In Statewide Competition

WUSF-TV Wins Award

WUSF-TV beat out seven other statewide entrants to win a 1974 Golden Image Award for its double-edged promotion of the YOU program.

The Golden Image competition is sponsored by the Florida Public Relations Association (FPRA), a statewide organization with 14 chapters representing more than 500 professional advertising and public relations firms, government agencies and universities.

The first place trophy in the Minor Promotion category (use of one or two media) went to WUSF-TV for the TV spot and newspaper display ad campaign encouraging people to enroll in YOU-TV courses. The award was presented Nov. 22 at the FPRA Annual Convention in Orlando.

The YOU campaign in the opinion of the professional judges merited the beautiful four-faced Golden Image trophy over the other seven entries. Three of the entries were awarded certificates of merit, including the TV Auction promotion by WMFE-TV in Orlando.

WUSF-TV entered the Golden Image Award competition through FPRA's Gasparilla Chapter, representing Pinellas and Hillsborough Counties. Collectively, chapter members won first places in nine of the 18 categories.

Merit Scholars Here Today

The Office of New Student Relations is sponsoring National Merit Scholar Day, a first for USF. Over 100 National Merit-commended students and semifinalists will be guests on campus on Dec. 6 from 9 a.m.-3 p.m.

These students will be welcomed by Dr. Joe Howell. They will be given a tour of the campus and lunch on campus. They will attend seminars on credit by examination, financial aid, application procedure, student activities and on-campus housing. After the seminars, students may make appointments with faculty and staff for further information.

Noted Astronomers Featured In National Meeting Here

Stars, planets, galaxies, the space program and even UFO's will be among topics discussed by scholars from the U.S. and other countries at the sixth annual meeting of the Division of Dynamical Astronomy of the American Astronomical Society at the Travelodge at USF Dec. 8-10.

Hosted by the USF astronomy department, the meeting will feature talks by outstanding scientists including Dr. Walter Fricke, vice president of the International Astronomical Union and director of the Astronomical Computing Institute, Heidelberg, Germany; Dr. Peter O. Vandervoort, professor of astronomy, University of Chicago, and Dr. Fred Whipple, professor of astronomy, Harvard University.

Florida Senate President Comments on Education

Dempsey Barron, newly installed President of the Florida Senate, has given repeated notice that State spending for public universities will be one of his major priorities for review during the upcoming session of the Legislature. Here are excerpts concerning education from his Senate address at the organizational session Nov. 29:

In an examination of our taxing structure and governmental operation, I think it important to first look at the areas where the money is spent. Since in excess of 65¢ of each tax dollar is spent in the field of education, let's look there first...

We have instituted or are instituting sound accounting principles in K-12 designed to give continuing visibility in that field which expends over a billion and one-half of tax dollars every year.

As we leave K-12 and view our community college system and our four-year universities, the picture becomes increasingly clouded, with some visibility in the community college area and little or no less real visibility in the four-year university systems. As difficult as it may be, we are guardians of the taxpayers' trust funds must now begin to pierce the academic veil of secrecy which has for too long surrounded the academic community. And least anyone misunderstood me, I am not speaking of academic activities, but rather the expenditures of students' and taxpayers' trust funds, which in many cases are one and the same.

Let me give you some hard examples of facts which our investigation so far reveals...

Cost per student per year: 12th grade - $900
Cost per student per year: Junior College - $1,200
Cost per student per year: 4-year University - $3,300.

Stated another way to compare cost per hour per year:

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost per hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>K-12</td>
<td>$40</td>
</tr>
<tr>
<td>Junior College</td>
<td>$80</td>
</tr>
<tr>
<td>4-year University</td>
<td>$220</td>
</tr>
</tbody>
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 Bor To Meet in West Palm Beach

The Florida Board of Regents will meet Monday, Dec. 9 at 9:30 a.m. in the County Commission Chambers, Palm Beach County Courthouse, West Palm Beach.

Included among the agenda items the Regents will consider are:

- Remarks by Senate President Dempsey Barron relative to admission policies in State universities;
- Report regarding 1974-75 and 1975-76 budget changes;
- Recommendation for approval of proposed revision of policy on grievance procedures;
- Report on progress of construction in the SUS;
- Recommendation for approval of policy on limitation of university enrollments;
- Report on hearing on felon admission policy;
- Presentation to retiring Regent Carolyn Pearce.
**Insurance Benefits Up At No Additional Costs**

Additional increases in State Health Insurance Benefits have been negotiated without an increase in premiums:

1. Major Medical benefits will be paid at the rate of 100% of eligible charges after the first $3,000 of paid Major Medical benefits.
2. Hospitalization for dental care when not as the result of an accident - if hospitalization is required due to dental surgery, the plan will pay the eligible hospital charges for that confinement. This will not cover the dental surgeon's fee for performing the surgery or any standby physician.
3. Another point of interest: in the event of a divorce, a child becoming 19 years of age, or a full-time student becoming 23 years of age, or a child marrying while under the employee's plan, coverage will continue on that spouse member of the family for the remainder of that month in which any of these events took place. That member then has 30 days after the end of that month in which to apply to Blue Cross for an individual plan of insurance in order to have continuous coverage.

**Welcome, Newcomers!**

INTERCOMM wishes a sincere "welcome" to the following new employees whose names have been supplied by Personnel Services:


**Style Set for Regional Campuses**

For purposes of consistency and clarity, the following USF entities should be referred to in the following manner:

- St. Petersburg Campus; Fort Myers Center (the facility is the "Fort Myers Education Center"
- Sarasota Campus (with two administrative units: one, as yet untitled, consisting of the upper division and graduate CED courses; and the other "New College of the University of South Florida" shortened, when appropriate, to "New College of USF")
- Clearwater Campus

These campuses collectively should be referred to as the "Regional Campuses" of the University and not as the "branch campuses."

**Official--Official--Official**

*Reminder to all Departments: Due to the difficulty procurement is experiencing in securing firm quotations and reasonable deliveries from vendors, it is of the utmost importance that your needs be anticipated far enough in advance to allow sufficient time for rebidding (if required), lengthy deliveries, etc.

*University Directories for staff and faculty offices have been distributed through the Office of Publications. If you have not yet picked up an otherwise received your copies--or received an insufficient number--please call Publications at 2161. Please note that the small campus phone directory has been discontinued, and was combined with the 1974-75 University Directory. Corrections in individual staff entries (pages 10-28) should be reported to Personnel Services.

*Office Stores will be closed from Dec. 16-Dec. 20 for inventory. Due to new regulations, only the items stocked for Office Stores will be purchased on UCO attachment sheets. Departments must submit a requisition to purchase for all other items in stack in the Bookstore and for special Order items. Previous regulations on OCO and excluded items remain in effect.

*The Overseas Travel Agency's policy regarding acceptance of checks for personal (non-university) travel is as follows: 1) The check must be on a local bank account; 2) Checks must have 10 working days to clear the bank before the date of departure; 3) No checks will be accepted for one way travel. This policy is applicable to all of the travel agency's customers and must be adhered to by university employees even though they may travel frequently on university business.

*Vacant Positions at USF*

<table>
<thead>
<tr>
<th>Staff</th>
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<tbody>
<tr>
<td>Sec. III (11-22-74, med.-2), $6932; Sec. III (12-13-74, med.) , $6932; Fraternity Counselor (11-22-74, stu.org.), $9563; Asst. Purchasing Dir. (11-27-74, procurement), $11,547; Groundskeeper, $5387; Custodial Worker, $5199; Stock Clerk (12-13-74, aux.ser.), $9826.</td>
</tr>
</tbody>
</table>

*Faculty/Administration Asst. Univ. Librarian (12-4-74, univ.libr.), $8004-10,404. Requires testing. No shorthand required. No position listed above may be filled before the Intercom's printing schedule, positions re-advertised may have been filled by the date of this issue. Interested persons should contact Personnel Services, FAO 011 (974-2530), or "Job Line" (974-2879) for the latest information. Vacant positions at all state universities are posted weekly at locations throughout the campus, and Co-op and Placement Office. The deadline for submitting USF vacancies to Personnel Services is noon Wednesday. The University of South Florida is an affirmative action Equal Opportunity Employer.

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Max Kaplan (tei.stu.), with co-editor Claudia Donfut, "Educational and Leisure-Time Activities of the Elderly," Society and Leisure, European Centre for Leisure and Education.


Jay T. Knippen (man.) was elected Vice President and Program Chairperson of Southern Management Assoc.

Charles Busha (Lib.sci.) appointed to the Committee of Research of the Public Library Assoc., a division of the American Library Assoc.

Leonard Territo (CJP) elected president of the Florida Criminal Justice Educators Assoc.

Warren S. Silver (bio.) elected Secretary of the Southeastern Branch of the American Society for Microbiology at Tuscaloosa, Ala., Nov. 16.


Richard C. LaBarba (psy.), "Pediatric Psychology: New Horizons for Human Development," Medical University of South Carolina, Charleston, Nov. 20.

Roger T. Sherman (chrm.,surgery) was guest speaker at the Florida Assoc. of General Surgeons in Innisbrook, Fla., Nov. 16.


Lee Leavengood (uni.stu.) appeared on "Involvement 10," WFLY-TV, Dec. 4.

Judith B. Kase (the.), conducted a workshop, "Creative Dramatics with Language Arts Projects," at Carrollwood Elementary School, Tampa, Oct. 18.


Robert E. Palmer, Sr. (edu.) presented the Florida Adult Education Assoc. position regarding the reorganization of Adult Education within the Florida Dept. of Education to Commissioner Turlington, Nov. 7 and Deputy Commissioner Roger Nichols, Nov. 12.


James A. Bell (phil.), "On the Virtue of Honors, Occasionally," at the induction ceremony of the Themis Honorary Society, Nov. 17.

Denise Strengle (inst.stu.) instructor at AASCU Workshop on Planning and Control of Equal Employment Opportunity Affirmative Action Plan, Miami, Nov. 16.
