WXPN: Over the Top in Marathon...in the Middle of Controversy

In a three-day fund-raising marathon that ended Sunday night, Penn's FM radio station WXPN exceeded its goal despite the distribution of an unsigned letter to previous donors urging them not to give.

The announced goal was $40,000, but pledges reached $48,000, WXPN General Manager Mark Fuerst said Monday. With another $40,000 pre-pledged through a phone campaign before the on-air appeal began, and a second marathon scheduled for May, the station expects to continue the traditional funding pattern in which listener support provides roughly a third of the operating budget, Assistant Manager Vincent Curren said.

(When the WXPN budget is stated as $600,000, the University contribution—which includes space and overhead—accounts for roughly half, according to Mr. Curren, but the operating budget is traditionally expressed as coming in thirds: from the University, from listeners, and from grants. Most unrestricted grants are from the Public Broadcasting Service, but there are specific program grants such as the William Penn Foundation's recent $225,000 award to support Kids' Corner for three years. Penn's direct allocation of $135,000 includes $10,000 from the Student Activities Council to cover sports broadcasting.)

Until this year WXPN has held a single annual marathon of 12 days, Mr. Curren said, with pledges rising from about $100,000 two years ago (over $83,000 collected) to $130,000 (some $109,000 collected) last year. In line with the experience of listener-supported stations elsewhere WXPN scheduled two short public appeals this year, backed by phoning.

Eclectic Radio: The letter mailed to WXPN's donor list the week before the February 17-19 marathon was one of two publicized attacks on schedule and program decisions made recently. The other was aired on WXPN itself February 12 during the venerable Sleepy Hollow show, when three volunteer hosts listed their complaints, asked listeners to protest by not pledging in the marathon, and resigned on the air.

The controversy centers on charges that to meet the University's mandate to increase audiences and to become self-sustaining by 1995 (the two are connected in terms of ratio of giving to audience), WXPN management is pulling away from eclectic programming or "alternative radio" (offering a range of programs, often for small but otherwise underserved audience segments, as opposed to specializing in news or talk or a single style of music for a defined mass market).

Since Mark Fuerst's arrival two years ago from Wisconsin, where he is credited with revitalizing a Madison public radio station, WXPN has joined National Public Radio, rescuing Kids' Corner after its cancellation in New York, and created some new music shows including a "world beat" program. But critics charge that this was at the expense of WXPN's uniqueness, citing cancellation of classical and folk music programs, shortening Sleepy Hollow and others, changing time slots of established shows and replacing some local news and public affairs shows with BBC and CBC international news.

Airing NPR shows such as All Things Considered, which can also be heard on another local public broadcasting station, has been attacked specifically. But Mr. Curren used it as an example of shows that help retain audience for adjacent ones. All Things Considered is being duplicated in many markets, he said, and a curiosity is that "every time it happens, the audience goes up for both stations.

WXPN's audience has risen from about 39,000 to about 55,000 since 1986, according to Arbitron data.

Increasing the student role on the station is another component of its mandate, according to William Epstein of the President's Office, who is acting chair of the WXPN Policy Board. WXPN now has seven work-study students and four student volunteers, with plans to recruit more, according to Mr. Fuerst.

WXPN originated as a student station, but evolved to include a combination of student, alumni and non-University volunteers as hosts providing special expertise in musical genres and outreach to underserved populations. Penn lost the license in the late 'seventies after some five years' controversy triggered by allegations of obscenity on a student-run talk show.

Although the obscenity charge was dropped (as was the talk show), the FCC ruled after numerous appeals that the University as licensee had failed to exercise "adequate control." A new license was granted after Penn promised professional management and created a Policy Board which has specified seats on it for various constituencies. Changes made under Mr. Fuerst's leadership have been reviewed by the Board, Mr. Epstein said.

University members of the Policy Board include its former chair, Michael Ely of Wharton Computing; faculty members Dr. Mazur of English and Dr. Norman Smith of music; students John R. Gennari, GSAS, and Lev Otake, College '91; Trustee Anthony Minisi; and, serving ex-officio, Mark Fuerst, George Koval (on behalf of the VPUL), Paul Rubinson and Ann Duffield. Jane Combrinck-Graham of risk management and Alumni Relations Director Doris Cochran-Fikes are, with Justine Rector, representatives of the listener community. Fred Landerl represents the broadcasting field, and volunteer host Gerri Black, who resigned on the Sleepy Hollow show, has been the station representative.

PennBus: Testing a 'Green Route' to 22nd Street

Monday the PennBus began its experimental Green Route taking Penn passengers eastward across the South Street bridge late at night. It will be evaluated by the number of people who use it, Assistant Director of Transportation and Parking Stephen Carey said.

The two runs, at 9:30 and 11:30 p.m. replace two of the Red Route trips that go due west and make a loop through Powelton Village. (The alternating Blue Route makes its circuit to the Southwest.)

The Green Route begins at Houston Hall and goes east over South Street Bridge to 22nd Street; north on 22nd to Market; west on Market to 38th Street (which makes an alternative to the Red Route for reaching 30th Street Station), and back to Houston Hall. The PennBus is free, but requires presentation of the PennCard. It travels designated routes; which are shown on a wallet card now being reprinted. (The Escort Service, which takes ID-holders in West Philadelphia to their homes, runs from 6 p.m. to 3 a.m. and can be reached at 898-RIDE.)

The PennBus is also continuing its Wednesday evening "Shopper's Special" which starts at Grad Towers at 7:15 p.m., picks up shoppers at Hill House, the Quad and Superblock, and drops them at Acme or Thriftway. There are two return trips, at 8 and 8:30.

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*Monday through Friday ONLY


**Academic Deadlines for MA, MS, PhD Degree Candidates**

Graduate students expecting to take the A.M., M.S. or Ph.D. from the School of Arts and Sciences this May are required to file applications in the Graduate Office, 16 College Hall, by March 3, or, with a late fee of $25, by March 17. Each student will be given a list of other deadlines (below) for reporting thesis/dissertation results and delivering theses or dissertations to the Graduate Office. On this list, deadlines in bold are fixed. Others are subject to departmental or graduate-group discretion, with variations communicated to students by their advisors.

- **March 3 Friday** Final date to apply in the Graduate Office for degrees: A.M., M.S., Ph.D.
- **March 17 Friday** Final date for presentation to faculty of completed doctoral dissertations
- **March 17 Friday** Final date to apply for degrees with late fee ($25)
- **April 7 Friday** Final date for presentation to faculty of Master’s theses
- **April 10 Monday** Final date for faculty reports on acceptance of dissertations
- **April 17 Monday** Graduate Office begins to accept dissertations and theses daily from 10 a.m. to 11:45 a.m. and from 2 p.m. to 4 p.m. Appointments are necessary. To make an appointment, call the receptionist at 898-7444.
- **May 22 Monday** Commencement

Questions can be directed to Carolyn Burdon, Faculty Senate Staff Assistant, Ext. 8-6943.

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**FOR COMMENT**

**Penn Staff Transfer Process**

The Office of Human Resources/Employee Services is seeking comments and suggestions from faculty and staff concerning the current internal transfer process and policies. Regardless of whether you are an administrator/manager, support staff, hiring officer, transferee or faculty member, your comments and suggestions are important and would be appreciated.

The Employment Office is also seeking individuals to serve on an independent committee which will be charged with reviewing submissions and formulating recommendations for changes to the internal transfer process and policies.

Interested parties should direct their responses to: Frank Jackson, Manager of Employment, Room 124 Blockley Hall/6021.

Thank you for your help.

Frank Jackson, Manager/Employee Services

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**Biological Safety**

The Office of Environmental Health and Safety (OEHS) will be distributing the new Biological Safety Manual to all laboratories in late February and through March. Included with the Manual will be a Hazardous Materials Registration Form, to be filled out by each investigator and returned to OEHS.

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**DEATHS**

Dr. Keith of Wharton

Dr. E. Gordon Keith, emeritus professor and former associate dean of the Wharton School who greatly influenced the development of the economics and finance department during his long career at Penn, died February 12 at the age of 83. (continued past insert)

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In last week's listing of faculty appointments and promotions that reflect movement into or within the Standing Faculty, Almanac inadvertently omitted those voted by the Trustees on December 9, representing actions of the Provost's Staff Conference between October 7 and November 10. Note that in the health sciences, where reappointment sometimes includes movement from the associated faculty (not standing faculty) to the clinician-educator track (standing faculty but not tenure-accruing), those actions are published. Clinician-educator titles are normally recognizable by the form of title, "Professor of __________ at (affiliated institution)." Actions marked (.) involve additions to the tenured ranks through appointment, promotion, or conversion.

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**Appointments and Promotions in the Standing Faculty, 1988-89**

**School of Arts and Sciences**

**Appointments**
- Dr. Donald Cunnigen as Assistant Professor of Sociology.
- Dr. Andrew D. Foster as Assistant Professor of Economics.

**Promotions**
- Dr. Robert E. Kohler to Professor of History and Sociology of Science.
- Dr. Marjorie Levinson to Professor of English.

**School of Dental Medicine**

**Appointment**
- Dr. Kenneth MacMurray as Assistant Professor of Oral Surgery in Clinical Dentistry in the Department of Oral Surgery and Pharmacology.

**School of Medicine**

**Appointments**
- Dr. James W. Byers as Assistant Professor of Obstetrics and Gynecology.
- Dr. Michael B. Robinson as Assistant Professor of Pediatrics.
- Dr. Peter Romer as Assistant Professor of Biochemistry and Biophysics.
- Dr. C. William Schwab as Professor of Surgery at HUP.
- Dr. Donald F. Schwarz as Assistant Professor of Pediatrics.

**Promotion**
- Dr. John Hansen-Flaschen to Associate Professor of Medicine at HUP.

**Chair Designation**
- Dr. Eugene S. Flamm as the Charles Harrison Frazier Professor of Neurosurgery.

**Conversion to Tenure**
- Dr. Terry D. Reissig, Associate Professor of Pharmacology.

**School of Nursing**

**Reappointment**
- Dr. Margaret Cotroneo as Assistant Professor of Psychiatric-Mental Health Nursing.

**The Wharton School**

**Appointments**
- Dr. Gregory John Clinch as Assistant Professor of Accounting.
- Dr. Guido Krickx as Assistant Professor of Management.
- Dr. Ananth N. Madhavan as Assistant Professor of Finance.
- Dr. Robert F. Stambaugh as Professor of Finance.
March at Penn
March at Penn
March at Penn
March at Penn
Deaths (continued from page 2)

Dr. Keith, an Amherst alumnus who took his Ph.D. from Harvard in 1937 and taught at Amherst, Swarthmore and Harvard, joined Wharton as an instructor in 1939. Called to Washington in 1941, he applied his expertise in taxation and fiscal policy to the U.S. Treasury Department's work in financing World War II. He returned to Penn as associate professor in 1946, and six years later became full professor and department chairman. He became associate dean in 1960. In addition to his teaching and doing research he served in the forties on the Social Science Research Council's committee on employment, and in the fifties as an advisor on taxation to the Japanese government and as an economist with the U.S. President's Council of Economic Advisers. As he neared retirement, Dr. Keith took leave to serve as chairman of the business administration department of American University in Beirut from 1974-79. Dr. Keith is survived by his wife of more than 50 years, Margaret Woods Keith; sons, Robert, Philip, Stephen, and Douglas; daughter Janet, and seven grandchildren.

Elise N. Brims, an M.B.A. student in the Wharton School who was simultaneously completing an M.A. in advanced international studies at Johns Hopkins, died January 21 at the age of 28. She is survived by her mother and stepfather, Mr. and Mrs. Woodward Romaine, and by her father, John S. Brims.

Robert Cardwell, a physical plant staff member who joined Penn as a delivery clerk in 1973, died December 23 at the age of 59, after a long period on long-term disability. He is survived by his wife, Jean.

David Dinnocenti, an M.B.A. student at Wharton, died February 7, at the age of 27. Mr. Dinnocenti, who came to Penn in 1988 with a Princeton degree in architecture, is survived by his parents Eugene and Helen Dinnocenti.

David Finkelstein, a sales assistant at the Museum Shop since 1976, died February 4 at the age of 81. Surviving are his wife, Lore; a daughter, and twin granddaughters.

Cresita Melone, a parking attendant at Penn since 1970, died February 6, at the age of 59. She is survived by his wife, Rita.

Almanac
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COUNCIL—

February Meeting Synopsis

The president announced that pursuant to recommendations made by the Safety and Security Committee at the January meeting (Almanac 1/17/89), a trial period of 3 p.m. operation by the Escort Service will be conducted as Eastern Standard Time returns; its effectiveness will be evaluated. The PennBus will begin to make two trips across the South Street bridge to 22nd Street; the service will be monitored for usage and will be expanded if justified by demand. [See schedule, page 1.]

During the “questions” period, Eli Pringle, representing Professor Helen Davies, chair of the Safety and Security Committee, drew attention to other recommendations which had been made in the committee’s report. The president responded that the recommendations were being worked on by the administrators concerned. Vincent Phaaha, chair of GAPSA, questioned the fairness of the handling of the case being heard by the Student Judicial System in which he is the respondent. The query was ruled to be inappropriate for this forum.

Professor Noam Lior presented the report of the “You Are Home at Penn” Task Force of the Facilities Committee (Almanac 2/7/89). The report recommended ways to achieve a stronger sense among the campus community of respect for others and for the environment. During the discussion, questions were raised regarding the riding of bicycles on campus in a manner that is unsafe to others and the dogs that are allowed to roam freely on the campus by their owners. The Council received the report. The president stated that he would edit the proposed statement for inclusion in the material that goes to incoming freshmen, ensure that the concerns expressed by the task force are well considered during New Student Week and ask that signage be improved to reinforce the regulation barring eating, drinking and smoking in classrooms.

The vice provost for University life, Dr. Kim M. Morriss, delivered a progress report on the expansion of diversity awareness programs in consonance with a Council resolution adopted on November 16 (Almanac 11/16/89). In discussion, student members of the oversight committee asked that the Council act to make attendance in the program mandatory, backed by sanctions, saying that such a commitment was essential for further work of the oversight committee. The President explained that the Steering Committee had placed the matter on the agenda for discussion only, in the view that the Council should not act until the full program is developed and understood. After it was established that a quorum was not present to make action possible, a special meeting was requested; the mechanism in the bylaws for calling a special meeting by petition was then cited.

—Robert G. Lorndale, Secretary

Borneo Bonus at Museum Shop

On February 25, The University Museum is opening a new exhibit about Borneo’s Dayak people. From February 25 through May 31, purchases of $35 or more (after discounts) in the Museum Shop entitle you to a Borneo exhibit poster and a box of Borneo ikat textile notecards at no additional charge as our thanks. (Total retail value: $11.45).

We hope that everyone on campus will come to see this exciting new exhibit. Admission to the Museum is free with your PennCard.

—Joan Parker, Museum Shop Manager

Joining the Faculty Club

All faculty, staff, and alumni of the University are invited to join the Faculty Club. Presently, the Club membership dues through August 1989 are prorated at $15.

As they use the Club, members can pay with cash, check, credit/bank card (over $15), or choose the convenient method of a declining balance, using the PennCard ID or a Faculty Club-issued ClubCard. The declining balance account can be set by personal check or payroll deduction (minimum $100). Payroll deduction is particularly convenient because members are credited with the complete balance immediately as deductions are made over a series of payroll dates (monthly paid over 5 months; weekly paid over 10 weeks). Deposits of $100 or more receive a 5% bonus to spend on Club services. The balance remains on account from one membership year to the next.

For further information, please come to the Faculty Club for a visit.

—Thomas Walters, Director

Update
FEBRUARY AT PENN

CHILDREN’S ACTIVITY

25 Rudyard Kipling’s Just So Stories; Mermaid Theatre production; 10 a.m. and 12:30 p.m., Zellerbach Theatre, Annenberg Center. Tickets: $6 orchestra, $5 balcony. Information: Ext. 8-6791. Also February 26, 11 a.m. and 2 p.m. (Theatre for Children Series).

CONFERENCE

28 The Interrelationships of Poetry, Art, and Science; opening Poetry Week with speakers Hilary Koprowski, director, Wistar Institute; Walter Eblecher, sculptor; Valentina Sinkevich, Russian essayist and poet; and Richard Werneck, composer and professor of music; 4 p.m., Auditorium, Wistar Institute (Wistar Institute).

MEETING

22 Association of Women Faculty and Administrators; June Axinn, department of social welfare, speaks on Women, Work, and Family in Japan; 11:45 a.m., Conference Room, Biomedical Library, Johnson Pavilion.
The Glee Club gangs up on Julius Caesar (not to mention Shakespeare) in "Roman in the Gloamin," a song-and-dance number from one of three shows opening Thursday. See On Stage.

Update
continued from page 7

ON STAGE

23 Is This For Reel?: Glee Club’s 127th annual production; Zellerbach Theatre, Annenberg Center. Information: Ext 8-7038. Also February 24 and 25.

Blooms; Auditorium, Houston Hall. Information: Ext. 8-7038. Also February 24 and 25.

Richard II; Theatre Arts Program production; Studio Theatre, Annenberg Center. Information: Ext. 8-7382. Also February 24 and 25.

SPECIAL EVENTS

22 Book Store February Clearance Sale; reductions in every department during regular store hours. Through February 25.

28 International Student College Fair; 3-6 p.m., International House. Information: 387-5125. Ext. 2232 (International House and NAFSA).

TALKS

23 Genetic Analysis of the Complex Assembly; Alexander A. Tzagoloff, Columbia University; noon, Room 404, Anatomy-Chemistry Building (Department of Biochemistry and Biophysics).

On the Flow Field Between Rotating Spheres; Alex Solan, department of mechanical engineering, Technion, Israel, and Rutgers University; 2 p.m., Room 216, Moore School (Department of Mechanical Engineering and Applied Mechanics).

Naguib Mahfouz: Nobel Laureate; Roger Allen, department of Oriental studies and Sasson Somekh, Annenberg Research Institute; 5:30 p.m., Room 111, Annenberg Center (Middle East Center).


28 Role of Adenosine in Cerebral Circulation of the Newborn; Nicole Laudignon, department of pharmacology; 1 p.m., Physiology Library, Richards Building (Department of Physiology).

Smart Ceramics; Robert Newham, Pennsylvania State University; 3-30 p.m., Auditorium, LRSM Building (Department of Materials Science and Engineering).

Litigation and Your Profession in the Year 2000; Irving R. Segal Lectureship in Trial Advocacy by Ronald L. Olson, Munger Tolles, and Olson; 4 p.m., Room 213, Law School (Law School).

Deadline: The deadline for the weekly Update is Monday a week before publication. Send copy to Almanac, 3601 Locust Walk/6224.