberg. A complete list shows a host of other professors (and several administrators) quoted, and many other newspapers, magazines, and TV and radio stations involved in contacting Bryant.

How has all this happened?

Journalists began beating a path to

the faculty suites soon after it was decided to expand the College's media-relations effort nationally--to increase Bryant's name recognition and exposure nationwide--by using the expertise of Bryant's greatest natural resource: its faculty.

So read a bit more closely your next issue of *USA Today*, or *The Wall Street Journal*, or the *Christian Science Monitor*, or the *Las Vegas Review-Journal*, or the *Boston Globe*, or the *Palm Beach Post*, or the *San Diego Union*, or *New England Business* or *Entrepreneur* magazines. You never know whose name you might see.

And listen to the radio the next time you are in Seattle, or Charlotte, or Pittsburgh, or Atlanta, or Albany, or San Antonio, or Los Angeles, or Denver, or any city for that matter. You just might hear a familiar voice.

QUICKLY

...Student employment director **David Brooks** has been elected president of the National Association of Student Employment Administrators (NASEA)...

...Professors **Frank Bingham** and **Charlie Quigley** will present a paper at the western regional meeting of the Academy of International Business in the spring. The paper's title: "The Impact of Countertrade on Purchasing: A Review of Literature and Managerial Implications"...

...*The Journal of Occupational Psychology* has accepted for publication a manuscript prepared by professors **Ron Deluga** and **J. T. Perry**. Its title: "The Relationship of Subordinate Upward Influencing Behavior, Satisfaction, and Perceived Superior Effectiveness with Leader-Member Exchanges"...

...*Presstime*, a journal of the American Newspaper Publishers Association, carried the results of a mail survey completed by professors **Larry Lowe** and **George de Tarnowsky**. The survey looked at research activities of newspapers...

...Professor **Art Blackman** addressed members of the Better Business Bureau on marketing for small business owners last month...

... "Courtship By Mail: The World War II Letters of Barbara Wooddall Taylor and Charles E. Taylor," a paper co-authored by professor **Judy Litoff** and University of Maine professor David Smith, appears in *The American Family: Historical Perspectives*. Also, National Public Radio plans to air again in early April the program, "Sealed With A Kiss: The Wartime Letters of American Women," based on Litoff's and Smith's work. The show was aired first in December, 1989...

...Trustee **Walter Tillinghast** has been named a trustee of Women & Infants Hospital in Providence. Tillinghast also is a trustee of Gordon College, serves on the President's Council at Gordon Conwell Theological Seminary, and is a corporation member of Norwood Hospital...

...Professor **Glen Camp** served on a panel discussing the Persian Gulf war last month at a dinner meeting of the World Affairs Council of Rhode Island...

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Energy-efficient light (left) and automatic sensor in Faculty Suite G

Saving energy, environment on campus

by Michele Rendeiro
Public Information Intern

If efforts on campus are any indication, Bryant is definitely doing its part to save energy and protect the environment.

Saving energy is the major concern of Bryant's new energy coordinator, Bill Gilmore, who came to the College last September. He said his initial efforts are geared to "wanting to conserve, by trying different things, without interfering with the daily routine of the campus."

One idea that Gilmore is testing already is changing the type of lightbulbs used on campus, from primarily incandescent to fluorescent. Part of that effort has been the creation of Bryant's first "energy efficient" faculty office suite as a model for the College.

New Faculty Suite G has been equipped with the latest in energy-efficient overhead lighting that is switched off and on automatically by sensors. The fluorescent lighting involves bulbs with specular silver reflectors and parabolic lenses that light the primary work surfaces clearly while reducing glare without extra lighting. The lamps also are powered by electronic ballasts that lose no electricity in comparison to standard ballasts.

The "passive infrared light switches" in each office detect a person's presence through heat rays transmitted from the body when an office is entered. The switches ignore other heat sources, such as sunlight or the heating system. And they turn the lights off after a 15-minute

interval, a time selected to reduce the number of times each unit operates when someone leaves an office for a short time period.

Gilmore also is charged with conserving heat and water. His efforts in those areas, he said, "will focus on studies and improvements in an order of greatest advantage to Bryant."

At this time, it appears that conservation in the Dorm village is the highest priority. Gilmore anticipates making a significant savings there by gaining computer control of the 20-year-old buildings' heating and cooling systems. Dorm 7 is Gilmore's guinea pig. He is monitoring fuel and water usage there as a step in conserving both in all the residence halls.

At Bryant, raising the entire community's awareness of environmental problems also is being handled in several ways. The most visible may be the Bryant Environmental Action Club (BEAC), which began last semester.

BEAC already has been trying to limit the amount of "junk mail" distributed on and off campus, has saved an injured duck that lived on campus, has worked to add bins and containers to enhance Bryant's recycling effort, and is working with ARA to limit the use of styrofoam cups and nonrecyclable cardboard juice boxes.

The club also has several new projects in mind for this semester, including an "Earth Week" in April that is being planned to educate the campus on a variety of issues. A schedule of events and activities will be published later.

By the way...

by Gloria Yahn

● **S.O.S.!** (Supplies Over Seas) is an on-going drive for supplies for soldiers serving in the Persian Gulf. Donations are being accepted in support services. Packages will be mailed every Friday with items such as easy-open cans of tuna and chili, beef jerky, trail mix, hard candy, candy bars, potato chips (in a can), toothpaste, toothbrushes, dental floss, eyedrops, disposable razors, lip balm, sunscreen, foot powder, and similar items.

● Ginnie Bowry of the public safety office tells me a **\$500 scholarship is available** for students through the Chief of Police Secretaries Association, RI chapter. The scholarship is available to any high school senior accepted into a two-year business program. For more information, contact Ginnie at ext. 6003.

● **Elaine Catlow** of the development office tells me she is a **grandmother again** (fifth time). Born to her daughter, Susan, and son-in-law, Jonathan Walsh, Nicholas Jonathan was born February 20 at 3:30 p.m. weighing 7 lbs. 13 ozs. This is their third child and first son. Congratulations!

● **My son Neil** is back in the news. He competed at the Special Olympic Winter Games at Yawgoo Valley and **skied away with two gold medals** in the Nordic skiing competition. Atta boy, Neil!

● **Allen Kruger** of the marketing department tells me his **son, Allen, ranks third** in the Flying Dutchman Class of the **1991 U.S. Sailing Team**. His team also is trying to raise money to buy a new boat and to support the costs of training and competing for the Olympic team that goes to Barcelona for the XXV Olympiad. Gook luck, Krugers!

● The **annual spring Phonathon** is **underway** with students earning a few dollars while developing their tele-marketing skills over eight evenings. Alumni, parents, and friends who have never contributed to Bryant are being called from the MRC dining room. Funds raised are pledged to the Bryant fund, and donors may designate money for a specific area of interest. To date, more than \$198,000 has been pledged.



ARA makes Bryant Fund \$10,000 richer--again

For the eighth consecutive year, ARA Dining Services has presented a \$10,000 check to the College for the Bryant Fund. Presenting the gift to President Trueheart was Ed Gutauskas, ARA district manager, and Pam Cleveland, director of dining services at Bryant.

Fulbright competition beginning

Application materials for 1,000 Fulbright Scholar Program grants for 1992-93 are now available.

The research, combined research and lecturing, or university lecturing grants offer opportunities in more than 100 countries. Openings exist in almost every area of the humanities, social sciences, physical sciences, and the arts, and applied fields such as business, journalism, and law. Length of the grants

range from two months to a year.

The Fulbright program is open to scholars in all academic ranks, professionals outside academe, and independent scholars. Good teachers as well as active researchers are encouraged to apply. Many grants allow scholars to propose their own lecturing or research projects.

For more information, contact Priscilla Angelo at ext. 6350.

New Faces



Sue Barker Assistant Director, RISBDC

Sue Barker returned to the RISBDC after serving as executive director of the South County Tourism Council and directing the Permanent Advisory Commission on Women for the

Governor's office. She is managing the RISBDC's downtown Providence office. With the RISBDC previously, she managed the subcenter at the University of Rhode Island.

Barker also is active in the Rhode Island Women's Network and has participated in Leadership Rhode Island. She was recognized by the U.S. Small Business Administration in 1990 as Women in Business Advocate and is a former Cranston Chamber of Commerce Woman of the Year.

Barker holds an MEd from Boston University and a BS in psychology from Colorado College.