

News Bureau director plans new angles

By DAGMAR OBEREIGNER
Of the Emerald

Barbara Petura, the recently appointed director of the University News Bureau, says she has a trio of goals to give the University's image a good shot of public relations.

Petura, who has been on the job for a week, says the News Bureau will renew emphasis on science and research writing, with the hope of getting "feature writing as well as stories on results of research."

Another emphasis will be on students whom she says are welcome in the office. It's important that the University be "a fun place to get an education,"

she notes.

Petura's third objective will be to emphasize broadcast communication. When the News Bureau is back to full staff in the fall, it will have a person strong in TV and radio skills.

Petura says she is aware that she'll have "some misconceptions about the University to deal with," and wants to portray students in features to illustrate the involvement and the success of University programs.

"The News Bureau is like a living cell wall, the function of which is to keep information flowing back and forth, which is vital for a healthy institution," she says.

"This office is definitely a part of the whole team Curt Simic is putting together," she says of the University vice president for public services.

Petura says faculty and staff welcomed her to meetings and want her to be fully informed. She says she likes University Pres. William Boyd's attitude, noting he enjoys working with the media.

She has been on the job a week, coming from the News Bureau at the University of Idaho, where she also headed the news bureau. Petura, who worked in a similar job at the University of Idaho, is currently meeting with department heads

and deans as well as with directors of key student services.

"We have an uphill battle. There's no question about it. The team effort helps. I wouldn't have liked to come here and try it alone.

"It'll be one step at a time — we won't be full-staffed until fall — my coming is another step."

Public relations can become fragmented within a university, Petura observes, but says she is pleased with the common goals of the University's communications network.

"We'll have the best chance there is on PR image-making kinds of things. It's a matter of selling the concept of quality."

Official resigns

John Richardson, assistant chancellor of the State System of Higher Education, is leaving his post July 1 to become commissioner of higher education for the Montana University System's Board of Regents.

Richardson, on leave since last fall as a visiting scholar in Colorado, has been assistant to the chancellor since 1975 after working for five years on Chancellor Roy Lieuellen's staff.

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Labor workshop offered

Due to the many requests for places in its February workshop, the Oregon Bureau of Labor will be at Lane Community College for a repeat presentation today. The seminar is designed to instruct employers and supervisory personnel in the application of Equal Employment Opportunity and Wage-Hour Laws.

To register, call the Technical Assistance Unit at the Oregon Bureau of Labor, 1-800-452-3503, toll-free. Classes are from 9 a.m. to 4 p.m.

Businesswomen confer

A Women in Management Conference will be held Saturday from 9 a.m. to 4:30 p.m. in the Alumni Room in Gerlinger Hall.

The day-long conference features short presentations by Margie Hendrickson, attorney in County Counsel's Office; Jean Tate, real estate; Eleanor Haverkamp, personnel, Weyerhaeuser; Sharon Shaw, personnel, Hewlett-Packard; Susan Lienhart, CPA in Portland; Mary Minney, Stretch 'n Sew. Questions and discussion will follow the presentations.

The conference is free, but a \$3.50 fee will be charged for lunch. Apply at the MBA lounge, Room 268 Gilbert Hall.

SOSC assaults records

Southern Oregon State College in Ashland is hoping to break several world records in a 24-hour marathon beginning April 20. Students hope to break the world endurance records in ping-pong, foosball, pinball, pool and teeter-totters in order to qualify for entrance into the Guinness Book of World Records.

Those involved hope to raise money for the Jackson County Big Brother and Big Sister Program by charging a 25 cent admission fee to the event. Funds will also be raised to assist the International Year of the Child Program.

Statewide student support for this event is being solicited. Anyone interested in participating may register now by calling 482-6478 in Ashland.

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Local students honored with science awards

A University student has received one of the 451 National Science Foundation Graduate Fellowships awarded this year in the sciences, mathematics and engineering.

Beverly Sabol, who did her undergraduate work in anthropology at the University, will hold her three-year fellowship at Cornell University. She is one of five Oregon winners, two from public universities and three from private colleges.

To develop her area of interest, Sabol combined her anthropology studies with religious studies plus mythology classes in the English and classics departments.

GTFs, University open talks today

Contract negotiations between the Graduate Teaching Fellows Federation and the University begin today at 3:30 p.m. in the EMU, room to be posted.

The meeting is the first in talks that will climax in a second contract between the two. The GTFF and the University signed the first pact last fall.

Business club honored

The University's Phi Beta Lambda chapter, a national student business organization, took home 11 individual and chapter awards in the State Leadership Conference at Sun River March 29 through 31.

The annual conference is sponsored by PBL and consists of state competition in all areas of business as well as chapter events for organizational excellence.

The University's PBL chapter took first place awards in Chapter Activities Report, Community Service Project, Outstanding Project and Publicity Report. They also won third place honors for Chapter Membership.

Individual award winners from the University were: Julie Berg, 1st in Ms. Future Business Executive, 2nd in Economics, 3rd in Finance, Joe Andre, 2nd in Finance and Business, and Dan Gargan, 3rd in Marketing.

briefs

MEETINGS

There will be an organizational meeting for the upcoming Sun Day celebrations today at 7:30 p.m. in the EMU, room to be posted. Sun Day is planned for May 19 this year, and organization of the celebration will be discussed.

Students for a Nuclear Free Future will be meeting tonight at 5:30 to coordinate projects and to plan the rally scheduled for April 20. The meeting will be held in Room 111, EMU, and all are welcome.

There will be a meeting of the University chapter of the Student Oregon Education Association at 7:30 tonight in 111 Gilbert. All members are encouraged to attend.

Christopher Edwards, author of "Crazy for God: The Nightmare of Cult Life," will speak at 8 p.m. in Room 167 of the EMU. Edwards' appearance is sponsored by the EMU Cultural Forum and is free.

There will be an informal discussion and lunch from noon to 1 p.m. today with Dr. Claire Woodward, physical and protein chemist from the University of Minnesota. The forum, sponsored by Women in Science, will be held in the EMU, room to be posted.

Mark Schmitz, an economic historian, will speak at 3:30 p.m. today in Room 301 Condon, on "Alternative Estimators for the

Elasticity of Substitution: Micro Evidence from 19th Century Manufacturing."

Parents who want to improve relationships with teenagers can participate free of charge in a parent study/discussion group tonight from 7 to 9 p.m. at Roosevelt Jr. High School. The eight-week group is a part of the Community Center for Family Counseling sponsored by the University and Lane Community College. For more information call Carol Lynn Morse, 686-5509.

MISCELLANEOUS

The typing proficiency test, which is one of the tests which must be passed in order to enroll in Journalism 250, Journalistic Writing, will be given today at 3:30 p.m. in Room 218, Allen Hall. Any student who intends to take J250 next fall must take this test and the Cooperative English Test, sometime during this term.

Parents of young children and expectant parents are invited to attend the videotaping of Dr. Sterling Ellsworth's lectures, "Pressures Put on the Family by the Appearance of the New Baby" and "Dealing with Angry Feelings in the Presence of a Child." Both tapes will be made today at the Mass Communication Building at Lane Community College, and the audience is requested to be there by 7 p.m. After the tapes, there will be a question and answer period.



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