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University of South Florida.
Channel 16 Receives Award For "Basketbull" Promotion

WUSF-TV Channel 16 has received a 1976 Public Television Promotion Award from the Corporation for Public Broadcasting for excellence in local promotion. Channel 16 won the recognition for its "Basketbull" promotion of the 1975-76 USF basketball telecasts. Ted Sullivan, promotion director, accepted the award June 22 during public TV's annual Public Information Conference in Phoenix, Ariz.

The national award was given "to recognize an outstanding campaign to promote a locally-produced program or series in the local market." Entries were judged on the basis of promotion strategy, creative approach, and audience response to the campaign.

Channel 16 used billboards, radio and newspapers to promote the televised games. A WUSF-TV survey, taken during the basketball season, reported that 58 percent of the general public was aware of the "Basketbull" campaign and recalled that Channel 16 was airing the USF games.

The "Basketbull" theme was originally developed by Ad Image, a Tampa advertising agency, as a public service project for the USF Athletic Department. Channel 16 competed against other public TV stations serving 500,000 to one million TV households. One local promotion award was given in each of four categories based on market size. There are 256 public television stations throughout the country.

Workshops Begin This Month

County school supervisors and teachers from a 12-county area will convene at USF July 19-30 to participate in a workshop on Family Financial Planning.

The workshop, sponsored by the University's Center on Economic Education, will attempt to train teachers to return to their school system and implement programs to help students make sound decisions in the family unit, according to Dr. Hartley Mellish, director of the center.

Conducting the workshop will be College of Education professors Drs. Donald Orlosky, Herbert Karl and Dick Puglisi.

Several other workshops are planned for August. From Aug. 2-6, 25 Hillsborough County teachers will participate in a workshop entitled "Economics in Distributive Education." The five-day workshop will be taught by Dr. Gerald "Pat" Patterson, professor in the College of Education.

The next week, Diane Bostow, co-ordinator of Economic Education, will conduct a two day workshop from Aug. 9-11 on "Integrating Economic Concepts in Grades 4-6.

The final workshop will be from Aug. 12-13 and will deal with "Using Newspapers in the Class to Teach Economics in Grades 7-12."

The workshop, co-sponsored by the Wall Street Journal, will be taught by Jim O'Neil, director of economic education at the University of Delaware.

Marshall Selected to Be UC Director

Phyllis P. Marshall, long-time director of student organizations at USF, was appointed director of the University center effective last week.

Ms. Marshall replaces acting director Dave Pulliam, who has served in that capacity since the death of former director Duane Lake in June 1975.

Ms. Marshall joined the University in 1960 as the school's first resident instructor. In 1961 she was appointed program director of the UC and in 1965, director of student organizations.

She has been recognized numerous times for her service to the University and its students. She received both the Outstanding Administrative and Professional (A&P) Staff Member Award and Phi Sigma Epsilon Outstanding Service Award in 1974. She was the first USF woman staff member selected to Omicron Delta Kappa, a national honorary leadership society.

Ms. Marshall holds both an M.A. in guidance and a B.A. in business/education from Marshall University. She previously was dean of women and director of activities at Averett College in Danville, Va.

University Calendar

FRIDAY, JULY 9th
SCP Slappy Hour: Empty Keg N., 3-5 p.m.
Weekend Simmy: Bertolucci's "Last Tango in Paris."
LET 103, 7:30 & 10 p.m.
Head Theatre: "Truck Stop Women," LET 103, midnight
Friday Evening Film Series: "Amarcord," USFSPC Auditorium, 8 p.m.

SATURDAY, JULY 10th
Weekend Simmy: Bertolucci's "Last Tango in Paris."
LET 103, 7:30 & 10 p.m.
Head Theatre: "Truck Stop Women," LET 103, midnight

SUNDAY, JULY 11th
No events scheduled

MONDAY, JULY 12th
SCP Electric Jam: Empty Keg, 7 p.m.

TUESDAY, JULY 13th
Student Senate: CTR 252, 7 p.m.
SCP Coffee House: Empty Keg N., 8 p.m.

WEDNESDAY, JULY 14th
SCP Coffee House: Empty Keg N., 8 p.m.
Film Art Series: "Elvira Madigan," LET 103, 8 p.m.

THURSDAY, JULY 15th
No events scheduled

FRIDAY, JULY 16th
Weekend Simmy Literature Series: "Women In Love."
LET 103, 7:30 & 10 p.m.
Head Theatre: "Fahrenheit," LET 103, midnight
Friday Evening Film Series: "McCabe & Mrs. Miller."
USFSPC Auditorium, 8 p.m.

Continuing Events

The Fellowships Established in Gifted Education: The Education Policy Fellowship Program has announced it will award up to ten fellowships annually to persons with a strong interest in education for the gifted and talented. The program is supported by a grant from the U.S. Office of Education’s Office of Gifted and Talented. The first fellowship will be awarded for the period Sept. 1, 1976 to Aug. 31, 1977. The application deadline is Aug. 2. Applicants must submit a resume, three letters of recommendation and a one-page essay on why and how the fellowships fit into the career plans of the applicant. Application materials must be sent to: Dr. Paul T. Schindler, director, EPPD, 1001 Connecticut Ave., N.W., Suite 310, Washington, D.C. 20036.

Florida Endowment for the Humanities/FY 77 Program: FEH has announced the deadline dates and state theme for their fiscal year 1977 program. There will be four deadline dates for submission of proposals: July 15, 1976, Oct. 1, 1976, Dec. 15, 1976, and Mar. 15, 1977. The state theme for FY 77 is “Change: Its Promise and Its Problems for Florida.” FEH will also announce for their FY 77 program approximately $400,000. Program guidelines are unchanged from last year and are available in the DSR, LET 107, ext. 2897.

The Helen Bay Whitney Foundation awards Postdoctoral Research Fellowships to support ($9000 yr. for 3 years) young researchers who plan a career in biological or medical research for training in basic biomedical related to connective tissue and its diseases. Applicants should be 35 years old or younger and hold the M.D., Ph.D., or equivalent degree and be citizens of the United States. Aug. 15, 1976, is the deadline for submission of applications for 1977-78 awards with a starting date of July 1.

The American Film Institute has set Sept. 15, 1976, as receipt deadline for applications for film making grants under its Independent Filmmaker Program. A total of $300,000 will be available for grants to individuals in amounts ranging from $5000 to a maximum of $10,000. Proposals for any type of film project in 16mm or 35mm will be considered. Applications will be accepted from any U.S. citizen or permanent resident.

The Alfred P. Sloan Foundation awards fellowships for basic research. Individuals with a Ph.D. in chemistry, physics, mathematics, neuroscience and interdisciplinary fields such as astrophysics or geochemistry are eligible for the two-year fellowships. Candidates must be nominated by a department chairperson or senior scientist. Individuals 32 or younger and members of a college or university in the U.S. are eligible to apply. Average stipend for the two year period is $77,000. Approximately 85 fellows are selected annually. Applications may be submitted at any time, but in order to be considered for the next academic year, they should be received before Sept. 15, 1976. Additional program information is available in the Division of Sponsored Research - LET 107, ext. 2897.

Save Money! Why use direct dialing for Florida long distance calls at an average cost of 23¢ per minute when you can call for 15¢ per minute via SUNCOM? For further details, call Elinor Trent, ext. 2143.

Any department that has not submitted textbook information for Qtr. 1, 1976-77, should do so as soon as possible to avoid delays in receipt of books in time for class. Use only Form 6509-07/74, as all forms dated prior to this are now obsolete. Please do not duplicate any information already turned in. Desk copy request forms are available from Office Stores and should be mailed directly to publisher.

Vacant Positions at USF:

Staff

Counselor to Students/Instr. (Housing & Food, Sarasota Campus-2), $7850. Asst. Prof., 9-20-76, modern dance-Col. of Fine Arts. Asst. Prof., 7-1-76, ophthalmology; Asst. Prof., 8-27-76, ophthalmology—both of the Col. of Medicine. Asst. Prof., Sept. 1976, psychology; Visiting Asst. Prof., 9-17-76, Afro-American Stu. Prog.—both of the Col. of Soc. & Beh. Sci. *Require testing. No position listed above may be filled before 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 latest information. Vacant positions of 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.

*Vacant Position in the Medical Center:

Lab Tech. II (7-15-76-72), $4868. Interested persons should contact the Medical Center, Personnel Office, 974-2576.

Programs, activities and facilities of the University of South Florida are available to all on a non-discriminatory basis, without regard to race, color, creed, religion, sex, age or national origin. The University is an affirmative action Equal Opportunity Employer.

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