



For Saginaw Valley State College Employees.
Published by the Office of Information Services.
Call 790-4054 with news items.

THE
INTERIOR

JANUARY 8, 1980

SNOW, HIGH WINDS EXTEND REGISTRATION

Winter's unkindest mood yet, expressed by high winds, subzero wind chill factors and snow drifts, brought an extension of winter semester registration at SVSC this week. Because of the weather, registration without penalty was extended from Monday, January 7 to Tuesday, January 8. Winter drops and adds will begin Wednesday, January 9th from 10:00 a.m. to 7 p.m. and then continue according to the previously-published schedule. Dormitory check-ins were also extended to Tuesday as a result of the inclement weather conditions.

SMALL COMPUTER COLLOQUIUM FRIDAY

"Small Computer and Business Graphics" is the topic of the next Science Colloquium, at 1:30 p.m. this Friday, January 11 in 238 Wickes Hall. The speaker, Dr. Robert Metzger, will demonstrate desk top computers and the four pen plotter. Dr. Metzger, information systems architect in computer management for the Dow Chemical Company, received his Ph.D. in industrial engineering and operations research from the U. of M. He currently teaches Management 525, "Computer Programming for Business Decisions," for the SVSC M.B.A. program.

The Science Colloquium is open to the public, and refreshments will be served. For additional information, contact Dr. Albert Plausch at ext. 4361.

SIXTEEN STUDENTS NAMED TO 'WHO'S WHO'

Sixteen SVSC students will be listed in the 1980 edition of "Who's Who Among Students in American Universities And Colleges". They were selected as being among the country's most outstanding campus leaders and join an elite group of students selected from more than 1,200

institutions of higher learning across the U.S. Selection was based on academic achievement, service to the community, leadership in extracurricular activities and future potential.

SVSC students named this year include: Bay County: Robert A. Petty, Ralph S. Roberts, Patrick C. Samolewski, Luann Satkowiak, Paul J. Zuraw; Midland Area: Douglas A. Dewitt, Marcia L. Fuhrhop; Saginaw County: Carole J. Boyd, Joan Kakouris, Stephan C. Lentz, Thomas McQuade, Kay M. Neer; Tuscola County: Howard Carl Buetow, Ann M. Garcia-Dues, Detroit Area: Michael B. Kilpatrick, Romeo; Roger A. Lonsway, Utica.

RADIO MUSIC PREFERENCES VARY FOR MEN, WOMEN

Men and women may be equal, but a new radio listenership survey conducted by SVSC students shows their music preferences vary significantly.

Males feel the most popular type of music within the tri-county area is rock, while their second favorite type is easy listening. Females prefer easy listening, and rock is their second choice. 500 persons aged 13 and above were surveyed from Bay, Midland and Saginaw county by students in a marketing research class offered through the SVSC school of business and management.

Rock-type music was preferred by 25.4% of the total population surveyed, with easy listening close behind at 24.8%. Country music was third with a 15.5% share and disco was next with 9.4%. Jazz was the favorite with 5.9%, followed by classical music with 4.8% and soul music with 4.5%. Folk/ethnic music was tops in the eyes of 3.2%. 6.4% either had no choice or preferred some other variety.

The SVSC students patterned their study somewhat after the Arbitron (A.R.B.) radio

listenership survey conducted in the tri-counties last spring. The new study attempted to sample listeners in exact proportion to the population of each county, so that 29% of the samples came from Bay, 16% from Midland and 55% from Saginaw County. Suburban areas were included in rough proportion to their percentage of county size.

Students found there is no loyalty to any particular disc-jockey or radio personality. There is also very little station loyalty and findings indicate that one's listening pattern varies with his mood.

All the student surveyors were surprised how many more persons listen to radio between 6:00 and 10:00 a.m. than at other times during the day. The second most popular time comes between 3:00 p.m. and 7:00 p.m., thus reflecting the "drive times" when people are going to and from work.

One trend is that many middleaged women prefer listening to country music. After they get their husbands off to work and their kids to school, a lot of them like the upbeat feel of country music and many consider it a bouncier version of easy listening.

The students concluded both separately and jointly that music is the most important thing on radio.

"This is obviously a very competitive market because there are twelve commercial radio stations in the tri-counties. Add to that a handful of strong stations from the Flint and Detroit areas and you see why radio listenership is so diverse," the students say. Just over half of the respondents said they listen to radio most frequently in their home. 37% are tuned in while in their cars, and another 9% listen primarily while at work.

"Our findings show that a station which changed its format after the A.R.B. survey last spring now has the broadest audience. Listenership patterns change very rapidly and are influenced both by the amount and type of music played. As long as a station keeps the music flow going, it will have listeners," junior marketing major Bob Muenchen of Midland learned.

CAMPUS NOTES - -

-- Dean of Students Dr. Philip Beal and his secretary Pamela Thompson have recently moved to their new offices in the Student Concourse on the third floor of Wickes Hall. Their office phone number there is ext. 4294.

-- Two paintings by associate professor of art Matthew Zivich have been sold to Second National Bank of Saginaw and may be viewed on the second floor of the Bank's recent addition at Genesee and Washington avenues in downtown Saginaw.

-- Professor of English Dr. Raymond E. Tyner has been selected as a biographee in the 1980 edition of "Who's Who in the Midwest". The 17th edition will be published later this year by Marquis Who's Who, Inc.

-- Additional new faculty members for winter semester include Barbara Frink, instructor of nursing, and Mary Louise Schreiber, temporary self-instructional laboratory specialist for winter 1980 in the school of nursing and allied health sciences. David Swan recently was hired as yard man - motor pool assistant under the C.E.T.A. program.

-- Sandra K. Madison, secretary in the school of education, was recently promoted to senior secretary.