# Southern Illinois University Carbondale OpenSIUC

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Daily Egyptian Staff

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# Daily Egyptian

Southern Illinois University at Carbondale

# Future of communication changi



Staff Photo by Jeff Garr

Marcia Bullard, managing editor of the USA Weekend the two-day communication symposium at the Student magazine, speaks to students Friday afternoon as part of Center, A special pullout section begins on page 1A. magazine, speaks to students Friday afternoon as part of

By Angela Hyland Assign nt Writer

Monday, March 8, 1993, Vol. 78, No. 117, 16 Pages

The College of Communications and Fine Arts symposium provided insight into a rapidly changing future, enlightening students and faculty and reaffirming administrators vision for a new college. organizers said.

The event served to call attention to the changes taking, place in the field of communication and the response of higher education to these changes, said William

Elliott, associate professor of journalism. "The changes taking place right now are going to completely change our world," Filiott said

In recent years, the various methods of communication have begun to overlap, he said.

"We're seeing a merging of technologies ad institutions," Elliott said. "Differences and institutions," Elliott said. "Differences that were formerly so clear aren't clear at all anymore."

Because the various areas in the field of communication are becoming more closely tied, changes also must take place in the way these areas are taught, he said. James Kell 1, associate professor of

journalism and symposium programming committee member, said speakers made him realize the importance of studying a wide range of topics and continuing to learn i. dependently throughout one's life. Learning is not a four-year process, but

see SYMPOSIUM, page 5

### failure ts Arena, technolo

By Michael T. Kuciak Administration Writer

For r asons unknown, an electric wire supplying current to a main conductor went down and knocked the lights out of the Arena and the Technology Building around 10 p.m. Saturday, an SIUC official said

Harry Wirth, director of the physical plant, said he was not sure if the six men working on the project would be able to get the

power back in line by Monday. "We are working awfully hard to do that, though," he said while standing over a hole in the ground by the Physical Plant. The workers' lights cast an orange glow from below. "We have to go around and

get on another feeder. The workers had the hole in Lincoln Drive surrounded by orange road horses and a large. flashing arrow to direct away

traffic Wirth said for some reason a large stretch of conduit collapsed without warning.

"There was a fault in the line some place between here and the Steam House," he said. "I have no

idea why." In the meantime, Wirth said, they would get to another feeder by shutting off the power in small group housing, including Greek

"We're going to shut them off for about four hours while we do this," he said. "They have been notified."

James Tweedy, vice president of administration, said he did not think classes in the Technology Building would be affected. "The last I heard (the Physical

Plant workers) thought they would have the power back on sometime between midnight and 8 in the morning," he sa's.



Gus says buildings could starve with feeders like the

Panel to look at black struggles

By Thomas Gibson norities Write

Local community leaders and SIUC officials will participate today in a panel discussion concerning the plight of the African-American males in Carbondale

The Illinois Commission on African-American males will convene between 12:30 and 4 p.m. at the Student Center Auditoriun.

The Carbondale hearing is one of a number around the state exploring a variety of topics, said Jim Leach spokesman for Attorney General Roland Burris.

Leach said the panel will discuss educational opportunities and social development and tactics to prevent drug abuse and recidivism among

### Witnesses to testify on African-Americans

What: Illinois Commission on Afr can American Males When: 12.30-4:30 today Where: Student Center

Auditorium Mho: Attorney General Roland Burris and SIUC President John C. Guyon will be hearing testimony. Writnesses will include Seymour Bryson, SIUC

affirmative action officer. Why: Burris is gathering input on the problems facing African American males in society.

African-American males

"The influence of religion and positive role models and the physical and economic impact of high crime rates within the African American community," he said. Jenny Jones, regional founder of Head Start, said she will address the biases that African-Americans face in everyday living. She said racism will destroy the United States unless drastic changes are made.

"We have to combat the evils that are facing African Americans, she said

"I will address the problem of education. The black family needs to play a bigger role in order for children to become interested in the school themselves," she said.

Jones said unemployment and lack of jobs are the biggest factors in the African-Amer can males struggles

To deal with the problem we

### see BURRIS, page 5

Decision on student death expected from grand jury nightclub, 705 E. Grand Ave.

By Joe Littrell Police Writer

A grand jury investigating the death of SIUC student Jose Waight is expected to announce its decision this morning, but a student activist said he is annoyed the state's attorney has not provided more information.

The grand jury was convened Wednesday to decide whether charges should filed involving the Feb. 5 death of Waight, a 24-year-old freshman from South Holland. Waight died from asphylation following a confrontation at Checkers

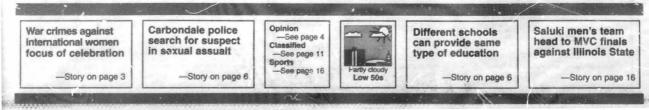
Jackson County State's Attorney Chuck Grace said the

grand jury probably will announce a decision this morning. The grand jury deliberated Friday but did not finish in time to make an announcement in open court.

The grand jury deliberated the case about 2 1/2 hours Friday before leaving the courthouse in Murphysboro at about 5 p.m.

Grace would not say whether a decision had been reached in the case, but he said that more

see JURY, page 5



### By Karyn Viverito Sports Writer

Page 16

ST. LOUIS - Survive and

advance. That is what the SIUC men's basketball team did in its semifinal matchup against Southwest Missouri State, as the Salukis beat the Bears 76-68 to advance to tonight's championship game of the Missouri Valley Conference

Amaya

Pavlovic

Tournament. The Salukis will face Illinois State, a 66 59 winner over Drake in the semifinals, at 8:30 p.m. Down 31-29

at the half, the Salukis closed the the game to within one at 38-37 when sophomore forward Marcus Tim-mons stepped up with six quick

points to put the Salukis ahead for good. From there,

SIUC went on a 12-3 run to secure the victory. Saluki head coach Rich Herrin

said defense and ball movement helped SIUC pull away.

"We played tough on defense and kept them from getting second or third shots," Herrin said. "Then we were able to explode on offense to get the lead." Of SIUC's 39 rebounds, 28 were

defensive boards to go along with two blocked shots and seven steals in the Saluki defensive effort.

On offense, five Salukis scored in double figures, with Ashraf Amaya's 18 points leading the way, followed by junior forward Mirko Pavlovic's 13.

The game turned out to be one of

for first time since 1990 By Karyn Viverito Sports Writer

ST. LOUIS For the winner it means going to the NCAA tournament. For the loser it means going home and hoping for a NIT bid.

SIUC or Illinois State will face one of these fates after they square off in the championship game of the Missouri valley Conference

Tournament toright. Last seasor both teams lost the chance to get to the title game as both were eliminated in the semifinals, after

sharing the MVC regular-

Saluki forward Mirko Pavlovic said his team is ready for what lies ahead. good

"We are playing good basketball right now," he said. "Only one more to go, and we will reach our dream." The last time the Salukis got

this close to the Big Dance was the 1989-90 season. Coincidentally, that was the season the Salukis lost the MVC championship game to Illinois

the most physical match-ups in the tournament, as players shoved, banged and threw each other

going down hard early in the second half, said it was not more physical than usual

State, 81-78.

Many people felt SIUC should have received an at-large bid to the NCAA that year, but the Salukis were denied and sent to the NIT.

The Redbirds start 6-foot-8 Mike VandeGarde, 6-8 Scott Taylor and 6-6 Thomas Hunter to match up with SIUC's 6-8 front line of Pavlovic,

ARCH MADNESS Marcus Timmons and Ashraf Amaya.

VandeGarde is second in the tournament in scoring, averaging 20 points game. Amaya is fifth with 18 points a game. If the Salukis win

tonight's game, it will be SIUC's first MVC tournament champion-ship win

since the Dawgs won it in 1977, the first year of the tournament. Saluki freshman Jojo Johnson said winning the tournament is what has been talked about

since he joined the team. "I think this game means a lot for us, not just as a team, but for the community and the University, as well," Johnson said.

The game will be televised on ESPN at 8:30 p.m.

"I think we just see it as good competition and work a little harder," Crawford said. "It's not dirty play; it's just hard." Crawford finished the game with

10 points to back teammate Johnny Murdock's 18 points.

see SALUKIS, page 14

# VandeGarde nails two free throws to top Drake

By Kevin Bergquist Sports Editor

ST. LOUIS — Illinois State's Mike VandeGarde did it to Drake again

VandeGarde hit both ends of a one-and-one with 11 seconds left to give the Redbirds a 60-59 win over the Bulldogs and send ISU into Monday night's championship game.

VandeGarde stroked two free throws with no time on the clock to give ISU a share of the Missouri Valley Conference title last year in Des Moines. It was the fourth time in his career that VandeGarde has beaten Drake.

"I was just thinking that I had shot free throws since I was five-years-old," VandeGarde said. "I knew I had to make them."

VandeGarde got to the line after being fouled well rebounding a missed free throw by Drake's William Celestine, who was zero for three from the line in the final 46 seconds.

"They get the calls. They'll get the calls tomorrow. They get them all the time," Drake coach Rudy Washington said. "I have a

problem with it; I really do." The Bulldogs led for most of the first half, and held a 36-22 lead early in the second half. But ISU battled back, taking its first lead of the half on VandeGarde free throws

"I am proud of this team for not giving up when it looked bleak," ISU head coach Bob Bender said. 'It was a great game today, and we are anxious to move on for another day and play for a championship." Drake opened a double-digit lead in the first half, capitalizing on eight ISU turnovers and 38 percent

Redbird shooting. "We got a little flustered in the first half," ISU guard Todd first half," ISU guard Todd Wemhoener. "There wasn't any nervousness. I think we were just trying to hard at the beginning

Curt Smith led Drake with 18 points. Smith had a chance to win the game, but his drive to the basket with two seconds left resulted in an airball.

'I was bumped on the last shot. I didn't get the call, so I can not dwell on it," Smith said. "Again, there was no call, and there is nothing I can do about it." Thomas Hunter led the Redbirds

with 18 points. VandeGarde added 15.

The Redbirds used 61 percent shooting including 7 of 12 from the three-point range to hold off a stubborn Indiana State team in the quarterfinals.

"I'm very proud of the win," Bender said. "Tates (Locke, Indiana State coach) put it best, the first game is an adventure and a struggle. All the c.edit goes to Indiana State first and secondly to our kids."

Illinois State was blistering from the field in the first half connecting on 12 of 16 shots (75 percent) to command a 35-30 halftime lead. Indiana State stayed close in the opening half by knocking down 6 treys.

see ISU, page 14

# SIUC baseball hangs tough on home turf, 3-1

### VanGilder allows Pacers six hits, earning his first win of the 1993 season By Dan Leahy Sports Writer

The home opener proved to be sweet for the baseball Salukis, as they beat Tennessee-Martin 3-1 to raise their record

to 3-3. The Salukis had a stellar pitching performance from senior Mike VanGilder, who went the distance to earn his first victory of the season. VanGilder put the cuffs on the Pacer hitters, allowing only six hits on the afternoon.

SIUC coach Sam Riggleman said he thought VanGilder was in charge on the mound.

'I was impressed by VanGilder, as he had total control of his pitches," Riggleman said.

The Salukis got on the board in the sixth inning, when Jason Smith dialed longdistance for a solo homerun that tied the score at 1-1. Clint Smothers then came up and rapped a single, stole second, went to third on an infield grounder and came home on a wild pitch to give the Salukis a 2-1 lead

The Salukis added an insurance run in the eighth, as Smith led off the inning with a single. After a single by Smothers advanced Smith to third, Scott DeNoyer htt a sacrifice fly to score Smith. to be setting the set of the set

Staff Photo by Ed Finke Sophomore leftfleider Dan Espiln waits for his pitch. The Salukis beat Tennessee-Martin, 3-1, Sunday afternoon at Abe Martin Field. Smith was the offensive player of the going in the right direction " lift with his homer

day, going four-for-four with a homerun and two runs scored. Riggleman said he thought Smith gave the team a much needed

"Jason Smith provided us with his offensive punch, especially the homerun to break the tie," Riggleman said. "That got us

The Dawgs will try to get over the .500 mark on Tuesday when they play at Arkansas State. INTERFERENCE CONTRACTOR CONTRACTOR

around all night. SMSU guard Jackie Crawford, who was sidelined briefly after



SIUC makes it to finals





Newswrap

### world

UNITED STATES MAKES SEVENTH AIR DROP U.S. transport planes carried out Sunday the seventh air drop over eastern Bosnia, with the besieged Moslem enclave of Srebrenica their main target. A spokesman for U.S. forces in Europe said six Hercules C-130 aircraft took part to drop 37.2 tons of food supplies and 2,000 pounds of medicine. Since the drops began on March 1, the Air Force has dropped more than 165 tons of food and 4.5 tons of medicine over Bosnia.

AMNESTY CALLS FOR PROTECTION OF WOMEN Ammest International called for women activ, as to be protected from persecution. In an appeal issued to coincide with International Women's Day today, the gr.up said women who spoke out over abuse risk threats and even death. The organization cited the example of Nobel Peace Prize winner Aung San Suu Kyi, who has been held under house arrest for her peaceful opposition campaign against Burma's military dictatorship.

CATHOLICS FIGHT FOR LARGER CHURCH Huntreds of Catholic fundamentalists occupied Sunday a church in the heart of Paris, Blocking the doors with padlocks and chairs in an effort to obtain a larger church in which to hold their traditionalist masses. Police intervened and broke up the sit-in at the Glarch of Saint Germain de /Auxerrois near the Louvre museum. A number of police were injured in the resulting melee and four fundamentalists were arrested, police said.

SUDANESE MAN ARRESTED IN CAFE BOMBING — Egyptian authorities said Sunday they have arrested a Sudanese national suspected of involvement in the Feb. 26 bomb explosion which killed two tourists and one Egyptian at a crowded Cairo cafe. The Sudanese, identified as Khalid Haroon Mansour, was arrested as he was trying to travel to Sudan via the border province of Aswan, according to Assistant Interior Minister and Aswan security chief General Hussein Tawfig.

VICTIMS RESCUED AFTER EIGHT DAYS AT SEA — A British man and a South African woman who spent eight days in a liferaft after their yacht ran aground in the south Atlantic have been picked up by a passing vessel, Radio Cape Town reported Sunday. The two were suffering from exhaustion but otherwise were unscatched when the vessel took them on board Saturday. The couple were on their way home after participating in a regatta from Cape Town to Rio de Janeiro.

### nation

RELIGIOUS CULT, POLICE S'ILL AT STANDOFF massive police contingent continued to besiege Sunday for the eighth day the fortress ranch of religious sect leader Vernon Howell in Waco. Texas. who showed no signs of surrendering to the authorities. Police appea aled in vain to the 33-year-old to release some of his 100 supporters. Loud rock music was played in what a police spokesman described as "psychological warfare." The U.S. army used the same tactic in the invasion of Panama.

ATTORNEY GENERAL HEARINGS WILL BEGIN Janet Reno's confirmation hearings begin Tuesday. Reno has been the top prosecutor in a county that is a mosaic of criminal intrigue. It is a choke point in the drug war, for immigration problems, for criminal conspiracies and public corruption. Few have been in a better position to see the challenges on justice than Reno. She has been criticized for her handling of controversial cases and in some instances for not handling them.

### - from Dally Egyptian wire services

### Corrections/Clarifications

Attorney General Roland Burris will conduct hearings from 12:30 p.m. to 4:30 p.m. today for the Commission on African-American Males. date was incorrect in the March 4 Daily Egyptian. The editors regret the error.

A photograph of Cempus Lake on page 3 in the March 4 Daily Egyptian pictured students feeding geese. The cutline incorrectly identified the geese as ducks.

### Accuracy Desk

If readers spot an error in a news article, they can contact the Daily Egyptian Accuracy Desk at 536-3311, extension 233 or 228.





Staff Photo by Jeff Garne

### Fighting fire

Richard Anderson, 37, was at his mobile home at No. 76 Pleasant Valley Mobile Home Park when he apparently accidentally threw a cigarette or match onto gasoline that he spilled in his yard. Carbondale Township firefighters were called to the blaze at 12:15 p.m. Saturday. A fire department spokesman said the home was a total loss, and estimated more than \$5,000 damage. Anderson suffered second-degree burns to his hands trying to extinguish the blaze and was taken to Memorial Hospital at Carbondale for treatment.

# Local driver's license facility offers new, complete service

By Shawnna Donoven General Assignment Writer

Daily Egyptian

Secretary of State George Ryan announced Saturday that license plate services will be added to the Carbondale office to make things more convenient for Southern Illinois motorists.

The new services include the sale of license plates, license plate renewal stickers and vehicle title processing through the secretary ofstate's drivers license station at 927 W. Main St.

"Every service and product that are provided will be available at the Carbondale office," Ryan said. "It will be of great convenience for

irrounding area residents." Carbondale has had the services on a trial basis for the last two

months, but it has not been publicly announced.

Carbondale has joined Granite

City, Peoria, Decatur and Naperville, a Chicago suburb, as full-service facilities operated by Rvan's office.

"It has been very successful so far," Ryan said. "We have had over 400 plates sets sold and an average of 300 renewal stickers a month."

Advantages of the new services

include savings and convenience. "In Granite City, we have saved \$100,000 just in postage and handling," Ryan said. "Now, customers do not have to go through banks and other institutions to get the services. We have saved a

lot of time and money." Marion Presley, Carbondale driver's license facility manager, said he was excited about the

expanded services. "It is excellent that Southern Illinois finally got these services. We have needed them for a long time," Presley said.

Presley said customers will be able to have same-day service.

"Customers can walk in and get their transfers done in the same day," Presley said. "They could day, Presey sale. The most categories of license plates available over the counter

Linda Stearns, a Carbondale vehicle counter worker, said it is a good idea for correspondence.

"It is a good idea for customers to do their correspondence through this facility instead of the mail," Stearns said. "I am excited to service the public."

City Councilman John Yow said Carbondale will benefit from the expansion. "I think it is great that

Carbondale and the surrounding areas will benefit from the expansion," Yow said. "It will keep the office busy by customers making use of it."

# SIUC to celebrate women's day

By Candace Samolinski International Writer

SIUC students, faculty and staff can take part in an action alert of international war crimes against women during the celebration of International Women's Day.

SIUC's Women in Development Network will commemorate International Women's Day with a discussion on women and war Monday from 3 p.m. until 5 p.m. in the Mackinaw Room of the Student Center.

The speakers who will be present include Suzana Pani, ssociate dean from the College of Business Administration at Tirana University in Albania; Shahla Raza from the department of cinema and photography at SIUC, who will discuss Palestinian women; and Wenona Whitfield, associate professor from the SIU School of Law.

Pani will speak on women in

Albania, Bosnia and Herzegovnia. According to the Bosnian Ministry for Interior Affairs, about 50,000 Bosnian Muslim and

Croatian women have been raped by Serbian soldiers since the turmoil began in June 1991.

The event will include a reception and a film. The film "Enough Crying of Tears" by Jack Fahey and Catherine Russo has won five international pages awards.

international peace awards. It presents testimonials of women's actions against military repression in El Salvador.

For more information contact Kathryn Ward at 453-7626 or 45. 5161 or Naseem Ahmed at 453-7670. 18.37





Southern Illinois University at Carbondale

# **Opinion & Commentary**



# Technology requires matching curriculum

CONSIDER THE UNIVERSITY STUDENT of the future, preparing to begin a course by simply logging an identification number in the computer terminal.

There would be no professors or classmates, just the student interacting with the computer. If the student was not clear about a topic, he or she could type that topic in and the computer reacts.

This is one of many new technologies that mass media experts see happening in the future as communication technology changes at a enormously fast pace.

Speakers of a communication symposium provided a response of higher education to these new advances, reinforcing the need for a communication program at the university level to match the global technology of tomorrow.

TECHNOLOGY IS A VITAL PART of tomorrow's world of communication, but it would be for naught if people did not know how to interpret the messages being relayed.

That is why skills such as writing and critical thinking, which are a primary part of the communications curriculum, are essential for society to be smart consumers, whether it be as practitioners of the field or the rest of society.

The need for this process of education is underscored considering that although technology continues to explode with dizzying speed, the level of public knowledge has declined.

It should be a university's responsibility to provide the education that prepares society to meet those changes. One way of meeting this challenge is by requiring a communications course in the general education curriculum.

An even more important way is to recognize the value of college communications programs and make sure the program is up to par.

SIUC HAS A LONG AND DISTINGUISHED history of providing a successful communications program that has turned out numerous successful graduates.

Steven Fairchild, a 1972 radio-television graduate, now produces films in New York City for Drew/Fairchild Inc., has produced seven films for National Geographic and received an Emmy award for one of his films, "Who Will Teach to Read."

SIUC alumna Marcia Bullard graduated from SIUC in 1974 and is now the managing editer for USA Weekend, which has a circulation of about 16 million.

These are just a few of the many successful SIUC alumni from the college of communications but they should serve as a reminder of just how important a communication's program is in producing quality media professionals.

SIUC CHOSE TO ELIMINATE the College of Communications and Fine Arts to satisfy state and University demands for quality and productivity. The Phoenix Committee, however, composed of

The Phoenix Committee, however, composed of faculty, staff and students from journalism, radiotelevision, broadcast services and cinema and photography, proposed formation of a new college of communications.

The emerging information age requires that the University continue to be a fundamental part of the process that affects the entire population.

The process that affects the entire population. SIUC should not be lagging behind in the dust of yesterday by failing to adopt the Phoenix plan.



### Students speak out

If you were to speak about communications in 20 years, what would you talk about?



"Hopefully how well I have done since I graduated. I haven't heard too many positive aspects about people trying to get jobs, in my industry especially. Hopefully I can talk about what I learned here and how well it affected how I got a job," — Mike Larmon, senior, radio and television.

"Hopefully the accomplish-

ments I have had and what I can

relay to students who will be in

school then and what they should look for," - Darin

Rakowsky, senior, speech



"What you could do with the four years you're in school to make it easier and more comfortable to get out in the real world. Because right now 1 think a lot of the kids in school, including myself, are a little bit nervous and are not really sure what is expected," — Shannon Turgeon, senior, journalism.



"Probably about computer imaging, about where its been and where its going because its going to be a big part of the commercial studic," — Scott Klingsick,senior, photography

Photos by Jeff Garner



"First of all, how ] survived.economically and how to make your dreams come true. Also, I would like to emphasize how important it is to not let age barriers between the generations mess up your goals as far as trying to sell your product," — Dau: Jones, freshman, photographic productions.



"Probably with the experience I have in audio, producing music videos and things of that sort. Putting expertise in the audio combined with the video. A lot of times audio is a lacking thing where people talk about TV and video," — Derek Doiron, junior, radio and television

#### March 8, 1993

SYMPOSIUM, from page 1

existing programs often do no teach students to learn on their own, he said.

To emphasize the importance of learning outside the classroom, many teachers in the College of Communications and Fine Arts insisted students attend at least one of the lectures, Kelly said. As a result, he estimated attendance at 500.

To succeed in future careers, students need to start developing various abilities, he said.

"There's a very pressing and basic need for critical thinking and enhanced writing skills," Kelly said. "There's also a growing importance of visual communication as opposed to purely word driven communication."

The issues provided insight to members of the Phoenix Committee, the organization working on the reorganization of the college, Kelly said.

"The symposium was ever more uccessful as to clarifying direction than I had even dared to hope, Kelly said.

"Many things the speakers said confirmed the basic principles we had laid down (in the Phoenix Committee)," Kelly said.

to reaffirm Phoenix Committee ideas, but also to unite the various units, said Michael Murrie, associate professor of radjo-television and chairman of the programming council.

In addition to dealing with communication topics, council members noped to learn to work together as a group, Murrie said.

"(While serving on the committee), we all got to know each other a lot better than we did three or four months ago," Murrie said. "In the past, different units looked at each other as rivals . While putting together the symposium, we got to know each other as colleagues."

The idea of holding a communication symposium originated through discussions Phoenix Committee among members. But the importance of the topics would probably have resulted in a communication symposium even without the committee, he said.

no Phoenix Committee and were there no reorganization, these units would have been forced to reconsider these new changes." Murrie said

## **BURRIS**, from page 1-

realization that everyone is different so the cultural aspect must be brought out, she said.

We have to see things from a black person's point of view, what

does blackness mean?" she said. She said all of cultural differences play a big part in the problem in Illinois and abroad.

"People have different origin and religions and teachers must instill that being different does not mean anything bad," Jones continued

Modification has to start with

Seymour Bryson, executive assistant to the president for affirmative action; Chris Strom, detective of the Carbondale police department; and Rev. James M organ of Carbondale.

Morgan of Carbondale. People on the panel who will hear the testimony include John C. Guyon, SIUC president; Diane Meeks of the SIUC Career Preparation Program; and Einar Pyhrkopp of Tecutiseh Dyhrkopp of Esternational Corp.

### JURY, from page 1

information would become available today. Grace said Friday that any

verdict would be suppressed until Monday if it was reached after 4 p.m., when courthouse offices closed. According to Grace, verdicts must be returned in an open court, but no judge would be available after 4 p.m. Student activist Willie Chatman

said he is angry that suppressed information regarding verdicts from the grand jury.

According to Chatman, the decision not to release the information is frustrating for he and others interested in the Waight case. This is not the way to gain the public trust," Chatman said.

Chatman said that while he believes a coroner's jury's verdict Tuesday classifying Waight's death by asphyxiation as accidental vas the right decision, he still hopes that indictments will be handed down by the grand jury.

"If these people are innocent, let them have their day in court and let the lega' system take its course," Chatman said. "Let the prosecutor get up and present his evidence and let the defense get up and present their evidence. A coroner's inquest decided

Tuesday that Waight's death was an accident, but the grand jury is not related.

### Drug industry fights back

The Baltimore Sun

Still reeling from President Clinton's unprecedented attack on its profits, the drug industry has begun fighting back with a \$500,000 advertising blitz proclaiming the benefits of prescription medicines to benefits or precession be worth the price. Pharmaceutical

Manufacturers Association placed Maintacturers Association praced fall-page ads in 40 newspapers around the country, including The Baltimore Sun, rebutting the president's allegations of profiteering and arguing that drags help restrain medical spending by keeping people healther healthy.

In a separate response, Upjohn and G.D. Searle & Co. faxed reporters a joint statement last Thursday saying "only seven cents of America's health care dollar goes

to pharmaceuticals." Previously, Merck & Co. ran a

newspaper ad urging a "search for truth, not for scapegoats."

Industry officials suggest there will be more ads and faxes as they wage a multi-front battle to rally grassroots support and lobby Congress.

Although deeply concerned by the damage Clinton may have done to their image, the industry's greatest fear is that the attack might presage an attempt to regulate drug prices.

When the president blasted the pharmaceutical companies Feb. 12 for making "unconscionable" profits on child:en's vaccines and devoting far more money to advertising than research, he tapped into the public's growing anger about skyrocketing drug pri 2s.

ming the public's confidence won't be easy for the drug industry. It is still trying to figure out how to defend itself against the president.



300 GOOD USED TIRES

NO APPOINTMENT NECESSARY

FOR TIRES

HHH

"I'm convinced that, were there have to come to an abrupt teachers and how they deal with cultural children, she added. Witnesses testifying include

Community

technique

Calendar

INTERNATIONAL WOMEN'S Day Fo

presents "Women and War: A human Rig Perspective" and a film "Enough Crying Tears" from 3 to 5 p.m. today in the Mackir Room of the Student Center. For more det

AMERICAN MARKETING Association will

AMERICAN MARKETING Association will have a programs and capter development department meeting at 5 p.m.; a promotions department meeting at 5 s.30 p.m.; a sales department meeting at 6 p.m.; and a marketing meeting research department meeting at 7 tonight in bie AMA office of ties Student Center.

BETA ALPHA Psi will have a volunteer income tax assistance program at 6:30 tonight in the Renaissance Room of the Student Center. For more information call 453-2289.

SOCIETY FOR ADVANCEMENT of

nagement will meet at 6 p.m. March 9 in the inois Room of the Student Center. Guest eaker Karen Bénz, director of University ocement will speak on interviewing tips and hniques. For more information call Mike at

techniques. For more information can enace as \$29-1314. CALENDAR POLICY -- The deadline for Calendar items is noon two days before publication. The item should be typewritten and must include time, date, place and sponsor of the event and the name of the person submitting the item. Items should be delivered or mailed to the Daily Egyptian Newsroom, Communications Building, Room 1247. An item will be published once.

Congressmen

disagree about

Perot's tactics The Washington Post

Four months after Ross Perot won 19 percent of the presidential vote despite aborting his independent candidacy in July, members of Congress from both parties are untribute his

parties are watching his political maneuvers closely-

some in azmirative, and others with repidation. "Anybody who took that

high a percentage of the vote has to be viewed as a significant i Fuence on the workings of Congress," said Sen. Johr McCain, R-Ariz, who has come to home Dear

who has come to know Perot through his work on POW-

McCain acknowledged

that because Perot is viewed

as having a large base of

grass-roots support throughout the country,

many lawmakers have a "centain fear, if not concent, about a tenating him." "It's not who does he help, he hurt?" said

h s not who does he help, but who does he hurt?" said Rep. Donald M. Payne, D-N.J.

Ferot's

J. Judging by I'e

congressional reform committee last week, it may be the Clinton administration

that stands to be hurt the most right now. At least eight

most right now. At east equations, according to the transcript, Perot made remarks about programs and personnel that could hardly be considered flattering to

Perot echoed what Reputation budget battlers

have been saying for weeks

The country does not need an

economic package in which new spending and taxes come first "and there is only

a cream of cuts and savings

Democrats, while praising Perot's efforts in getting citizens involved in government, say they are not

But GOP members.

sensing they have or ally in

Perot, are hoping questions raised by the Dallas billionaire will help turn public sentiment against the Clinton plan.

at a later time."

bemeened

the new administration.

testimony

snes

MIA is

or more details



ATTENTION!!

LAST CHANCE TO ORDER

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Daily Egyptian

# **Distance learning brings equality** to Kentucky's educational system

By Andy Graham Special Assignment Write

in 1985, 66 of the most disadvantaged schools in Kentucky filed a lawsuit against the state in an attempt to raise standards.

The Supreme Court verdict ruled that the whole educational system was unconstitutional because of inequity in terms of governance, curriculum and funding. New state standards regarding high school graduation and college entry requirements, including the teaching of higher levels of math and foreign language classes were set in place in response to the the hearing. These standards were found to be

unrealistic, though, because the schools were not properly staffed to carry some of these courses. A solution to this newer problem was then researched and presented to the state by a young television company called Kentucky company called Educational Television

The solution called for using satellites and videotapes to bring specialized courses into schools that could not teach them personally

'We just saw a whole new way "We just saw a whole new way of giving teachers and students the unique services that they need," said Sandy Welch, Vice President of Education for Public Broadcasting Service. "The timing was just right, when the court

### Search continues for man accused of sexual assault

Police are searching for a man who sexually assaulted a Carbondale woman Saturday morning

According to Carbondale Police, the assault occurred at about 1 a.ta Saturday when the 25-year old victim returned to her home on the city's southeast side and found the intruder inside the apartment.

The attacker fled after a friend of the victim arrived at the woman's apartment.

The victim described her attacker as a black male, 20 to 25 years old, between 5 feet, 8 inches and 6 feet tall and weighing between 145 and 155 pounds

He had brown eyes, short, straight black hair, a stender build and was wearing an African-style cylinder-shaped hat and dark coat and pants at the time of the assault.

Anyone with information can call the Carbondale Police at 457-3200 or Carbondale Crime Stoppers at 542-2677.

declared the educational system of Kentucky unconstitutional we were right there to toll them one way that they could equalize learning opportunities by offering these

stance learning courses." Through distance learning courses, everybody gets the same teacher, the same course and the state pays for it in the public schools. This allows the program to be equal

K.E.T. installed more than 1600 satellites between 1988 and 1990.

Kentucky is the only state in the country to have put a satellite dish on every school including colleges and universities.

Distance learning is called the "quiet program" at PBS, but the program is now present in 20 percent of the schools in the United States and two-thirds of ail colleges are capable of the programs. Distance learning would enable

colleges to carry more classes,

Monday - Thursday

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Best of the Best II (R) 6:00 8:00 9:55

A Few Good Men (R) 6:00 8:30

Mad Dog & Glory (R) 5:45 7:55 9:55

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7-15 9-30

LEGINA Toys 7:00 ONLY1

VARSITY - 457-6100

Army of Darkness (R)

ALL SEATS S1.00

The Bodyguard

Amos & Andrew

Crying Game

2mc

Aladdin (G)

Falling Down (R)

Unforgiven (R)

.5

**THATING** 

**VEDASOTES** 

including classes from other colleges. For instance, graduate students in journalism commute as long as two hours to attend classes at SIUC that cannot be offered at other schools.

This problem could be resolved through the use of the distance learning program. Specifically, a portable studio and a monitor would be set up at the school that hosts the course and a studio would be set up at each school that has students who are taking the course.

The students could interact with the teacher by using monitors and keypads or telephones. The only initing factor in this sort of usage is cost. After receiving a satellite anti and hook up, prices could exceed \$100,000. However, if tuition was raised accordingly, price would not matter.

This will bring all kinds of new possibilities to teachers and students "Welch said.

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Newsday

Cult leader

found roots

Early in a rootless and fatherless childhood in the suburbs and small towns of

East Texas, Vernon Wayne

Howell found solace in the

biblical prophesy that the

world was nearing its end. By age 12, the boy who would later call himself David Koresh spent hours each day memorizing biblical

passages, particularly the

nnie Haldeman, said.

At 22, Howell rose from his pew during a service at

the local Seventh Day Adventist Church, strode to the pulpit and delivered a

rambling, 45-minute sermon

eventually expelled Howell, who moved to another town

Davidian retreat outside Waco, Texas, in 1983.

Waco, Texas, in 1983. Eventually, Howell took over the ranch.

Leaders talk

opportunity,

technologies

in his quest for followers. In his quest tor followers. Howell soon found his following in the Branch Davidian sect, a pacifist offshoot of the Seventh Day

elders

visited the

as congregants left. The church

Adventist Church.

Howell

Book of Revelation. "He would come home and go out to the barn and pray for hours," his mother,

in religion

Daily Egyptian

### **Technology reaches IBM FILE TRANSLATION** segmented audiences By Mikael Pyrtel professor in the radio and television Located inside Kinko's - On the Island

Audiences have become more segmented in recent years, creating a demand for a new system of communicating with the consumer more effectively and efficiently said Adam Clayton Powell III, a fellow with Freedom Forum media study center.

According to Powell, advertisers are responding to the segmentation of general audiences by transferring their investing dollars into programming. segmented Although segmented television programs claim considerably less of the total market share of viewing audiences, they can claim a higher

segmented viewership per capita. Powell said a good example of this is an advertiser for a business/finance publication trying to reach business people.

The advertiser could buy time on one of the three major networks, ABC, NBC or CBS, and know that the ad would reach a large number of people, but many of those people may not be interested in business and finance.

Or, the advertiser could go on CNN and take a cut in the amount of viewers reached, but reach more people who are interested in busi ness and finance Powell was scheduled to speak

during the communications symposium on Friday but could not attend because of the weather. Another breakthrough that will help advertisers reach segmented audiences is fiber optics, according to Michael H. Murrie, assistant d-nartment.

One way fiber optics is being utilized is in phone cables as a replacement for copper wire. With a fiber optics telecommunications system, Murrie said, more information is transferable with a and higher quality cost effectiveness

The growth potential for fiber optics is much higher than copper ire as well.

According to Murrie, fiber optics can carry not only audio signals, but video and text as well.

Murrie said it is truly fascinating tat all modes of that telecommunications can be

"If this interview was being conducted over the phone (with a interactive fiber optic telecommunications network) I could show you maps, charts and diagrams on your screen at the same time they would be on mine, Murrie said.

With a fiber optics system, businesses will have access to a large number of new markets, new customers and entrepreneurial opportunities because they will have the ability to send direct messages to segmented populations and receive a direct response. The advertiser and the consumer will be able to communicate with

each other much faster than in the past

Murrie said telephone companies want to have this service available to small businesses and consumers within the next 10 to 20 years.

& Fries

all

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patterne International Women's Health Issues-

The Legal Aspects

Tuesday, March 23, 3:00 to 5:00 p.m., in the Kaskaskia/Missouri Room, Student Center.

Stop Procrastinating

Wednesday, March 24, Two sessions: 3:00 to 4:30 p.m. and 5:00 to 6:30 p.m., in the Kaskaskia/Missouri Room, Student Center.

Nutrition, Strength Training, & Body Building

Wednesday, March 24, 6:30 to 8:00 p.m., in the Alumni Lounge Student Recreation Center.

Relax

Wednesday, March 24, 6:30 to 8:00 p.m., in the Mississippi Room, Student Center.

International Women's Health Issues-Relationships

Thursday, March 25, 3:00 to 5:00 p.m., in the Kaskeskia Missouri Room, Student Center.

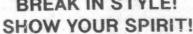
For more information on the above groups workshops, call the Student Health Program Wellness Center at 536-4441.



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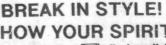
**MARCH 8-12** 

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Weller discussed advances in and television

"These areas are reinventing their capabilities and will be vastly wou't be much different than

Weller said technological changes will lead to improvements in education, entertainment, shopping, and work-at-home appli

#### By Jonathan Senft Gyros eral Assignment Writer & Fries A distinguished table filled with communication leaders in the SIUC Student Center Thursday seemed more like a summit of \$2.99 communications powers than a

group of lecturers. A Crillege of Communications and Fine Arts symposium exploring the future of the communications industry provided and faculty students with information that could only be learned first hand.

Speakers included Jason Weller, senior director of Strategic Development for Ameritech; Joseph Arimond, director of public relations of Arthur Anderson; Scott Kane, president of Optimus; and James Gleason, vice president for administrative operations at Galaxy Cablevision.

The focus of the meeting was now to get a job in the rapidly changing field of communication.

"To get a job in this field, you need quick thinking, good writing, diversity, and most of all ability to listen and understand," Arimond said. "Business is getting a lot leaner and a lot meaner."

telephone technology.

superior than they are today," Weller said. "Even though the technology will improve, the costs today's

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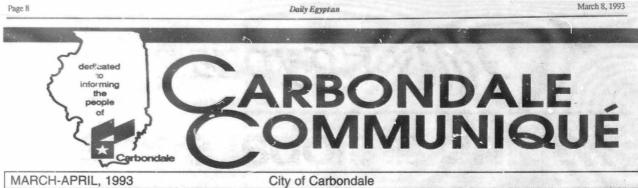
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# Safe Drinking Water is Our Priority

With all the recent concerns discussed in the news about drinking water quality, Carbondale wants to assure our water consumers that we conduct a considerable amount of quality testing to make certain our drinking water meets or exceeds, all State and Federal Environmental Protection Agency standards.

To accomplish this testing, the City operates and maintains its own laboratory as part of the Water and Sewer Services Division of Public Works.

Our "Central Laboratory" staff collects weekly samples at homes and businesses in all areas of Carbondale to check chemical and bacteriological quality. Water samples are collected and analyzed daily throughout all phases of the treatment process to ensure that quality standards are achieved before the water reaches consumer's taps. All of this monitoring adds up to approximately 30,000 drinking water tests per year conducted in the City's own laboratory. In addition, Illinois EPA routinely analyzes samples of our water for trace constituents at part per billion levels. Carbondale is continually in compliance with respect to all substances monitored and regulated for drinking water. Besides all the analyses per-

Besides all the analyses performed for drinking water, the Central Laboratory also conducts EPA compliance and control testing for Ca.bondale's two wastewater treatment plants. Daily tests are required to make plant process adjustments and monitor the final treatment product. With the aid of careful laboratory control, amounting to almost 35,000 tests per year, the wastewater treatment plants regularly attain 95% to 99% removal of waste constituents. This means the treatment process results in an effluent that consistently meets State and F-deral stipulated quality limits.

stipulated quality limits. Just recently Illinois EPA discontinued some of its "free" routine testing for community water supplies. Since Carbondale's Central Laboratory is certified by the State for some of these rou-



tine tests, the City initiated a program to assist neighboring communities with monthly monitoring requirements. The response to this program has been notably positive to the extent that our laboratory now analyzes samples from over 100 different communities and water supplies within the Southern Illinois region. Should any of our consumers

Should any of our consumers have questions about Carbondale's water quality or any of our laboratory support operations for water and wastewater treatment, please call the Central Laboratory at 457-8613.

# **Rental Property Licensing**

The Carbondale City Council has appointed an eleven person community task force to study the desirability and need for licensing rental property in Carbondale. Members of the task force include various interests in the community.

The 1990 Census states that over 70% of Carbondale's housing stock is rental housing. Property Management is one of Carbondale's largest businesses. The City's Building and Neighborhood Services Division is responsible for housing inspections and the enforcement of housing codes. However, tenants, property owners or managers must agree to participate in the City's Voluntary Housing Inspection Program in order for Building and Neighborhood Services Inspectors to enter housing units. While many rental housing units in Carbondale meet and exceed the housing codes and are desirable places to live, several housing units fall below the minimum housing standards and cannot be inspected by the City.

RENTAL PROPERTY LICENSING TASK FORCE MEMBERS:

Jim Prowell Jeff Woodruff Pam Schilling William Stevenson Susan Hall Mike Parker Ed Jones Bob Crild Tom Redmond Cliff Manis Jeff Doherty -Carbondale Chamber of Commerce -Woodruff Property Management -Shilling Property Management -Undergraduate Student Council, SIUC -Graduate & Professional Student Council, SIUC -Landlord-Tenant Union, SIUC -Housing Director, SIUC -Citizen at-large -Development Serv'as Director, City of Carbondale -Pire Chief -City Manager

### Citizens Advisory Committee's "Carbondale 2000" Project

By Jeanette Stephens Chairperson Citizens Advisory Committee

What kind of community would you like Carbondale to be in the twenty-first century? That is what the Carbondale Citizens Advisory Committee (CAC) has been asked to explore by Mayor Dillard in the "Carbondale 2000" project. The Citizens Advisory Committee consists of 26 citizens appointed by the mayor to provide advice on issues of concern to the community.

community. The CAC was asked to come up with creative ideas for the development of Carbondale as a community as we move into the next century. What kind of lifestyle would we like collectively for the community? What issues are important to us? How can we develop Carbondale's po'ential as a diverse, energetic community? These are the questions the CAC is pursuing in its project.

the CAC is pursuing in its project. The CAC identified seven areas of investigation for the Carbondale 2000 project: transportation, city government services, housing, health care, education, economic development, and community relations. The committee has completed the first four topics and is currently researching issues of education and economic development. Professionals in health care, education, housing, and othe: fields have helped the committee gain an understanding of the diverse issues involved in the topics. In general, the CAC's findings

In general, the CAC's findings and recommendations for "Carbondale 2000" focus on the future quality of life in the community. We citizens want "appropriate" economic development, more social amenities, and greater community cohesion. We want to see Carbondale develop as a truly regional center for education, health care, and culture. We want to promote a greater sense of "community" among ourselves which recognizes the great diversity and talents of our population. The CAC has made specific rec-

The CAC has made specific recommendations in areas of each research topic. Recommendations for transportation emphasize the need to improve traffic flow through the city and access to other cities. The government services study recognizes the good quality of our city government with its efficient professional staff. It recommends that the City promote economic development, public safety, environmental concerns, and the quality of life within the community. The City and community should actively promote housing development and help maintain existing housing through educational programs, remodeling efforts, and neighborhood pride programs. Carbondale should strive to develop as a regional medical center with state-of-the-art facilities, many health care specialists, and medically related businesses. Carbondale also needs to provide preventative health-care education and services to all its residents.

Finally, we need to promote Carbondale's many positive aspects—to ourselves as well as to outside communities. We need to draw together Carbondale's wonderfully diverse population to develop our great potential as a community.

community. The CAC welcomes the public's participation in the Carbondale 2000 project. Suggestions for Carbondale's future development may be sent to the Carbondale City Clerk, City Hall, 609 E. College, Carbondale, fl: 62902.

# Science Center Opens

The city of Carbondale recently donated to The Science Center organization 8000 square feet of space to develop a children's hands-on science museum. The site is located adjacent to City Hall at 611 East College. On November 19th the members held an Open House to allow the public to view the museum in its early stages of preparation. The attendance was overwhelming! Parents and children enjoyed a sample of activities that evening. Judging from the level of enthusiasm displayed that night, The Science Center will be an attractive addition to our city. Carbondale citizens will be proud to be the host city to this regional attraction. As Carbondale resident, Ann Barrett, who attended the Open House, commented, "Now we won't have to drive 100 miles to visit a museum such as this. I'll be able bring my son here often

Saturday Science', the Center's first scheduled activity, was held from January 30th thru March 13th. Children from grades 1st to 6th participated in fun and educational hands-on science activities. The Science Center is grateful to those teachers who volunteered their Saturdays and to Kathy Pericak-Spector who coordinated the programs. The greatest thanks of all goes to Carbondale Community Education, Inc. who helped fund Saturday Science, through the Positive Youth Development grant. The city's donation of the space is a huge

boost to the center. As President Linda Herrold says, "Now we are able to concentrate our efforts on filling a space instead of finding a space." Many individuals have volunteered their skills to build exhibits for the center. The Science Center encourages families, organizations and schools that wish to construct an exhibit to call 453-1460. Plans are available for a wide variety of exhibits. The center is also in need of monetary donations to purchase those items that cannot be easily constructed and to help renovate the space. Herrold says, "I am thrilled at the level of positive response from the community. Wal-Mart, Associated Lumber, Neiman-Carpets and Sherwin-Williams are among those businesses who have given recently during our renovation. Many others have given their time in painting and cleaning. With all of these businesses and individuals coming together I know The Science Center will be a success because we all have a stake in its success." The Science Center plans to open its doors as a museum in the Fall of 1993.

The next Science Center meetings will be held on March 8th and May 10th at 7:00 pm at the Science Center. Those interested are welcome to attend!



MARCH 22, 1993 IS THE DEADLINE FOR VOTER REGISTRATION

If you need to update your voter registration, or if you are registering to vote for the first time, please do so on or before Monday, March 22. You can register to vote at City Hall, Monday thru Friday, 8:00 a.m. to 5:00 p.m

THE GENERAL ELECTION is on Tuesday, April 20, 1993 for the purpose of electing two ,candidates to the Carbondale City Council.

April 202



Monday, March 8, 1993, Vol. 78, No. 117, 4 Pages

Shaping a global society

By Tracy Moss Administration Write

A symposium exploring the role of higher education in the information age provided the Phoenix committee with valuable input shaping its proposal for a new college of communication, but it remains to be seen how much the event raised the awareness of campus community toward communication.

"The symposium gave us (Phoenix Committee) ideas for the curriculum of a new college of communication," said Michael Murrie, professor of radio and television and a member of the Phoenix committee

Murrie said the symposium provided ideas on how higher education should approach communication considering the technological changes in the field over the last 10 years.

Murrie said the idea for the symposium was suggested in a December meeting of the Phoenix committee. Committee members discussed a symposium that would look at changes in communication and provide a sounding board for the creation of a new college of communication, he said.

Two weeks later a programming committee was formed. Lee O'Brien, director of broadcasting and member of the program committee, said a representative from each of the four units of the Phoenix committee and a representative from the deans office devised the committee.

Murrie said the Phoenix members wanted to show that the four units devising the Phoenix committee, the School of Journalism, Cinema & Photography, Radio and Television and the Broadcasting Service. could cooperate on a project and they wanted to raise the consciousness of the campus community toward communication.

"We certainly accomplished our goal of working together," Murray said. "But it remains to be seen how much we raised the awareness of the campus community.

see PHOENIX, page 15

# Minorities are increasing role, still have long road to travel

By Sanjay Seth Special Assignment Writer

The role of women and minorities is changing in the field of communications and is becoming more evident in the newsrooms around the United States, prominent media professionals sa

Adam Clayton Powell III, a fellow with the Freedom Forum center for media study, said the changing roles has been especially noticeable in the last decade.

Powell, who leaves Friday for South Africa to continue his study on South African Journalism, was unable to speak at the communications symposium on Friday because of the weather conditions.

He said women and minorities have tremendous problems starting out in the field of communications.

Powell said in discussions with former Washington Post reporter Neil Foote, who is currently studying the subject, a majority of women and minorities join the field as interns, holding jobs such as newsroom assistants.

Tremendous problems are faced by these people until they can reach the ranks or editors. of ser

Even after two or three decades, major r.ewspapers still tend not to have very many or any female editors," Powell said. "This is true also for corporations like CBS an I ABC."

and an and and and and

Perhaps an exception to that rule is Marcia Bullard, managing editor of USA Weekend.

Bullard, who has worked in the communications field since 1974, said there are more women and minorities in the field, but more are needed in decisionmaking roles.

"It never hurt me, though," Bullard said "When I got in the job market, there weren't enough women and minorities in the workforce."

She said it was especially important that more minorities were involved in communications and journalism.

'I think it changes things in a fundamental way, but that is my perspective," Bullard said. "Nothing but good can come out of it."

She said people are generally comfortable with other people who are like them, and because the United States is becoming more diverse, it was only sensible

Powell agreed with this point and said omen and minorities per se are crucial to journalistic expertise. This diversity in background and

experience will give you different kinds of editorial expertise," Powell said.

"You will miss certain stories or entire issues if you do not have people with

see MINORITIES, page 15

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# **Communication officials** urge education change

**By Jeremy Finley** Special Assignment Writer

During the final session of the two-day communication symposium, officials urgec students and faculty to embrace the new ways of expanding and teaching communication.

The 11 communication professionals each spoke on their views of the rapidly changing communication field and how centers of higher education can respond to them, stressing the use of computers and reaching non-traditional students. William Elliott, SIUC head of graduate

studies in journalism, said the old tradition of teaching with a chalkboard and chalk must step aside for the innovations of future educating.

"Something profound is happening today," he said. "People are still using chalk to teach. Because of our changing world, releasing these old methods will be the key to success." Candis Isberner, director of TV learning

services at Broadcasting Service, said the traditional methods must be updated for future education.

"In classrooms, 95 percent of teachers will teach in traditional ways," she said. "That whole idea has to be dramatically

changed.

Steve Fairchild. president of Drew Tairchild, Inc., said students can grasp a greater understanding of life in another

country if information about that country is presented by more than just one teacher. Computer and television programs that

offers a collaboration of information from a number of different educators can offer more angles and information than a single professor and can be available at any time

"You would get a better handle on the Western Hemisphere with a computer than you would in a classroom," he said. "And you can do this any time you want to. It might even save the University some money by eliminating classrooms and professors and utting in computers." Sandy Welch, executive vice president for

education at the Public Broadcasting Service, said she was watched changes e nerge in elementary education and sees the same happening for colleges.

"I do see significant changes in elementary education and in the way it is taught." she said. "I can't help but believe it will impact higher education as well."

Larry Henry, president of the Full Circle Media Corp., said students today are more informed about computers than those in the past, but educators cannot forget the traditional teaching that has brought forth the

"We can't forget the fundamentals that came along the way, that's why we're a profession," he said.

see INSTRUCTION, page 15

# USA Today improves sale of news

#### By Erick J.B. Enriquez General Assignment Writer

As America races towards the 21st century, USA Today is experimenting with new systems in information communication and distribution.

Marcia Bullard, editor of USA Weekend and SIUC alumna, talked at the communications symposium about "Selling News and Information As a Commodity" Friday afternoon.

"As long as I've been at USA Today and now USA Weekend we've always been encouraged to find new ways to communicate, distribute and get information back from people we're trying to re-tch." Bullard said.

According to Bullard, USA Today and Gannett are at the forefront of finding alternate ways to sell information in "spinoff" products.

Decision-Line, a new computer accessible system based in Greensboro, N.C, allows prospective clients to subscribe and attain cutting edge news information. The system is based on information generated by the USA Today staff.

Though Decision-Line acts as an alternative to the Associated Press, Bullard said most of the information from this system is not from the AP.

"We've determined that 100 percent of the information is based on information original to USA Today," Bullard said. One way to access Decision-

One way to access Decision-Line is through a new gadget deviser, by Motorola called the Emb.rk Pager, which can be hooked to a personal computer.



Marcia Bullard, editor of USA Weekend magazine and SIUC alumna, speaks to students about distributing information. Decision-Line has between 35 A 1974 graduate of SIUC,

to 40 clients, she said. "This year USA Today is going to start updating information from 8 a.m. to the morning of publication," Bullard said.

For readers that do not have the luxury of flying, USA Today has a 1-800 number that provides the latest news information.

"We're not looking at these spin-offs as ways to make a lot of money." Bullard said. "What they do is get USA Today's name out here in the world." A 1974 graduate of SIUC, Ballard received a bachelor's degree in journalism. While at SIUC Bullard was a faculty senate writer for the Daily Egyptian. After graduation she joined the Democrat and Chronicle in Rochester, N.Y. and covered criminal courts and county government. She became editor of USA Weekend, now the third largest magazine in the United States, in 1989. Bullard also is a member of the Board of Directors of the Associated Press Managing Editors.

# Journalist says education should fit information age

By Shawnna Donovan General Assignment Writer

There are many ethical and educational challenges facing mass communication and journalism students who are transferring from the Industrial Age to the Informational Age, according to the keynote speaker of the communications symposium.

Parnela Shoemaker, director of the School of Journalism at Ohio State University, talked to students and educators on Thursday about mass media education in the Industrial Age over to the Informational Age and the growing need for ethics in the workplace production.

"I think most education is a relic of the Industrial Revolution. We teach students how to just fill slots on an assembly line," Shoemaker said. "We must make changes so we can go into the Information Age."

Age." Shoemaker said the Association for Education in Journalism and Mass Communication Vision 2000 committee conducted a study that focused on viability of students' education to date.

"The committee found out that the current curriculum for mass communication and journalism students is not enough to make it out in the real world." Shoemaker said. "Universities' curriculum will have to be brought up to date to meet the changing times." Shoemaker said the new

Shoemaker said the new curriculum should include new technologies that allow students to get hands-on training and a lot of computervisual experience

computer/visual experience. "The computer has taken over along with the visual aspect. Students need all the experience they can get with computers and other visual technology," Shoemaker said. "We have to be very careful because a picture is really worth a thousand words."

Shoemaker referred to a study done by German-born Elisabeth Noelle-Neumann who conducted a study on visual mass communication.

"Elisabeth Noelle-Neumann said the growing trends in mass communication is the visual aspect, especially when getting the same view," Shoemaker said. "This was prevalent during the Persian Gulf war and all of it has a strong impact on the message we receive."

Shoemaker reminded the audience of the new ethics and behaviors that go along with the new technologies.

"With the new technologies today, photographers and graphic artists can adjust or distort a picture to rearrange the truth." Shoemaker said. "Students have to have some ethics and integrity going into the workplace.

"There are a lot of new pressures on the student to succeed," Shoemaker said. "Economic and competition factors go into decision making."

Shoemaker referred to a study completed in Germany by Lee Becker, a mass communication educator, to give advice to students and educators.

"The: are some things everyone should know," "hoemaker said. "Workers should be competent, empowered with social skills to u.derstand people, leam to work as a team with multiple skills and abstract thinking and always guestion authority."

The Department of Cinema and Photography thanks the speakers, alumni, faculty, staff, and students who participated in

# **Communication:** Shaping a Global Society

As our world evolves we are changing to meet new demands through education, exploration, and creative production. salutes the speakers, alumni, faculty, staff, students and all those who attended Communication: Shaping a Global Society

The Dean's Office of the

**College of Communications and Fine Arts** 

Together we met the challenge and have begun to respond to the future needs of communication within education and industry.



# Media educators prepare for future

#### By Michael T. Kucia Special Assignment Writer

Robert Blanchard, chairman of the communication department at Trinity University, said Thursday media education has to redeem itself of seven deadly sins if it is going to survive the 21st century.

The sins Blanchard pointed out revolved around the idea that liberal arts colleges are lagging behind in the times by stressing and literature and almost ignoring history

modem communications and technology. "The first deadly sin committed is the idea that the liberal arts canon is immutable, like it was carved in stone by the Greeks or something," he said.

The new Industrial Age alternative is

unfortunately under siege." Blanchard': speech was part of a two-day communications symposium hosted by SILIC

About 75 people, many of them College of Liberal Arts faculty and administration, attended the presentation and dinner in the Student Center Ballroom B.

Blanchard shid the second sin colleges commit is spreading an idea that the information they teach to undergraduates is all they need to make up an education.

"The third deadly sin is the myth that undergraduate professional programs have nothing of substance to offer liberal arts of the 20th century, including modern technology," he said.

"Liberal arts keeps students from getting caught in the swift flow of the mainstream."

There is an illusion that there is a big difference between printed, electronic and interpersonal communication, Blanchard said

He said it was similar to telling people they are getting into the railroad business, when they are really getting into the transportation business.

"We should be busy educating students of what is common in editing and writing," he said. "Cross-training is training in different

of sports. Media training should be the same way. "What the new media environment calls for is a new professionalism Calls for is a new procession of the same a flexible, fundamental approach to media education." The fifth deadly sin, Blanchard said, is the

habit of journalism and mass media programs acting as a source of cheap labor to

the media corporations. He said another problem is the idea that media education is neutral and objective when it is not.

"This sixth sin keeps us from seeing what is harmful and beneficial in the profession," he said. "There is this dograd of 'this is the way it's done; if you want a job, learn it." Students are not taught to think critically." Blanchard described a survey to the

audience of editors across the country about what they thought of journalism graduates. He said some editors actually preferrer to

hire non-journalism students to their newspapers and magazines.

"The survey of editors said they thought journalism graduates were weak," he said. They are high in training but low in problem solving. We are teaching them the least useful skills. It is unbecoming antiprofessionalism that is unbecoming of a newsroom culture

The last sin Blanchard talked about was the decision by many journalism schools to function as boot camps to media corporations instead of teaching students problem solving skills.

'Instead of observations on how to apply skills and knowledge, they are creating new, labor-intensive media sequences to serve media demands for cheap labor," he said.

Blanchard said this kind of education was part of what he called a "com-hog cycle." "It started in the '70s, when there was a large influx of journalism students," he said.

The more popular the major, the more graduates. The more graduates, the lower the wages. The lower the wages, the fewer new

majors.'

### Research key to information age

By Katle Morrison General Assignment Writer

Moving from the Industrial Revolution and into the information age means a restructuring of university communication programs and reaching techniques though means

and adapt research," said James Kelly, assistant professor of journalism at SIUC, "Research on communication will

involve people from separate disciplines." Communications research does not always produce expected results, said William Elliott, associate professor in

"Research is extensive, it is important and it's not getting all of the answers," Ellion soid

Elliou soid. "We make one set of guesses that gets replaced by a new set of guesses." Current propusals for the future of mmunications education involve a cross disciplinary meior in which cinema and photography, mdio and televisier and journelism could be combined, Kelly said. Cross disciplinary degrees will include a mixture of broadcase and print media. "Video news and print news are both distributed electronically." Ellion said. "It's a marriage between USA Today and CNN." The future of communications at SIUC

The future of communications at SIUC may involve team taught courses by professors from the various disciplines and possibly joint degrees, said Watter Jachnig, director of the School of Journ

The need to start training media students for the new information age was stressed by Pamela Shoemaker, director of the School of Journalism at Ohio State University. Shoemaker was the keynote speaker at

the communications sympo

Changing from the days of the Industrial Revolution to the information age was the common thread of the symposium, "We are training communicators to fill

slots-writer slots, photographer slots, advertising slots and so on," Shoemaker

Media educatior, is comparable to the assembly lines of the Revolution, Shoemaker said. Industrial

Technology plays an important role in the information ag

Most important now is the use of computers, she said, "Computers were once thought to be

used by only the thative departments of a newspaper, such as advertising and photography. Shoemaker said. "Now it is an essential tool in the

newsroom."

It is becoming essential for media students to learn more than one task when out in the workplace, Shoemaker said.

As media moves into the information age, the different media become less and less distinct, Kelly said.

Two reasons for the merging of different media are ownership and comment dependence on the same zechnology, Kelly said. Media companies such as Time-

Warner and Sony ovn all different types of modia ranging from print, broadcast and telecommunications, Kelly said.

Also, all media virtually use the same base technology, such as the same computers.

The School of Journalism and the Daily Egyptian Shaping a Global Society Through Excellence in Communication Shaping a Global Society Through Excellence in Communication is to provide students with opportunities to learn and grow within the ever-changing world of communication. Through our efforts, student and faculty achievements continue to distinguish SIUC as one of the top nationally accredited journalism programs. Daily Egyptian Awards

• '91 Regional Pacemaker Award (Associated College Press)

• '92 Mark of Excellence Award: Best All-Around Daily Student Newspaper (National Society of Professional Journalists)

'92 Celebrated 75 Years of Service to SIUC and the Community

• '93 17 Awards of Excellence (Illinois College Press Association and Chicago Tribune)

and a commentation of the second s

School of Journalism Achievements SIUC's Ph.D. is the third mos' commonly held

degree by U.S. Journalism Faculty

• '89-'93 One of the top five schools presenting research at AEJMC Convention (Association for Education in Journalism and Mass Communication)

 Sponsor of Award-Winning Student Organizations: American Advertising Federation Journalism Graduate Student Association Saluki Advertising Agency Society of Professional Journalists

have to look at co

Industry leaders communicate need for change

By Candace Samolinski cial Assignment Write

Visiting SIUC alumni who have become leaders in the communication industry offered some suggestions to students on how to succeed in a competitive business world. During the symposium "Communications:

Shaping a Global Society" March 4 and 5, students in communication had a chance to gain insight to the future of the industry.

and msight to the tutter of the industry. "The most important thing students can do for themselves today is to get out and do the work," said Stephen Fairchild, a 1972 SIUC graduate. "They should try to find out what is special about themselves and make it work." Fairchild's comments echoed a theme common to the advice of nearly all the

alumni Fairchild said it was a child-like curiosity

that led him to where he is today. He graduated from SIUC with a degree in radio and television, but he also studied cinema

and relevision, but he also studied chiefina and photography. "Our first job in this business was telling stories around a campfire," he said, "now our campfire has computer screens." Fairchild said it was Richard Blumenberg,

then an associate professor of cinema and photography, who urged him to further his education. He now produces films in New York City for Drew/Fairchild Inc. and has produced seven films for National Geographic. One of his films "Who Will

Teach to Read" received an Emmy award. "At Drew/Fairchild there are three areas we try to focus on ," Fairchild said. "We deal with corporate communications to help them explain changes in their policies, we prepare television for broadcast and we are currently acting involved in with matin " getting involved in multi-media.

Marcia Bullard, managing editor for USA Weekend and SIUC graduate, said she got started in the journalism business by working

started in the journalism business by working at the Daily Egyptian and her hometown newspaper during college. "I had a lot of clips when I started looking for a job in the professional world," Bullard said, "Something I would encourage any immediate tudate to do is to see the do journalism student to do is to spend their free time working within their field."



resident of Drew/Fairchild Inc., talks about the future of mass communication. vo-day symposium, "Communication: Shaping a Global Society." Arimond is the director of public relations start on the industry," Kane said, "I received Steven Fairchild, an SIUC alumnus and pre-Fairchild was a speaker Thursday at the "I graduated in 1974, that was definitely a

bad year to look for a job in this business," she said. "I sent out about 40 letters and got a lot of rejections."

Bullard said she got her first job in Rochester, N.Y., working at the Rochester

Rechester, N. Y., working at the Rochester Democrat and Chronicle. "I got my big chance when. I was asked to cover a kid in a nearby town who was shooting kid's from his high school over Christmas break," she said. "I was working at night on the rewrite desk at the time, but there was no one else in the office to cover the story so they asked me." Both Fairchild and Bullard said they urge

students to get involved early in their fields. Joe Arimond, a 1972 SIUC graduate, said although he received his degree in journalism

he has since branched out into other areas. "I currently work for Arthur Andersen

which is the largest public accounting firm in the United States," Arimond said. "We deal with auditing, taxes and business advisory services

at Arthur Andersen in Chicago. He started his career working for the Southern Illinoisan

and moved to other jobs that gave him experience in public relations. "When we go to birz someone we automatically look at their grades," he said. "They are essentially a pre-requisite for us. We also look at their extra-curricular

We also look at their extra-curricular activities, simply being a member is not enough. We want leaders. "Leadership skills are very important to us," he said. "We want to know what a student does with their free time and summer vacations

"I think students should enjoy their time in college, live the part you are supposed to be living do not rush and pass by opportunities made available to you, "Arimond said. Scott Kane, president of Optimus and a

SIUC graduate, also stressed leadership and interpersonal communication skills.

"The school of communication, as it was called at that time, definitely gave me a head

aff Photo by Jeff Garr

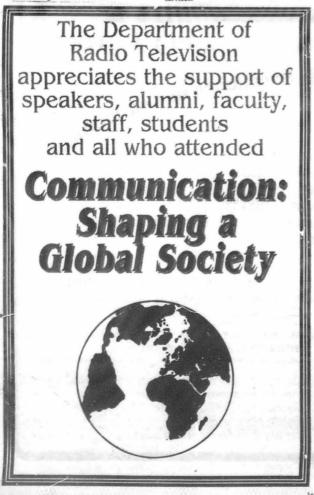
start on the industry," Kane said. "I received my degree in cinematography and also worked with radio broadcasting." Kane said 13 percent of his employees are SIUC graduates. He said when he looks to

hire new people he wants someone who is technically qualified to do the job, is well-

technically qualified to do the job, is well-rounded in communication skills and prades. "I encourage students to get practical experience during the off-season," Kane said. "I want to know what they do when they have time on their hands."

Several communication organizations ere represented at the symposium including were represented at the symposium including WIBD, Students in the Illinois News Broadcasters Association, Alpha Epsilon Rho, Daily Egyptian, RT Productions, RADIO ACTIVE and Saluki Advertising. "I urge all students to get involved in campus organizations that teach you something about your field," Arimond said.

"Learn everything you can before you go out into the professional world and then apply it.



**Broadcasting Service** is pleased to have participated in Communication: Shaping a Global Society SIUC Broadcasting Service WSIU8, WSIU FM91.9, WUSI16, WUSI FM90.3 Southern Illinois University, Carbondale, IL 62901

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March 8, 1993

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#### Jeffrey W. Doherty, City Manager

Carbondale Communiqué is written by the City of Carbondale to provide residents and businesses with municipal news

The Carbondale Public Works

Department is pleased to announce its annual SPRING CLEANUP program

scheduled to begin Friday, April 23,

1993, and will continue on each of the

three subsequent Fridays ending with

Spring Cleanup is a program designed to serve residential zones, ie.,

houses, duplexes, and other buildings

address home appliances, furniture, mattresses, and other household items

of general refuse generated only from

confines of each specific residence. Small amour is of lumber cut to lengths

not to exceed five(5) feet are permitted.

Tires will be accepted if dismounted

Due to State of Illinois requirements, landscape waste, ie., leaves, limbs, and brush cannot be disposed with the

refuse collected during Spring Cleanup

containing no more than four(4) sing

Friday, May 14, 1993.

from wheels.

Virginia Edwards, Editor Patsie Maxwell, Legal Editor Gary Beckman, Photographer

> Staff Writers **Glennda** Davis Don Monty

### Daily Egyptian

system. The northwest residen-

tial area has been selected as

that which most closely typifies

the average cross-section of our

customer base and will be the target area for the pilot pro-gram. Residents in that area are

invited to participate in this

exciting program by accepting and using a ROLL-OUT CART

address and remedy major defi-ciencies in three areas of our

current method of refuse collec-

1) Neighborhood appearance on

the day of collection,

The program is designed to

for a two month period.

# Refuse and Recycling to Initiate Pilot Program for Roll-Out Refuse Carts During the months of March, April, and May, 1993, the City of Carbondale's Solid Waste Department will be con-ducting a Pilot Program to introduce its customers to the ROLL-OUT CART collection

2) Difficulty of moving refuse from the house to curbside for collection, and

 Improvement of collection service through added worker safety

At the end of the program participants will be given a questionnaire which will ask for their evaluation of the program. Other than using and caring for the cart while in their posses-sion, the questionnaire is the only obligation we are asking of the participant. Delivery of the carts to the

City is expected March 15. A ROLL-OUT CART will be delivered to each residence in the pilot area within a few days of that date.

Any questions should be directed to the office of the Environmental Services Manager - 457-3275.

### **Refuse and Recycling** and Illinois EPA to offer Tire Recycling Program

On Friday, April 23 and Saturday April 24, the City's Refuse and Recycling Division and the Illinois Environmental Protection Agency(IEPA) will offer a Tire Recycling program. Specific Program requirements have yet to be established but the tire drop-off location will again be the Public Works Maintenance Facility located at 212 W. Willow. Residents of Carbondale and surrounding areas will be able to bring discarded automobile tires to the facility for shredding. This will be the second time this pro-

This will be the second time this pro-gram has been conducted in Carbondale. Final arrangements and details will be announced through the local news media. Any questions may be directed to the office of the Environmental Services Manager - 457-3275.

### Quinstate Conference Set

By Marianne Lather, Office of Economic

and Regional Development.

The Office of Economic and Regional Development (OERD) on the campus of Southern Illinois University at Carbondale and the City of Carbondale will co-host the upcom-ing Quinstate Economic Development Conference to be held at the Business Incubator Construct to 20 Into a measure and a measure and a measure of the second from Illinois, Kentucky, Tennessee, Arkanasa, and Missouri will converge on Carbondale to hear experts from each of the Quinstates speak on subjects such as Alternative Agriculture, Tourism, Innovative Financing with an Emphasis on Minority Businesses, Water Quality, and Small Business Retention & Expansion. The conference participants will also have an opportunity to tour Alto Pass Vineyards and the University Mall. Illinois Lieutenant Governor Robert Kueta and Illinois Vineyards and the University Mall. Illinois Lieutenant Governor Robert Kustra and Illinois U. S. Representative Jerry F. Costello will address the conference. Advance registration before March 1 will be \$35/ person for the two-day conference. The registration fee after that date will be \$45/person. The registration fee will include a buffet dinner on April - and a continental breakfast and box lunch on April 2. If you would be interested in attending this conference, contact the Office of Economic and Regional Development at 618/536-4451 and ask for Quinstate registration information.

#### Public Works Sets Spring Cleanup Schedule and therefore cannot be included in the program. Contractors and homeowners involved in major construction and demolition projects, ie., roofing and siding jobs, garage demolition and other like projects are requested to find an alternate means of disposal. Such material is outside the scope of Spring Cleanup.

tion

Items must be brought to curbside for collection with only one pickup to be made at each residence-no hauling from house to house. Trash piles accumulate at curbside no earlier than six(6) days prior to your respective zone's pickup day, and, to assure you will not be missed, they must be at curbside no later than 8:00am the day of pickup. Trash must be placed in a manner so as not to inhibit or obstruct drainage or

block sidewalks. Curbside pickup will occur on the designated Fridays and on subsequent Saturdays as volumes require.

Collection zones and dates of collection are specified below: - (Monday's

7.ONE 1 - APRIL 25, 1993 **City Refuse** Route) All residences East of ICRR.

ZONE 2 - APRIL 30, 1993 -- (Tuesday's City Refuse Route) All residences West of Oakland Avenue, South of Main Street, and East of Little Crab Orchard Creek.

ZONE 3 - MAY 7, 1993 - (Wednesday's City Refuse Route) All residences South of Sycamore; North of Main Street and West of ICRR, and all residences South of Main; West of ICRR; and East of South Oakland.

ZONE 4 - MAY 14, 1993 - (Thursday's City Refuse Route) All residences North of Sycamore and West of ICRR and all those residences West of Little Crab Orchard Creek.

For further please contact the office of the Street Maintenance Manager -457-3275

### UPCOMING EVENTS

### MARCH

| 1st             | Downtown Steering Committee                | Regi    |
|-----------------|--|---------|
|                 | City Hall, 4:00 p.m.                       | Sout    |
| 2nd, 16th, 30th | City Council Meeting                       | Carb    |
|                 | Council Chambers, 7:00 p.m.                | to fu   |
| 3rd, 17th       | Planning Commission                        | men     |
|                 | Council Chambers, 7:00 p.m.                | Univ    |
| 4th             | Liquor Advisory Board                      | ic cli  |
|                 | City Hall, 5:30 p.m.                       | regio   |
| 8th             | Preservation Commission                    | servi   |
|                 | City Hall, 7:00 p.m.                       | and s   |
| 9th             | Partnership for Disability Issues          | serve   |
|                 | Council Chambers - 1:30 p.m.               | comu    |
| 10th            | Library Board                              | ment    |
|                 | 405 W. Main, 4:30 p.m.                     | stop'   |
| 11th            | Citizens Advisory Committee                | and     |
| 1143            | City Hall, 7:00 p.m.                       | indu    |
| 17th            | St. Patrick's Day                          | deve    |
| 20th            | Spring Begins                              | ers, l  |
| 22nd            | LAST DAY TO REGISTER TO VOTE               | inter   |
|                 | LAST DAT TO REGISTER TO VOIL               | nomi    |
|                 | APRIL                                      | south   |
| 1st             | April Fool's Day                           | hous    |
|                 | Liquor Advisory Board                      | July    |
|                 | City Hall, 5:30 p.m.                       | proj    |
| 4th             | Palm Sunday                                | awar    |
|                 | Daylight Saving's - set clock ahead 1 hour | Smal    |
| 5th             | Downtown Steering Committee                | and     |
|                 | City Hall, 4:00 p.n.                       | Lo      |
| 6th             | Passover                                   |         |
| 6th, 20th       | City Council Meetings                      | L       |
|                 | Council Chambers, 7:00 p.m.                | few     |
| 7th, 21st       | Planning Commission                        | ribb    |
|                 | Council Chambers, 7:30 p.m.                | a ste   |
| 8th             | Citizens Advisory Committee                | A in th |
| out             | City Hall, 7:00 p.m.                       |         |
| 9th             | Good Friday                                | were    |
| 11th            | Easter                                     | with    |
| 12th            | Preservation Commission                    |         |
| 1201            |  | Hera    |
| 13th            | City Hall, 7:00 p.m.                       | Jack    |
|                 | Partnership For Disability Issues          | Hon     |
|                 | 1:30 p.m., Council Chambers                | First   |
| 14th            | Library Board Meeting                      | Cent    |

Office of Economic and Regional Development Impacts the Area By Marianne Lather, Office of Economic and Regional Development The Office of Economic and Department of Commerce and and 600 sq. ft. of

ional Development (OERD) at thern Illinois University at bondale was established in 1986 alfill the University's commitnt to use the expertise of the versity to improve the economimate and quality of life in the on and to provide research and rice opportunities for faculty students. OERD's mission is to ve as a catalyst for economic, ununity and regional developt in southern Illinois with "oneassistance, OERD serves new expanding businesses and ustries, communities, economic elopment specialists, developlocal governments , and others erested in improving the eco-nic climate and quality of life in hern Illinois.

The Business Incubator, which ses OERD, opened it's doors in of 1990. The \$6 million building ject was funded by grants arded through the Build Illinois all Business Incubator Program administered by the

Community Affairs. Dr. Rhonda J. Vinson, Executive Director, over-sees the various entities that make up the Office of Economic and Regional Development. Service providers include: Center for Rural Health & Social Service Development, Small Business Development Center, International Economic Development, Business Training & Scheduling, Regional Research & Service, Incubator Program, University of Illinois-Urbana Champaign Cooperative Extension Services Agreement, Illinois World Trade Center Affiliation, and the Service Corps of Retired Executives (SCORE). OERD offers business counseling, demo-graphic data, program evaluation, business planning, computer train-ing, market studies, self-employment training, community assessments, research support, con-ference site space, a business library and much more to the region Available rental space in the 55,000 sq. ft. building includes 150, 225, 300

and 600 sq. ft. of office space; 600 sq. ft. of Wet/Dry laboratories; and light manufacturing areas of up to 1800 sq. ft. of space.

Presently, the Incubator is home to fifteen thriving businesses. The businesses range from service companies to light manufacturing research and development along with research and training offices. All tenants and applicants are clients of OERD's Small Business Development Center and are pro-vided services I recommended by the U.S. Small Business Administration and the Illinois Department of Commerce and Community Affairs. The Incubator is a hub of activity throughout the day and into the evening due to tenant-client traffic flow, computer training, business start-up classes and conference/seminar activities.

If you are interested in starting our own business or need more information on services available, lease contact our office at 618/536pleas 4451.

### ong Standing Carbondale Business Recognized

In the volatile world of business, many companies only survive a few months or years. Relatively businesses survive for decade after decade. When new businesses open, it is with great fanfare and bon-cutting ceremonies. There is a tendency to overlook the long-time businesses that help provide teady economic base of jobs in the community. At the January 21, 1993 Community Pride Breakfast, the City honored eleven long-time businesses the community. Among them they have provided thousands of people with jobs. The businesses the community. Among them they have provided thousands of people with jobs. The businesses the community. Among them they have provided thousands of people with jobs. The businesses the community. Among them they have provided thousands of people with jobs. The businesses the community. Among them they have provided thousands of people with jobs. The businesses the community. Among them they have provided thousands of people with jobs. The businesses the community. As you do business with the firms listed below, let the owners and employees know that you join the City in recognizing their accomplishments and their importance to our community. At low Cab Company.

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20th

**Paid Advertisement** 

Yellow Cab Company

Page 10

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\$480 April

Daily Egyptian

Los Angeles Times

LOS ANGELES-Benjamin Avila remembered four police officers hitting Rodney G. King "all over his body." Robert Hill could not remember exactly how many officers there were, bu most of the blows he saw were to King's

legs. Felipe Lopez was maneuvering for a better view and missed a portion of the beating, as did Dorothy Gibson. Gibson Dorothy remembered hearing someone yell "Please stop!" and she assumed that person was King. But on reflection, she admitted she could not be absolutely sure.

In the opening days of the King civil rights trial, those four witnesses delivered accounts that were as conflicting as they were powerful, fleshing out the jury's knowledge of the incident while subjecting their credibility to doubt. was long-Their testimony awaited-none of the four "civilian witnesses" was called to the stand during last year's state trial-end their emotional accounts captivated jurors and enlivened the early days of the prosecution's case.

On balance, legal experts believe the civilian witnesses probably accomplished what prosecutors had hoped. They took the jury to the scene, re-creating through the eyes of average people- a nurse, a probation officer and two musicians-the shock of the events that unfolded on that chilly March night in 1991.

The real value of the civilian witnesses' testimony is to convey that emotional impact-the feeling of watching King beaten," said

professor. "That's an important element that was missing from the state case.

During the state trial of the officers, prosecutors from the Los Angeles County district attorney's office weighed the same issues and decided not to take the chance on calling civilian witnesses.

But those prosecutors lost, and their federal counterparts are determined not to follow in their footsteps.

This time, federal prosecutors rolled the dice, calling four civilian witnesses in the first three days of their presentation to the jury.

Underlying the testimony of the four citizens was a common thread, and it underscores the essence of the prosecution's case: That King initially resisted arrest, but at some point, the four defendants went beyond reasonable force. o



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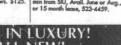
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March 8, 1993

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Daily Egyptian

Page 12

2054







10

### Page 14

# Men's swim team wins conference Walker named Coach of the Year

#### By Dan Leahy Sports Write

The SiUC men's swim team finished the season in style, as they overcame a slow start to win their fourth consecutive confere ce championshin

The most important part of the meet may have happened out of the water, when head coach Rick Walker called for a meeting after the first session of events.

"We were down by 34 points, and we knew there was one diving event to come where every team except us was going to score," Walker said. "I sat the kids down, and we decided to stop looking at the score, relax and try and nave some fun out there.

The Salukis had a lot of fun the rest of the way, coming from the middle of the pack to take the lead. St. Bonaventure finished second in the 11-team field, with Notre Dame rounding out the top three. Coach Walke, received Men's-

Coach-of-the-Year honors in this his first year at the helm.

I'm tremendously honored to

Australian and French Open

champion Jim Courier was named the 1992 player of the year Friday night at the annual ATP tour

be recognized, but all the credit has to go to the swiramers," Walker said. "If they didn't swim as well as they did, I wouldn't look as mod " good.'

The Salukis had four first place finishes, with three victories coming from relay teams. Ward Bracken was the sole individual winner, as he set a conference record to win the 200 yard hackstroke.

Walker said one of the things he is most excited about is the fact that the entire team has only one senior.

"This group is young, so everything was new to them this year," Walker said. "Now they know what its like to swim against the best, and I think they handled

the pressure very well." Walker said the success is great, but the kids have to turn their attention back to their education.

"It's been a long year, and it ends with one week of total focus on swimming," Wa/ker said. "Now the team has to get their minds back in the classroom and remember why we are all really here." here '

American, joining Jimmy Conners and John McEnroe. Courier held

that top spot for all but 12 weeks in

Courier won five tournaments and over \$2.25 million 'ast year,

although he did not capture an



Monday, March 8 \$4.75 **Rich Pumpkin Soup** Southern Vegetable Soup **Chicken Breast Diablo** 

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Thursday, March 11 \$4.75 Italian Sausage (Pizza) Soup Cream of Broccoli Soup Roasted Top Round of Beef w/Bordelaise Sauce Whipped Potatoes w/Gravy French Cut Green Beans California Blend Vegetables Soup and Salad Bar

Friday, March 12 - FABULOUS FRIDAY! "Leprechaun's Feast" - \$5.50 Belfast Ham St. Patty's Seafood Newburg w/Rice Garden Vegetable Soup . Irish Chowder Minted Baby Carrots . Savory Green Beans **O'Brien** Potatoes Irish Raisin Soda Bread Soup and Salad Bar

Come join us for our delicious luncheon buffets each and every day of the week. Hours: 11 am - 1:30 pm Daily The Old Main Restaurant is located on the 2nd floor in the Student Center



### awards ceremony. Courier, 22, last February became only the 10th player to be posted number one in the world in the 21 years the ATP has had event after being upset in the third round at Wimbledon in June. The awards gala was dedicated to Arthur Ashe, who died February 6 from AIDS-related complications rankings. He was also just the third ISU, from page 16

Courier awarded at ATP, named Player of the Year

1992

"Seventy-five percent is a phenomenal statistic, but if you look closely we had 10 turnovers," Bender said. "We shot ourselves in the foot, nullifying great shooting from the field."

The teams combined for 33 shots from behind the arc, 16 of which found the net. Indiana State guard Greg Thomas hit live of those on the way to a team-high 23 points.

The Sycamores huag tough, and tied ISU at 62-62, but a jump shot by VandeGarde gave the Redbirds the lead for good with 2:15 left. VandeGarde led all scorers with 25 points.

"He can beat you in so many ways. He is patient, shot fakes and hits the boards," Locke said. "It is a remarkable trait 'nat he has and that he is hard to guard."

In three games versus Indiana State this season, VandeGarde smoked the Sycamores for 71 percent (27 of 38) shooting.

trying to play your best," VandeGarde said. "It is just a coincidence I seem to have good games against them."

Richard Thomas added 19 points for the Redbirds. Matt Burgess was the only other Sycamore in double figures with 15.

"We play a lot of close games," Richard Thomas said. "We executed well at the end of the game, and that's why we ended up on top."

# EALUKIS, from page 16

SIUC got to the semiinal round holding off Bradley in a 63-61 overtime nail biter. The Salukis found themselves down by 5 points with three minutes left to play in overtime when Pavlovic scored 6 points to put SIUC ahead 60-59 at the 1:52 mark. After two free throws by the

Brave's Marcus Pollard, Bradley was ahead by one when Amaya drove to the hoop for two and drew a foul with 37 seconds to play. The final result was a three-point play that sealed the Saluki victory. Herrin said he was not surprised

at the way Bradley took his team to the wire.

"I don'i think everyone realizes what Bradley had done in the last two and a half weeks of the season," he said. "They had great defense, and we repended with good hall movement and patient."

The two teams went itead to head the entire night with the score being tied five times in the last nine minutes of the game, when it finally halted at a 53-53 tie at the end of regulation. The Salukis were held to a

dismal 23 percent shooting but came back to make seven of their

first 13 shots in the second half. Bradley head coach Jim Molinari gave respect to both teams.

"Southern did a great job. They have a lot of quality kids, but then again we have a lot of quality kids too," Molinari said. "You have to give Southern credit. They came

back like real men." Amaya and Pavlovic led the Salukis with 18 and 15 points respectively. Roger Suchy and Dwayne Funches scored 12 points each for the Braves.

You have to go into every game

Daily Egyptian

# **Baseball's Mudville never** cheered by spring training

Los Angeles Times

ST. PETERSBURG, Fla. Outside ballpark gates, schools of fans wait patiently for autographs. Inside, millionaire outfielders and rookie shortstops stretch languidly on the grass.

Once again major league baseball has come to Central Florida for the rites of spring training. And under the cobalt-blue skies of the Sunshine State, it's easy to believe that all's right with the world.

On this morning, Jerry A. Oliver stands on the mezzanine level of a \$138 million stadium looking out over what was designed to be one of the finest baseba'l facilities in the land.

But instead of the boys of summer, what Oliver sees on the bare cement floor of the Florida Suncoast Dome are a couple of custodians sweeping up the remnants of a home and garden show. Later in the day, he will supervise the set-up for this week's event, the third annual "world's largest garage sale."

wish it was baseball, but it t," says Oliver, the dome's isn't. general manager, echoing a lament that can be heard throughout this

In basebali circles, St. Petersburg and the Tampa Bay area are Mudville, and in its joyless, 10-year quest to land a baseball franchise, the area has struck out

After coming tantalizingly close to luring the Giants out of San Francisco last fall, the area's bid failed at the last minute.

The local residents are taking it hard. Dave Feaster, chairman of the St. Petersburg Area Chamber of Commerce baseball council: "To a person, we feel we were done

Fred Tirabassi, owner of the Kopper Kitchen restaurant: "People are bitter. They've been yo-yo'd over this thing. No one is going to get their hopes up again.

The Suncoast Dome, surrounded by acres of empty parking lots, stands as both the symbol of the city's frustration and as a massive monument to wishful thinking. After city officials had been jilted several times, Dodge says, former baseball commissioner Bowie Kunn wooed them with what would become known as the "Field of Dreams" promise: "If you build it, they will come." St. Pete did. Baseball didn't.

Says St. Petersburg Assistant City Manager Rick Dodge: "If we had known then how baseball might deal with the situation, don't see how anyone could have advised the city to proceed with the stadium. We played by the rules, did what we were told.

The irony is so rich. Nobody has shown more support for hasehail

In fact, the Tampa Bay area, the 14th largest media market in the United States, is baseball mad. As the local owners group rounded up \$115 million to bring the Giants from San Francisco, more than 30,000 fans sent in \$50 each to eserve season tickets.

Now, anger at what most people here see as a betrayal by baseball is ust as fervid. Lawsuits have been filed against the city of San Francisco and the Giants' owners, Without prompting, outraged fans have mailed in cash and checks totaling \$300,000 to pay for legal actions

Last Thursday a bill co-sponsored by Sen. Connie Mack CO-R-Fla., the grandson of the fabled owner of the Philadelphia Athletics, that would lift baseball's antitrust exemption was introduced in the Senate.

### PHOENIX, from page 1A

He said the program committee worked very quickly to organize the event in just two months. The committee invited many guests and friends of the college, sent notices to interested businesses and lined up a number of speakers, many of which were alumni of SIUC. The committee also arranged anouncements on the Student Programming Channel, WIDB and in newspapers and sent press

O'Brien said each of the members of the program committee suggested what topics should be covered at the symposium and then discussed what professionals could be asked said alumni and non-alumni were targeted as possible speakers.

who spoke at the symposium, said the event provided the entire campus administration with a first hand

"Communications... increases the importance of adding to the college of communication, not taking away from it."

-Joseph Arimond

look at just how important the role of communication is and will be in society.

"Communication is playing an increasing role, which increases the importance of adding to the college of communication, not taking away from it," Arimond

Murrie said that students of a new college of communications would experience a curriculum organized around many of the topics covered in the two day symposium.

## MINORITIES, from page 1A

background different different background and experience who understand it." Powell gave the example of Zoe

Baird, who was nominated to be attorney general, but was found employing illegal aliens. In the Washington Post, this issue was printed far inside the

paper, with a headline that stated this new diclosure would not affect the nomination and it was not really a problem.

Once you get outside of Washington, many people thought there was a problem," Powell said. "Neil roote will say the more senior the job title, the more people want to hire people like themselves."

Powell said this speaks for both conservative and liberal organizations.

Bullard said the trend is irreversible, and this is the transition period for the change.

"Things are not changing fast enough, but it is happening," Bullard said. "There are always

"I don't know that thinking our students are OK with a four-year

education is correct," he said. Jachnig said the standard of only

certain age of students go to

"We're going to be teaching all age groups," he said. "We've got to forget we're not just teaching 18-22 year olds."

Isberner said the individuality of

the non-traditional students must be understood also.

"We must reach these nontraditional students," she said. "They may be miners or homemakers. We have to

remember not every student comes

Not only the professions, but the ges of students must be

remembered when discussing the expanding communication field. Lee O'Brien, executive director

of SIUC Broadcast Service, said

reaching non-traditional students and retraining them is an important

the workforce.

from Chicago.

ares

people who are going to get ahead that don't deserve it." Bullard said she receives more applications for jobs from minority

students as compared to women. "Gannett has been a forerunner

"Ganneti has been a forerunner in hiring minorities acd women," Bullard said. "We see great diversity in newsrooms like the LA. Times and USA Today." Tom McNamara, managing editor of the news section of the USA Today, agreed with Bullard and said that hears a pational and said that being a national newspaper, it was important that a big commitment was made to diversity in the newsroom.

"It should be that way. America is constantly changing and becoming more diverse," McNamara said, "To appeal to a broad base of people, you need a diverse pool of reporters who can bendle the different imme " handle the different issues

McNamara used USA Today an example where 55 percent of the workforce is made up of women, and higher level editorial positions, political political, war and foreign correspondents are also held by women and minorities

Two of the senior level editors are women, one is a minority; the managing editor of the Life section is also woman," McNamara said. One of the two White House one of the House correspondents is a woman, two of the three Capitol Hill correspondents are women, and three of the pool of seven reporters we had in the Gulf during the war ere also women." Bullard said though she feels that

she has deserved every promotion she has received, it sometimes seems her opinion is not as valued as a male in the same position.

There were also cases earlier in my career where people may have had valid concerns for my safety that I was oblivious to "Bullard said. "Now, just by being older and wiser, I reflect on some of those concerns. I might have interpreted it very differently if I had been held hack

### **Puzzle Answers**

### INSTRUCTION, from page 1A-

Walter Jaehnig, director of the SIUC School of Journalism, said the communication field is to other ages, and we must see that the University reaches out to a greater audience also," O'Brien changing so rapidly that a four-year education may not be enough for said The world today is becoming

more complicated, and these people are going to have to be retrained," he said. "The University will have to be involved with this.

Educators must also remember to include ethics in their education of communication field

Mike Starr, associate professor of radio/television said ethics cannot be forgotten in the changes of communication.

a society of instant 'In gratification, ethics can get lost along the way," he said. The importance of ethics should

not be forgotten in the rapidly

not be forgotten in the rapidly changivg communicat 'n field. Marcia Bullard, managing editor of USA Weekend, said teaching ethical boundaries must be included in the new style of character education.

"It's important for journalists to know when to present information and when not to go over the boundaries," she said.

Bullard said a greater understanding of the workplace duty of the University. should be Technology will be reaching out education. should be included in a students



to speak on the topics. He Joseph Arimond, an alumnus and Mobile Audio 192B Car Stereo Experts CAR STERED



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