MAY 19, 1981

DON'T FORGET TO VOTE TODAY ON PROPOSAL A!

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TOP STUDENTS GET $1,364 GRANTS

Twelve high school seniors have won full-tuition awards for excellence to study at SVSC beginning this fall. The scholarships are worth $1,364 per student and are renewable for up to four academic years, if a 3.5 GPA is maintained along with full-time attendance.

To be eligible, the students have demonstrated excellence in academic pursuits and talent in a specific area such as music, journalism, student government, leadership, art or other extra-curricular participation.

Selected for the awards are: Cynthia Ann Angst, Chesaning, from New Lothrop high school; Karen Kay Auernhammer, Reese, from Reese high school; Kenneth James Baranski, Port Austin, from North Huron high school; Cheryl Ann Hasenleder, Saginaw, from Reese high school; Anne Marie Hunter, Saginaw, from Carrollton high school; Terry Tetsuo Ishihara, Saginaw, from Eisenhower high school; Tamara Sue Meredith, Alpena, from Alpena high school; Kevin Paul Peil, Bay City, from T.L. Handy high school; Carol Lynn Piesik, Bay City, from Bay City All Saints; Marie J. Skone, Westland, from John Glenn high school; Barbara Louise Webster, Brutus, from Pellston high school; and Ronnette E. Weidner, Bay City, from John Glenn high school.

Students interested in awards for excellence for fall 1982 will need to apply by next April 1. A minimum 3.5 grade point average from high school and strong recommendations from high school officials are required. For additional information, please contact the admissions office at ext. 4200.

PRESIDENTS ENDORSE PROPOSAL A

Proposal A, the tax-cutting measure which is being voted on statewide today, recently won the support of Michigan's Presidents Council for State Colleges and Universities. The Council is an association comprised of the presidents and chancellors of the state's 15 public four-year colleges and universities, including SVSC.

In announcing the Council's support, executive director Richard Miller of Lansing said that "it is unusual for the Council to take a position on a public issue which does not have a direct impact on higher education. Nevertheless, the presidents and chancellors share the view that Proposal A is of such importance to Michigan at this time that they are compelled to express their views as a council."

Miller added that the Council's endorsement of the proposal, given without a dissenting vote, was based on a consensus that the best interests of this state and its people will be served by its adoption and "by the timely implementation of reductions in homestead property taxes and city income taxes mandated by the proposal."

TRISKELIONS Distribute INFORMATIONAL PACKETS

Junior high students from Bay, Midland and Saginaw counties are being helped by the SVSC Triskelions to answer the question "What Do You Want to Be When You Grow Up?"
Some 7,500 students are being given packets of information about higher education which have been compiled by the women who also raise funds for financial aid to SVSC students. The packets include information from SVSC, Alma College, Delta Community College, Northwood Institute and other area colleges. A booklet detailing local sources of financial aid for each of the counties is also enclosed.

Triskelions' president Ruth Bridge notes that "many scholarships require good citizenship and high grades all through high school. So if a student wants to finance his college education, the time to start thinking about it is in the ninth grade."

"The packets will help both students and parents to begin looking early at post-high school alternatives," says Ruth McCollister, a Triskelion member and coordinator of the packet program. She adds that the project is designed to supplement guidance activities already sponsored by local schools.

Parents of the students have been sent letters telling them the packets are coming and asking them to study with their children the information about career options and how to seek out college funding assistance.

Additional information about the packets is available from the Triskelion Consignment Shop, 136 Townsend Street, Midland, or by phoning 835-4980.

**STUDENTS FIND FM MORE POPULAR**

By a nearly 5-1 margin, radio listeners in the tri-county area prefer FM over AM stations. The 1981 annual radio listenership survey by SVSC marketing students also found no significant difference in the number of listeners to each of the top stations in the soft rock, country/western and easy listening music categories.

Nearly 500 residents of Bay, Midland and Saginaw counties were phoned by the students. People surveyed were chosen by a random-digit and add-a-digit method, to reflect current population percentages in each of the three counties. Results were checked carefully for accuracy, so that findings are statistically significant and valid within a 5% measurement error.

"Listing the results by county rather than for the total valley survey area gives much more localized information," notes professor of marketing Dr. Shiv K. Arora, who directed the students in his marketing research class. "Listening patterns are definitely different in each of the tri-counties."

"The top station in Midland county ranked fourth in Bay and third in Saginaw. No single station showed up as the best, statistically speaking, in all three counties."

"While a soft rock station was tops in Bay county, an easy listening one ranked highest in Midland. A country/western one set the pace in Saginaw county," according to Arora.

The study also showed that area listening habits differ by age, sex and income. In general, females preferred "mellow" music such as soft rock or country western, while males showed a preference for rock and roll. As expected, younger listeners more often selected rock and roll, soft rock, popular or contemporary music, but older preferred country/western or easy listening.

Survey takers found that most listeners tend to choose their favorite station because of its musical format. The amount of advertising, or seeming lack of it, also helped give some stations more popularity. Those which "cluster" a number of ads together generally ranked higher than stations which interrupt the music more often for separate ads.

Other reasons why people chose a particular station were the quality and depth of news broadcasts, personality of particular disc jockeys, sports broadcasts and special programming. Syndicated broadcasters John Doremus and Paul Harvey were the two favorite personalities noted.

Other reasons why listeners favored a particular station included clear reception or the fact that its music was easy to work by.

The surveyors concluded that there is a market, whose size is difficult to estimate, for a tri-county area station carrying only news, weather and sports. They discovered listeners also have an interest in becoming more informed on local and national news.
A potential audience apparently also exists for a classical music station in the tri-counties, one type of programming not presently available close by. Another recommendation was for a radio station with clearer night reception in certain areas to carry Detroit Tiger baseball games.

Students conducting the survey were senior marketing majors Colleen M. Hutchinson of Caro, Mary A. Mauntler, Reese, and Judy A. Sabatino, Saginaw.

HE'S PUTTING FREE ENTERPRISE IDEAS TO WORK

At 22, Thad Zylka of Standish is the youngest member of the Republican State Central Committee. He's worked hard to earn a seat on his party's top policy making body, because he considers it the best way he can help improve Michigan's business climate.

"It would be a lot easier just to complain about excessive government regulations, the small business tax or high worker's compensation rates," he says. "But I felt the only way to help bring some meaningful changes was by getting involved myself."

He recently received his bachelor of business administration degree in accounting from SVSC with honors.

"The tourist industry is in a depression, not just a recession, and there are no T.R.A. benefits for small businesses like ours. We've had to stand on our own feet, but we're better for it because that's the free enterprise way.

"Individual Americans like us play a vital part in the check and balance system between government, labor and the people," he believes.

Zylka is convinced that young people like him can get needed experience only by being involved. "We won't be able to take over leadership roles when our time comes without that involvement," he thinks. "We must be able to take on responsibility when it comes along."

So young Zylka started at the bottom as a precinct delegate before last year's primary election. After the Republican county convention, he began working on the Reagan election committee and also the 8th district congressional race.

As a result, he was elected as an Arenac county delegate to the Republican state convention early last summer and next to the state central committee.

"As a young person trying to get involved in politics, I also want to encourage others in their efforts and, through my activities, set a good example. The opportunity is definitely there for people my age who are willing to make the effort," he thinks.

"Politics is a fascinating field and the only way to change the climate for business in a positive way. Business, especially small firms, must thrive if jobs are to be generated. I believe wholeheartedly in free enterprise and can see first-hand why some of the shackles government has placed on the system need to be removed now."

Zylka learned about what he calls "the American way" through SVSC's Students in Free Enterprise project. His involvement started three years ago. He was one of the SVSC students who won the Michigan-Indiana regional free enterprise competition last year and went on to place fourth in the nation. This year he has been student advisor to the SVSC group which recently won the 1981 regional contest.

"Having a working knowledge of free enterprise in action is much better than just reading about it through books. My experiences through the perspective of dad's restaurant showed me the danger of choking off industry through excessive regulations," he notes.

"There's been a tremendous change in public attitudes toward business since I began talking with people in area malls through the Students in Free Enterprise project in 1979. At first people thought we were crazy, but we were simply talking up business before it was a fashionable thing to do.

"Now the job of promoting free enterprise is three times easier. Reagan's election and the present recession have made the public more understanding toward business.

"What's helped me the most is being familiar with work. I feel you have to work for anything to appreciate it. We need a check on government, because it's our dollars that run the state and federal agencies. It's time for us taxpayers to take back control of where
these tax dollars are spent," Zylka feels. "It's wrong to think government can spend our money better for us than we. I support Reagan's federalism because if the states want or need something, they should fund it rather than allowing Washington to keep getting bigger and bigger."

ACROSS CAMPUS--
--Summer session registration is on now through this Thursday, May 21. Summer classes this year will begin on July 6 and end August 21. Information about available daytime and evening courses may be obtained from the admissions office at ext. 4200.
--Last week's article which reported that 22 women had been honored by the college for five or more years of service to SVSC should have listed 23 women. According to Women's Club president Margaret Clark, senior secretary Merchelle Vaughn, athletics, has also been with SVSC for five years and will be receiving a certificate of thanks from the Women's Club. Mrs. Clark regrets the omission of Merchelle's name from the list which was furnished to her.
--Members of the SVSC Physics Club and two physics faculty members visited and toured the Fermi National Accelerator Laboratory and Argonne National Laboratory near Chicago on May 9. The group traveled in a van donated by the Chevrolet division of General Motors and also visited the Museum of Science and Industry, Museum of Natural History and Sears Tower. At Fermilab, the world's biggest particle accelerator, the group inspected new superconducting magnets now being installed which will allow energy in the Van der Graf accelerator and linear accelerator to reach 1,000 billion electron volts soon. At Argonne Lab, the world's biggest mass spectrometer, a superconducting magnet presently being built and low energy nuclear physics experiments and the main computer facility were all observed, including the digitization of photograhic pictures via the computer. Arrangements were made by Physics Club president Brian Louks and treasurer Susan Gottleber.
--Two students who earlier won regional honors in the scholastic art awards competition cosponsored by SVSC have also earned national recognition for their work. Julie Vargo, a 16-year-old student from Cass City high school, will receive $100 and a Hallmark honor prize for a pencil drawing. Her entry was one of sixty chosen from hundreds of items submitted by art students throughout the U.S. A color photo by Vargo which was a local winner is also being considered for the national Kodak Medallion of Excellence to be announced later. A watercolor by Tammy Helmreich, 16-year-old Bay City Western High school student, was tapped for honorable mention recognition in the Hallmark competition. Presentation of the awards was announced by SVSC associate professor of art Matthew Zivich.
--Senior accounting clerk Maggie Mayes has recently transferred to the office of placement and continuing education, where she will be senior secretary. Her replacement as senior accounting clerk is Diane Nixon. Other persons recently hired by SVSC include Kay Newsted, senior registration assistant (CETA) in the registrar's office; Richard Politowski, photographer/writer in the office of information services; and Amy Millette, administrative secretary, office of sponsored programs.
--Dr. Thomas Renna, professor of history, presented a paper titled "The Idea of the City in Early Cistercian Thought" to the 16th International Congress of Medieval Studies. The conference met at Western Michigan University on May 9.
--The college will be closed next Monday, May 25, in observance of Memorial Day. All operations will return to normal on Tuesday, the 26th. The next regular issue of the Interior will be published two weeks from today, on Tuesday, June 2.
Have a purposeful, reflective Memorial Day.

PERSONNEL

HEAD TEACHER, CHILDREN'S CENTER
(Replacement) 10-month position. Elementary teaching certificate required. $10,420
This position will be open to members of the campus community for one week. Interested persons should contact the personnel office at ext. 4108.
SVSC is an equal opportunity, affirmative action employer and is non-discriminatory in its policies and practices.