



Bryant College Smithfield, R.I. 02917 Volume XXXVIII No. 21

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## Society to Require Honesty in Advertising

by Thomas Czapienski

"Communications" is the overall term for advertising as explained by Mr. Louis Fitzgerald, President of the Fitzgerald Toole & Co., Inc. and advertising teacher at Providence College.

Appearing this past Tuesday as the Marketing Department's guest speaker, Mr. Fitzgerald emphasized the growing boon of the advertising field. Twenty to Twenty-five billion dollars are being spent on advertising yearly—roughly \$2-billion per month on this communication process. The purpose of communication is to inform the consumer why he should buy a particular product; this to be done by the avoidance of involved terminology through the use of the mass media. Advertising is the "umbrella term" for this process—the process of putting across an idea to purchase a product or utilize a service. According to Mr. Fitzgerald, it is "propaganda in its highest form."

The P.C. advertising teacher briefly explained how the field of



ARCHWAY Photo By Stein

advertising has readily progressed and how society has grown to accept it. Because of the rise in consumerism, advertising has a responsibility to live up to. "Society has a right to expect what is advertised."

Taking into account the woman's role in advertising, Mr. Fitzgerald feels that little has

been done to develop women's skills and techniques in this area. The potential is there and a rising trend is noted, but most of the high-paying jobs are held by men.

In Mr. Fitzgerald's words, "any advertising that is not honest and sincere has no place in today's society."

## Bryant News Bureau Wins Award For Excellence

One of the three top "Awards for Excellence in 1973" went to Bryant College, Smithfield, R.I. today at the Joint Annual Conference of the New England and Middle Atlantic States Districts of the American College Public Relations Association (ACPRA) being held in New York City this week and attended by 300 college public relations officers at the Hotel Billmore.

Bryant was honored for its College News Program, specifically for collective impact of the news coverage, press and broadcasting media, of the dedication of the new Bryant campus in Smithfield. The award was presented to Mrs. Gertrude Meth Hochberg, Director of Public Information and Publications.

The presentation, which won the award, was cited for the scope and quality of the news releases used in the local, state and national press and the broadcasting media; also for the internal publications including the college newspaper, alumni

bulletin, parents' bulletin, feature articles and other publications. Especially mentioned was the JOURNAL supplement "Salute to Bryant," a 20-page supplement containing the history, description of the new buildings, assessment and progress report of the College. It was noted that all the college "publics" were successfully contacted by this event—students, parents, alumni, the immediate Smithfield community, the larger Rhode Island community, the commonwealth of educators, the business community, religious groups and the general public in a public relations endeavor that brought some 25,000 people to visit the new campus during the dedication proceedings.

The award for College Development went to Wesleyan University in Middletown, Connecticut. William L. Churchill, Director of Public Information and Publications. The Publications award, specifically the College Catalog, won the award for Mount Holyoke College, Michael D. Feinstein, Director of Publications.

Andrew DeToma, Assistant Secretary of Amherst College, served as chairman of the judging committee.

The New England District ACPRA represents 110 colleges and universities and is one of nine districts that comprise the American College Public Relations Association with a membership of more than 3,600 college communications administrators, representing 1,400 institutions of higher education in this country and abroad.

Mrs. Hochberg has served as Director of the New England District and National Trustee of ACPRA.

Washington, D.C., this is his first selection to the first team. Along with Depelteau and Stewart, Jack Teitsma, and Tim Vincent both from Babson were selected to the first team as guards. While St. Francis' center Rick Wilson rounded out the rest of the first team.

Depelteau and Stewart however were not the only members of the Bryant community receiving awards this past week. Coach Tom Folliard was named "Coach of the Year" in the N.A.I.A. District 32 South as he guided the Indians to an impressive 20-6 season and the runner up spot in the district playoffs. Coach Folliard was also selected by his fellow coaches as Naismith Conference Coach of the Year while directing Bryant to a perfect 10-0 Conference record. So congratulations to Coach Tom Folliard and co-captains, Bruce Stewart and Ray Depelteau for a fantastic season!

## Hold-up Man Surrenders as Crime Wave Persists

by Dan Aderholdt

One of the suspects wanted by Smithfield Police in connection with the robbery of two Bryant College students last week turned himself in at the Smithfield Police station on Tuesday.

Bernard Fullen, Jr. was charged with armed robbery, two counts of assault with a dangerous weapon, two counts of larceny, using a pistol while committing a crime of violence, and entering a dwelling to commit robbery.

He was arraigned at District court and trial was set for April 2. He was released on \$500 cash bail.

Monday night Bryant chalked up another incident to add to the current crime wave. The game room had three pin-ball machines broken into and money stolen. The library had its two copy machine cash boxes broken into and the cash drawer at the front desk was emptied. An excess of \$500 was taken.

Sargent Whitmore stated that the case should be closed within two days. He reported that he has a few suspects in mind, but that no students were involved.

Access to the game room and library had been made with the use of master keys.

## Ferguson to Represent Bryant at Estate Conference

Bryant College, Smithfield, RI, will be represented at the 48th Annual Spring Conference of the Eastern States Association for Teacher Education at the Hotel Commodore, New York City, March 15-17, 1973.

Frank Fiore of Attleboro, Massachusetts; and Linda Minnis of Bellingham, Massachusetts, will be student representatives from Bryant. They are both teacher education students. Faculty representative will be Frank Ferguson, Associate

Professor of Accounting at Bryant College. Mr. Ferguson is Vice President of the ESATE for 1972-73 and is also a member of the Executive Planning Board of the organization.

These delegates from Bryant will also serve on the Registration Committee for this year's conference.

This 48th Annual Spring Conference has as its theme: "The Job Market: Are You Ready for the Real World?"

## Depelteau and Stewart All Conference

by Michael Kata



N.A.I.A. District 32 "Coach of the Year," Tom Folliard with All Conference Forwards Bruce Stewart (34) and Ray Depelteau (22).

Bryant co-captains Bruce Stewart and Ray Depelteau were selected to the All Naismith Conference first team by the Conference coaches last Monday afternoon. Depelteau, along with making the All Conference Team for the second year in a row was also the unanimous choice for the conference's "Most Valuable Player Award. The 6'4" forward from Holyoke, Mass., averaged over twenty points a game in the

Naismith Conference while also being the top marksman with a .547 shooting percentage from the field. He scored 214 points in the conference this season.

Joining Depelteau on the first team is his teammate and Bryant's other co-captains Bruce Stewart. Bruce, who played both forward and guard this year averaged over seventeen points in the ten conference games. For Bruce who is a native of





## Editorially Speaking

### Is Bryant College

### Insecure???

There seems to have been a minor crime wave on the Bryant campus during the last several weeks. Most people upon hearing of the latest rip off ask, "Where is security?" And they deserve an answer.

The answer is really very simple. Security operations at Bryant have been restrained by the Administration ever since a full-time Security Chief was hired over a year ago.

The main problem is that Security at Bryant is underbudgeted. The Security Force is understaffed and it has less than adequate equipment to use. For example, radios...any law enforcement officer of administrator would tell you that without a radio they couldn't do their jobs. Why, then, does Bryant Security have to use sub-standard radios that are also used by the maintenance department and are in the repair shop most of the time?

This is just part of the problem. Since the recent changes in the Security force, it has been placed in a "holding pattern," with no major expenditures or policy changes allowed.

We urge that the present search for a new Security Chief be made as soon as possible; and that a good look is taken at the entire operation before any more cars are stolen, rooms are broken into, or property vandalized.

### Bryant Distance Runners Continue At Record Pace

by Mr. Reinhardt  
Ricard Collard and Steve Olson recorded another school and personal record shattering performance this past Sunday at the AAU 18 mile road race in New Bedford, Mass.

Collard improved on both his time and position as he moved from a 36th place finish in 1972 in 1 hr 52 min and 42 sec to a 25th place finish in 1 hr 47 min and 25 sec this year. This gives Richard the best time ever recorded by a Bryant runner in this race. Olson also improved over last year's 76th place in 2 hours, 3 min and 6 sec to 44th place in 1 hr 51 min and 19 sec this year. This time places Steve's record on the best performance list ahead of Roy Lapidus '72 and Bob Armstrong '71.

This was the last race in which runners could qualify for the Boston Marathon. Taking advantage of this was senior Fred Egan who just slipped in under the 2 hr 20 min limit with a time of 2 hr 14 min and 4 sec. Fred finished FIRST in the intramural cross country race last October.

### Four Bryant Students To Participate In Internship Program

Four Bryant students have been selected to participate in the Pell-Tiernan Internship Program in Washington, D.C. Ms. Marcia Senk, (Management, 1973) of Pitman Street in Providence will work in the office of Senator Claiborne Pell as will James C. Maisano, (Management, 1973) of Cherry Street in Providence.

Susan Feuti (Accounting, 1974) and Robert A. Sheridan (Law Enforcement, 1973) will both work in the Tiernan Office. Ms. Feuti is from Pawtucket, Rhode Island; and Mr. Sheridan is from Newark, New Jersey.

### Jazz Concert

Jazz: A Modern Art Form  
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## Theater Review

### One Flew Over The Cuckoo's Nest

by david t. pandozzi

"They are fogging it in again, Papa," ten years later at the Charles Playhouse in Boston. "One Flew Over the Cuckoo's Nest" is finally a success after bombing ten years ago with Kirk Douglas. It is now one of the longest-running plays in the nation with productions in San Francisco, Philadelphia, New York, and Boston.

The reaction to Cuckoo's Nest in 1963 was that of shock, anger, and disbelief. Could it be that a play concerning itself with the threat of electric shock treatment and labotomies, set in an insane asylum, giving you a tyrannical nurse for the antagonistic character and a loud, brash work-farm inmate as her opposition, would shock people enough

to cut the throat of a play starring such noted actors as Ed Ames and Kirk Douglas? Yes, and the play was doomed to failure. But that was in 1963; and ten years later, "Cuckoo's Nest" receives rave notices from critics, other actors, and the general public for its daring interpretation of the "therapeutic society."

Taking my seat, I immediately felt the sterility and drabness of an asylum. Shortly after there was blackness! It was accompanied by the empty feeling while waiting for something to happen--anything. The shock of an explosion and then the appearance of a huge figure of a man, Chief Bromden, who began to speak to "Papa." His narration leads us into the play with a haunting realism blurred by the ever-present "fog."

Nurse Ratched, with her clipboard and wicker bag in hand, enters and begins her daily process of manipulating her puppets--all of which would be really funny only if the puppets didn't happen to be real people. All things keep their militaristic uniformity and orderliness until a shouting and a bursting door opens to reveal the boisterous, brawling, fun-loving rebel Randle Patrick McMurphy, the nurse's ultimate threat. From gambling in the day-room, pooling for television time, throwing a therapeutic carnival, to facing electric shock therapy, pre-frontal lobotomy and possible death, our rebel McMurphy pursues his goal with determined forcefulness.

All character interpretations are amazingly real and portrayals are both hilarious and saddening. In rehearsing for this play, the entire cast spent time at an institution to study character development. The play, adapted by Dale Wasserman from the Ken Kesey novel of the same name, is being considered for film rights. With the book a best seller among the youth of today, "Cuckoo's Nest" is without a doubt one of the most exciting evenings of theatre of the decade.

Several students in various literature classes this semester are planning to attend the play on March 28 in Boston. Dr. Fischman's and Dr. Beller's classes are presently reading the novel as part of their required reading for their course. As there may be extra seats available, any student wishing to attend the performance on March 28 is advised to see Dr. Nordin and make arrangements to either purchase a Bus/Theatre ticket for \$7.50 or single tickets at \$4.75 each. Money should be collected as soon as possible to insure best seating and student discount.

## Notices

1973 Summer  
Graduates--please check to see if  
your name appears on list posted  
on bulletin board near Registrar's  
Office.

The Radio Club meets  
Tuesday afternoons at 3 p.m. in  
the Radio Room located adjacent  
to the game room. All members  
and those interested in becoming  
members are urged to attend.

The Registrar's Office  
requests that all seniors who are  
scheduled to graduate in June,  
July, or August, 1973 to please  
check the Tentative Graduation  
Lists posted on the bulletin board  
outside the Registrar's Office. If a  
student's name does not appear  
on the list and he/she is  
scheduled to graduate, please  
report it to the Registrar's Office  
immediately.

This includes the departments  
of Business Administration,  
Teacher Education, Office  
Administration, and Associate  
Program.

The Student Academic  
Grievance Committee shall hold  
hearings to insure that academic  
student rights have not been  
violated. The appeal process for  
an academic grievance should be  
pursued through the instructor,  
the Chairman of the particular  
department, and the Dean of  
Academic Instruction. The  
Committee shall meet only when  
the student has not been able to  
follow the appeal process.

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### Jewish Community Ignored

Dear Dr. Manion:

In regard to the proposed college calendar, I notice again that the Jewish community at Bryant College is being ignored. It is quite understandable that Good Friday is a school holiday, but what is most irritating is that the following Monday is a travel day for the students.

Considering the above along with the fact that, although there are many Christian holidays for which there is no school, there is not one Jewish holiday being observed by Bryant College in spite of the large percentage of students at Bryant who are Jewish.

I brought this up last year, and was pushed aside by you with some nonsense about traditions of the college and the fact that Jewish students are not penalized for missing their Holy Days. I think that they would agree with me that they are being penalized by missing the material that is being covered on these days by the non-Jewish teachers.

I further discussed this matter with President Evarts with very little success. He told me I had a good point and to drop him a memo and he would consider it for this year's calendar. However, as I can see there is an apparent lack of communication, as usual.

In all honesty, I feel that the person, or persons, who made up this calendar did not even consider a sizeable portion of the Bryant student body. In addition, I feel that there is quite a bit of hidden prejudices and anti-Semitism prevalent at Bryant College, especially among some of our administrators, although I do not exclude others.

I will also not accept any misinformation about accreditation for the calendar being the way it is. It could be adjusted very easily to make up for the High Holy Days. If any help is needed in such manipulations, I will be glad to offer my assistance.

I end this letter with a call to students and faculty alike to force this issue. After all, I think you will have to agree with me that the Jewish Holy Days are as important to the Jews as Christmas and Easter are to the Christians, and certainly more important than travel days.

Sincerely yours,

Alan D. Olinsky

Assistant Professor of Mathematics



# Accounting Highlights

By Laws Passed,  
Board of Directors Elected

On February 26, 1973, the Bryant College Accounting Association passed by-laws, therefore making them a formal and professional association.

In accordance with these by-laws, a Board of Directors was elected. The Board consists of the four officers (president, vice president, treasurer, and secretary), and two other members of the association. The elected Board of Directors for the Spring Semester, 1973 is:

President--Kenneth Liljebäck--Yorktown, NY  
Vice President--John Thielki--Glenrock, NJ  
Treasurer--Robert Beattie--Fairlawn, NJ  
Secretary--Rhonda Haas--Fort Edward, NY  
Director--David Weisburger--Marlboro, MA  
Director--Thomas Walden--Greenville, RI  
This Board will meet on April 2, 1973.

\*\*\*\*\*

ATTENTION ASSOCIATION MEMBERS: Due to the fact that Professor Michael Filippelli was absent on Monday, March 12, his lecture has been rescheduled for Monday, March 26, 1973, in Room C267 at 3 p.m. All members must attend and newcomers are welcome.

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## NOTICE TO STUDENTS

Anyone wishing to correspond with the Accounting Association may write to: Bryant College Accounting Association, Box 2283, Bryant College, Smithfield, RI 02917.

## 2nd Annual C.P.A. Review To Be Held At Bryant

Bryant College, Smithfield, RI, announced plans for its second annual C.P.A. Review Course for public accountants and other members of the accounting field. The program is under the direction of Mr. Michael Filippelli, Chairman of the Accounting Department. It is scheduled to start on May 29 and run through October 27, 1973, from 6 p.m. on Tuesdays and Thursdays and from 8:30 a.m. - 12:30 p.m. on Saturdays. Courses will review accounting theory and

practice, auditing, and law. Statistical analysis and computer applications will be among the various topics of discussion. Forty additional hours have been included to provide in-depth coverage in related mathematics, statistics, computer applications and law.

Theory and practice sessions

will start May 29, 1973. Auditing will begin July 14, and the law section on September 18, 1973. Participants may enroll in individual sections or in the entire program. Enrollment will be limited to 40 participants per class section.

C.P.A. tests will be given November 7-9, 1973.

Applicants for this course are required to have a minimum of a baccalaureate degree with a major in accounting or a substantial equivalence of a major in accounting as determined by the Rhode Island State Board of Accounting.

Information and registration material may be obtained by writing to Mr. Timothy P. Cartwright, Director of the Evening Division, Bryant College, Smithfield, RI 02917, or by telephoning 231-1200, Extension 208.

## Pre-Registration for Work Schedules

As in the past, preferred time will be given to those students who need to prepare a special schedule in order to meet the requirements of employment. A letter will be required that meets the following conditions:

1. Be on official stationery or bear the official insignia of a business concern.
2. Contain the name and address of the student, his classification number, and his Social Security number.
3. Specify the exact times and days of employment.
4. List the name of the immediate supervisor, his employment address and telephone number so that verification of employment may be made.

THE ABOVE LETTER MUST BE MAILED BY THE EMPLOYER NOT LATER THAN MARCH 30 TO: REGISTRAR'S OFFICE, Bryant College, Smithfield, RI 02917.

The letters will be reviewed and the certified letter will then be the basis for a list of persons who may be registered at privileged times. The list will be posted in the Registrar's office. It will be the duty of the applicant to see that he qualifies. Special cards will be available at pre-registration to confirm the above.

Pre-registration shall be

according to classification numbers and month of birth--with those who have been authenticated allowed to register at the beginning of each number group.

NO LETTERS WILL BE ACCEPTED AT THE DOOR. Schedules which do not meet the times specified in the letter will be cancelled and the student duly notified to prepare another. Any student who is found to have submitted a fraudulent letter will be required to register on the final day of pre-registration. Changes can be made in the above schedules WITHOUT penalty between April 24 and August 15.

### PRE-REGISTRATION VARSITY SPORTS SCHEDULE:

1. The privilege of special registration is extended to members of varsity sports.

2. A separate list for each fall sport bearing the names, classification numbers, and Social Security numbers of the members and signed by the coach, should be sent to the Registrar's office no later than March 30, 1973.

3. Pre-registration shall be according to classification numbers and month of birth with those who have been authenticated allowed to register at the beginning of each number groups.

# CLASSIFIEDS

To: Bubbles (AC) looking forward to your birthday? Beware...

N. Anderson please make tuition payment on RIHT deposit slip B.E.C.

To Whom It May Concern: Blimps fear pins.

Car For Sale:  
1970 Plymouth Cuda, 383 cu. in., vinyl roof, 33,000 miles, excellent condition. Call 944-6969 after five or 781-8912. Best offer.

To the "Bryant PhD" whom I met at the St. James. Call Alice Hall.

Lorraine: Get Motivated!

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Anyone knowing the where abouts of the Security Force please return then to Bryant College--B.E.C.

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