

What's Inside ?

End of semester checklist.....page 2

Waitresses/John McLaughlin Album Reviews

Northern Kentucky University.....page 7
 Association concert review.....page 8
 plus more news, features, sports, letters, classifieds, and calendar

the NORTHERNER

Volume 10, Number 29

Northern Kentucky University

Wednesday, April 28, 1982

Governor Brown details list of accomplishments

by Karen Merk
 Managing Editor

Kentucky Governor John Y. Brown visited NKU last Thursday to detail the accomplishments of the past legislative assembly session.

Brown said that overall, the session was "good." He stated that the assembly challenged some of his proposals, but passed "90-99%" of them. It would have been "dangerous" for 100% of them to pass, he said. "The governor isn't always right. If I present a program that's not right, somebody ought to challenge and question it."

On the subject of higher education, Brown said that the mission model funding formula has worked well, and the colleges and universities have received everything they were promised. He said there is now a "quality attitude" in the higher education, and programs at the

institutions have been coordinated to "eliminate duplication." This program passed with no opposition from the legislature, Brown said.

When asked his top priority for northern Kentucky, Brown said, "I think you'll see more development here than anywhere else in the state." The proposed A-A Highway, which will run from Alexandria to Ashland, will give northern Kentucky greater access to the "eastern marketplace," he said. "It wasn't promised, but I guarantee if I go to any ribbon-cuttings, it will be that one," Brown said. He hopes his successor will continue the work on the highway.

"I like the attitude up here," Brown said. "You people will just have to keep on marching together. I'm going to treat you not just as a part of Kentucky, but as an important asset to Kentucky."

Game over for pac-man in gameroom this summer

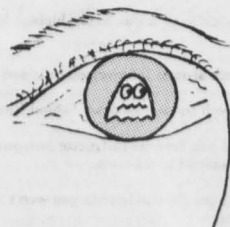
by Tom Weninger
 News Editor

If you find yourself looking around the game room for the Pac-Man video game you're not alone.

The owner of the Pac-Man recently removed the machine and sold it, accord-

they are given space on the floor of the game room. The money from the machines is split between the owner and the University once a week.

Peggy Van Meter, a senior music major who works at the desk in the game room, said students have been complaining about the removal of the Pac-Man



ing to Jerry Grigson, Operations Manager for the University Center. "There are not many students on campus in the summer and the owner figured he could do better by selling the machine," Grigson said.

In an agreement with the University, owners of games are responsible for all up-keep and maintenance. In return

game. "It was a very popular game," Van Meter said, "they will definitely have to replace it."

Pac-Man will probably be replaced with a new Pac-Man II or Ms. Pac-Man, according to Grigson. "They keep making newer and more interesting games and we try to keep up," he said.



Kentucky Governor John Y. Brown, Jr. listens intently to a question from the audience during his recent visit to NKU. [Rob Burns, photo]

New campus newspaper debuts

by Jeannine L. Gallenstein
 Editor

The Northern Kentucky University campus got a taste of a new publication, *The Northern Time Star*, Monday, April 19.

The independent-run student newspaper is the creation of former Student Government president, Sam Bucalo. He is president and publisher of the paper.

"Being around campus the last couple years, I found that there was a need for a more aggressive communication tool," said Bucalo. "It is important to have a student newspaper that is not subsidized or controlled by the University," he continued.

Bucalo said that he plans to have fact-finding, better researched articles. He said that there are "dozens of subjects on campus that need more research."

"The Student Government incidental fee and student aid cuts are the two best researched articles in the first issue of *The Northern Time Star*—things that *The Northerner* never researched in depth."

Bucalo had to dip into his own pocket "a couple hundred dollars" to get the first issue of *The Northern Time Star* underway. "To get something started, nothing happens easily," he said of his risk.

He said that most of the work on the paper "takes place off campus" in-
 [See Bucalo, page 2]

Northerner quality surveyed

In this day of new papers and old papers, certain print media often stop to see if they are functioning properly and serving their readers. *The Northerner* has agreed to let the Public Relations Case Studies class research and present the results on how it fills the role of a campus newspaper.

Students: Approximately 46% of the students surveyed sometimes read the paper, 28% always do and 22% seldom read *The Northerner*.

Sections that were ranked most interesting to least interesting were 1) news, 2) features, 3) entertainment and 4) sports.

The students found that campus development coverage was adequate—43%, 34% good, 10% fair, and a 2% share for both poor and excellent coverage. Sixty-two percent found the paper reliable and 38% found it unreliable. Explanations were as follows: "the paper is accurate considering the boundaries of the university and what they tell them to print." Several students said that they write what they think, not what the students think. "They need to dig deeper, do follow ups and get the news when it's fresh. Too much apathy is in the paper, students need to get fired up about what they are doing."

Student Organizations: When asked of the coverage of their organization most answered unfavorably, although 85% of the organizations said they do submit press releases to *The Northerner* and receive no response.

From the organizations surveyed, 37% felt the coverage of their organization has been poor, 20% below average, 34% average, 4% good and 5% excellent.

Community service, intramurals, student awards and campus involvement were cited as areas of the student interest that were not covered well. The majority of the students read the sports section and the front page, they also frequently look at the photographs.

Although there is a lot of critique among student organizations, more than half stated that *The Northerner* was a reliable source of information.

Faculty: When the faculty members were asked to rate the student newspaper on its representation of faculty issues, 50% said the coverage was just fair, 22% said it was somewhat poor, 18% said it was good, 3% said it was well-covered and 3% said faculty issues were poorly covered.

Many faculty members qualified their bad grade by saying things such as, "But I don't know that it should [cover faculty issues]," or "a student newspaper is not supposed to do that anyway."

When asked directly if the faculty should be more thoroughly covered in the student newspaper, 50% said yes and 44% said no. Three percent answered "don't know." One professor said the concept of a student newspaper should not change: it should continue to reflect the opinions and interests of the students, with faculty and departmental news remaining secondary.

Most faculty members felt the newspaper was a reliable, responsible source of information. However, some

criticisms included: "crucial information sometimes missing," "good intentions, sometimes erratic performance," and "articles too brief—give a false impression due to omission."

Staff:

Questionnaires were sent to 250 members of the staff of Northern Kentucky University with a response of 22%. Slightly more than half of the respondents read the paper on a regular basis, slightly less than half read it occasionally, with only two respondents stating that they seldom read the paper.

Nearly all felt that *The Northerner* adequately covered student activities. However, opinions greatly differed on all other aspects of the paper.

More than half, 55.3%, felt the paper should cover stories outside the NKU campus, especially if it involves University matters or students. Most felt that the staff coverage was good, 24%. However, most felt the staff coverage was only fair, 53%, and about 20% felt staff coverage was poor.

Most felt the stories reported were objective, 17.5%. About 15% said the stories were biased, 14% accurate, 13% controversial, 12.3% incomplete, 11% inaccurate, and .5% said the reporting was apathetic.

Apathetic:

University administrators who responded criticized *The Northerner* in the areas of writing style, coverage of campus events, lax spelling, grammatical and typographical errors. One person said the paper has shown improvement, while another said that it lacks professionalism and insight. Another comment was that the paper should dig deeper and ask more questions in its reporting.

The Northerner Staff:

The consensus of the questionnaires received from members of *The Northerner* staff indicates that the staff as a whole is apathetic and not motivated for a number of reasons.

Many stated that the staff is limited, therefore their capabilities are limited. Only a small percentage of the actual staff works to publish the paper weekly.

Many felt that requirements should be made and enforced for those wishing to join the paper—that practicum students need stricter rules, i.e. performance, attendance requirements and tougher grading.

Recommendations from the staff on how to improve the paper were numerous. Those mentioned most often included: "candidates should be screened and basic writing skills demonstrated before a student is permitted to work for the paper," "production work should be done by all," "more dedication is needed—more hard working persons," "more investigative reporting," "recruit workers from different majors," "larger scope of stories," "more important stories," "better organization and better leadership."

Surveyors:

Kim Adams,
Michele Alford
Greg Cole
Bart Collins
Regina Ferrante

Rob Green
Carolee Kidwell
Frank Lang, Jr.
Tenley McCune
Scott Sutherland



Ray Muench and Pat Wieland of the Cold Spring-Crestview squad treat Mike Wieland, a paramedic, for a mock bicycle accident during the Northern Kentucky Emergency Medical Life Squad Competition in front of the BEP Building. (Barb Barker, photo)

Bucalo

Continued from page 1.

cluding his house.

About ten people worked on the first issue, according to Bucalo, "and about 25" are working on the second issue.

According to the first issue of *The Northern Time Star*, the paper would be published on April 19, April 26 and May 3. However, on Monday, the second issue of the paper was not available on campus.

Bucalo said that this was due to an organization problem—working with new people and getting them involved. He said, however, that he was positive that the May 3 issue would be out on time.

Bucalo said he plans to publish two summer issues and "next fall we plan to go weekly."

Twenty-five hundred copies of the publication were run for the first issue,

said Bucalo, and he anticipates 4,500 copies to be run for each edition by January.

The newspaper is not a money-making endeavor. The president/publisher said he is planning to "incorporate into a non-profit corporation" this summer. He also said that it is quite possible for the paper to receive some grant money and then he could "compensate" people in responsible positions.

One of the benefits of the publication, according to Bucalo, is the full-size style of the paper, making layout expedient. Another fact, is the independent status will allow the paper to accept alcohol and tobacco advertising revenue as opposed to policies that restrict *The Northerner* from accepting such advertisements.

End nears, laughter and tears

by Helen Tucker

Check list for the end of the semester:

—Convince your instructor that he lost the term paper you forgot to turn in.

—Hide your over-due library books under the librarian's desk.

—Get phone numbers from all the blondes in your classes.

—Send complimentary notes to all your instructors, to arrive before grades are due.

—Return the textbook you borrowed in the second week of class.

—Show up in the class you've been cutting all semester and act like you belong there.

—Convince the Bursar that the check for your parking tickets was mailed from Florida during Spring Break.

—Return cafeteria plates and silver wear with an anonymous thank you note.

—Dance on the plaza grass when nobody's looking.

—Soap dirty words on the Science Lounge windows.

—Convince the studious girl with the answers to your study questions that she really turns you on.

—T. P. "Way Down East."

—Peddle your books to the highest bidder.

—Walk around Inferior with a friend.

—Watch the sun go down behind Nunn.

—Tell your favorite instructor how much you learned in his class.

—Say goodbye to friends you won't see anymore.

—Try on your cap and gown.

—Take one last, long look at the place that's been the center of your life for four years.

—Wish that you could live it all over again.

Oil exec. commencement guest

Ashland Oil Chairman of the board and chief executive officer John R. Hall will speak at Northern Kentucky University's Commencement Saturday, May 15 at 3 p.m.

Hall will address 727 undergraduates and 172 who will receive degrees at the graduate school level. NKU's Chase College of Law will hold its commencement at 11 a.m. that day.

Hall joined Ashland in 1957 as a chemical engineer and subsequently has served in a variety of managerial positions. He was elected as vice president in 1966, an administrative vice president and director in 1968, and senior vice president in 1970.

He became president of Ashland

Chemical Company in 1971, and was elected executive vice president of the corporation in 1974. He became a group operating officer responsible for petroleum and chemical activities in 1976, and was elected chief executive officer responsible for those operations in 1978. He was elected vice chairman of the board and chief operating officer in 1979 and to his current position effective October 1, 1981.

He is a 1955 graduate of Vanderbilt University and is a member of the Kentucky Society of Professional Engineers. A native of Dallas, Texas, he was reared in Knoxville, Tennessee, and currently resides in Ashland, Kentucky.

Women accountant scholarship

The Cincinnati Chapter of the American Society of Women Accountants will again this year submit one candidate from an area university or college. This candidate will be eligible for one of two scholarships to be awarded. One scholarship will be in the amount of \$1500; the second will be for \$750. These will be for the 1982-83 academic year.

Applicants must meet the following criteria: 1) Part-time or full-time student, majoring in Accounting; 2) have completed a minimum of 60 credit hours

or 90 quarter hours with a declared accounting major; 3) be attending an accredited college, university, or professional school of accounting; and 4) need not be a member of the American Society of Women Accountants.

The deadline for submission of applicants is June 7, 1982. Applications may be picked up in the Financial Aid Office, Administrative Center, fourth floor, room 416. Each application must be accompanied by two reference letters and an official transcript.

Ringo scholarship presented

Northern Kentucky University's David L. Ringo Scholarship in Transportation Management has gone to Cincinnati William R. Spraul, Jr., 5560 Picardy Lane.

The junior public administration and political science major earned the competitive annual award presented by David Ringo, a board member and former president and chief executive officer of ATE Management and Service Co., Inc., a transportation management firm.

Spraul, who is nearly 4.0 (perfect A) student who is on a Board of Regents' scholarship, has continually been on the

Dean's List and is a nominee for *Who's Who Among College and University Students*. The Oak Hills High School graduate is president-elect of the NKU Public Administration Academy and a member for the Society for Public Administration and its National Young Professionals' Forum.

The Ringo Scholarship is designed to encourage outstanding juniors and seniors to prepare for careers in transportation management.

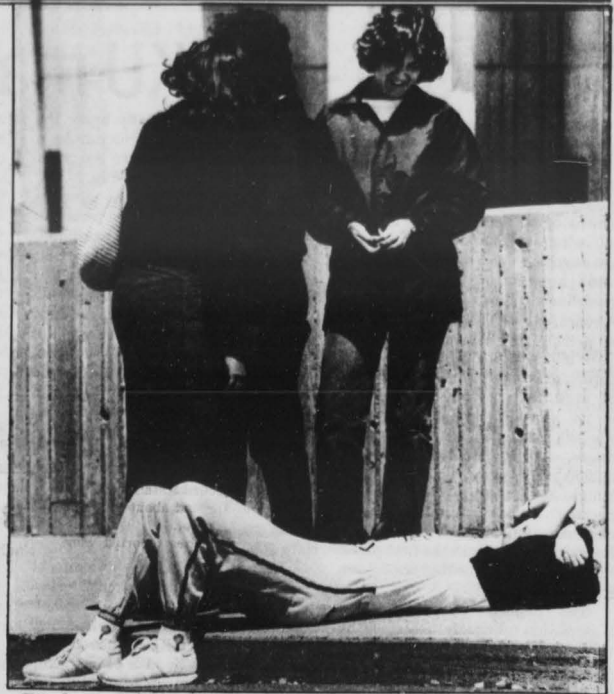
The scholarship was presented by Mr. Ringo at Wednesday (April 21) luncheon on NKU's Highland Heights campus.

Black United Students elect new officers

Recently the Black United Students (BUS) held an election for officers and here are the results:

President Andrea Ward
Vice President Willie Jenkins
Secretary Stephanie Sublett
Treasurer Marcia Johnson

All officers are recipients of last year's Minority Tuition Awards given by Northern Kentucky University.



Rights of Spring Craziness

Lisa Hegge, junior Business Administration major, Walton, lies and catches her breath after completing a lap of the Campus Republicans Mini-Marathon during Rights of Spring. Below, madness at the Phi Kappa Alpha inverted sack race. [Rob Burns, Chip Garlough photos]



Faculty workshops

The Writing Across the Disciplines program will sponsor a workshop for faculty on the teaching of writing, Monday and Tuesday, May 17-18.

A similar workshop last May, conducted by Dr. Toby Fulwiler from Michigan Tech., received a very positive response from the participants. Because of this, Dr. Fulwiler has been invited back to conduct this workshop.

There will be no charge for the seminar, and lunch will be provided for all participants. Faculty have the choice of a one or two-day session.

If you are interested in attending the workshop, please contact Fran Zaniello, Writing Center, BEP 230 by April 30.

NKU summer institute

Northern Kentucky University is planning a Summer Institute in the teaching of literature for tri-state area English teachers.

The Institute is designed to address the problem of getting contemporary adolescents to read and enjoy literature and is one of twenty grant projects funded in the recent round of NEH elementary/secondary school grants throughout the country. Two outstanding international scholars in reader-response teaching, Dr. David Bleich of Indiana University and Dr. Louise

Rosenblatt, Professor Emeritus at New York University, will give workshops and presentations.

The Institute will be limited to twenty-five participants from the tri-state area. Applicants must have had at least three years of experience teaching English in secondary schools.

For further information, contact Dr. Peter Schiff and Dr. Susan Kissel, Institute co-directors, at NKU's Literature and Language Department by phoning (606) 572-5416.

The 1981-82 NKU major concert fiasco

Why didn't we have a decent major concert at Regents Hall this passing academic year? There appears to be a fine collection of reasons of which possibly the most controversial one would be the following sentiment: How can you get anything done when the concert-bookings committee has no guidelines, and when its chairman is derelict, and what's worse, insistent on getting his own way?

While diagnosing a proverbial dereliction could be deemed a matter of arguable personal opinions, it is no personal opinion that last weekend's major concert turned out major only in the losses column (\$5000 plus): Less than 330 people bought tickets while 2500 were expected to do so...by the committee's chairman, who forced through the choice of the group in the first place, never minding the heated opposition within the committee.

The hapless band was The Association (allegedly described by the last-week WRFN-visiting prominent local lady DJ as "washout has-beens"). The band's appearance was not a well-kept secret here on campus, as the show's promotion seemed more than generous, bordering on the intrusive, even. Somehow, the 10,000 folks that are NKU remained aloof.

I confess, I am one of them. After all, it was the choice of The Association as the sole major concert act at NKU this year, questionably decid-

ed in March, that finally broke the increasingly polarized committee, a choice which I opposed to the point of resigning my membership.

The polarization of the committee seems perhaps the principal reason for the fiasco. On one hand, there were people lobbying for King Crimson, Renaissance, Toots & The Maytals, Peter Tosh, Jaco Pastorius (of Weather Report and of Joni Mitchell fame), John McLaughlin, and some better new wave bands. On the other hand, there were people pursuing Dr. Hook, The Orleans, Grand Funk Railroad, and finally, The Association. The few painful compromises—Spyro Gyra, Joan Jett—fizzled out when the former elected to record after keeping us in suspense for several weeks, and when the latter elected to play much larger halls.

Incredibly, when a concert seemed possible, Regents Hall would turn out booked for a basketball practice or a night of intramural sports. How is NKU to have major concerts when the idea of such concerts is on the bottom of the scheduling list for the only sizable room on campus???

Most incredibly, however, the very best possible event, the inaugural concert by the newly resurrected King Crimson (the one that got staged in February in Columbus instead and quickly sold out twice!), this truly historic occasion for popular music got prevented by

an act of...sabotage—either that or of extreme stupidity: Simply, the chairman, who was the person in charge of communicating with King Crimson's booking agent, failed to keep in touch, all the way from late November through mid January, by which time the band was booked solidly for its 2-week tour. This infuriating turn of affairs is all the more painful and humiliating as the band itself very much desired to open its tour at NKU since its new vocalist and guitarist Adrian Belew is a northern Kentuckian...

Perhaps by now it may occur to you that the outrageous statement in the opening of this piece is not all that outrageous after all? Still, what could be done to bring major concerts back to NKU? After all, just last academic year Emmylou Harris entertained a packed Regents Hall (including over 600 students). Certainly, we have the money for first-rate entertainment, even if it is not Genesis or Rolling Stones.

I think the answer to the above question is better participation...by better participants! Certainly, if not two but all the committee members had at least a faint idea of what contemporary music is, willing to try hard to bring home an outstanding, talented, appealing act—and not an echo of the 60s perpetrated for profit sans *elan* or some one-hit perpetual scum of the Top 40 charts, then perhaps—at last—this place would get the contemporary entertainment

it bloody well deserves and could have.

In the past, it got it through the dictatorial offices of Victor Harrison, who is no longer with the University. Having students do the same not only looks better but seems entirely plausible...but only if the students are plausible!

With that, I am willing to chalk up this passing year to a period of transition, a period of growing pains, hoping that it's not the pains that are growing but something worthwhile. However, merely wishing the next year to be better won't do a bit of good. Only you, the NKU students who are not just willing to give your best...but also have something best to give, can accomplish meaningful results. You must lend a hand (better make that: a mind). If enough of you step forward (get in touch with the UCB Contemporary Entertainment Committee's friendly advisor, Pam Cupp, at 572-5762), NKU will have something to sing about. I am only sorry I won't be here to join in. Best luck and wishes.

—Marek Lugowski

[Ed. note: The chairman of the concert-bookings Contemporary Entertainment Committee was given the chance to respond to Mr. Lugowski's editorial, as a copy of it was left for him in care of Pam Cupp last Monday afternoon. Additionally, despite persistent attempts to locate him on campus all day Monday and then through noon Tuesday, we were unable to do so.]

President sums up SG work

This academic year has been a crucial one for Student Government and for Northern Kentucky University. Progress has been made in several areas that resound to the benefit of the student body. While a considerable amount of work remains to be done, the educational and other services delivered to students have steadily improved. Student Government has played a central role in that evolution.

Within the past year, SG has taken several actions which have been positive in the area of services. The Student Directory was once again made available to the University community. The Student Government Bookstore Scholarship guidelines were revised to include more students and SG actively solicited applicants for the scholarship program. At the suggestion of many students, SG was able to arrange for two microwave ovens, soon to be installed in the Grille and Cafeteria areas, that will be easily accessible to students.

Socially, SG has moved to improve the atmosphere of University life. Music Fest 1981 was probably the most successful program of its kind at NKU. The 1982 Homecoming was equally a positive event. The level of "school spirit" increased with the appearance of the Norse mascot, an SG project. The advent of the opening of the residence

halls presented the University with several challenges. The members of the Residence Hall Council have been instrumental in building social life there.

The most important progress SG has evidenced this year has been in academic affairs. For example, SG has secured the input of student representatives in the selection of department chairpersons and students have been regularly consulted in the drafting of new academic policies. Alternations in the probation/suspension policy, a new policy on academic bankruptcy, and the evolution of the West Campus are important examples of significant academic change.

The underlying reason for these and other SG accomplishments is an improved working relationship between SG, the administration, and the faculty. The administration and the faculty have always been amenable to student suggestions so long as they were thought out well. The development of a new student attitude has markedly contributed to the realization of SG goals.

The success of SG this year has not been through the effort of its president alone. In working as a cohesive unit, with contributions from a diverse student body, SG has truly fulfilled its mission of "students working for students."

—Phil Grone

letters

SG Office Administrator responds & compares salaries with *Northerner*

Dear Editor,

Thank you so much for informing the student body of the salaries that we earn in Student Government as Executive Council members. However, this information does not paint a clear picture.

As Office Administrator, in order to produce the work that is required, I put in an average of 20-25 hours per week in the Student Government Office. This brings in a whopping total of \$.62-\$1.50 per hour. Combine this with an additional 22-25 hours per week for an off-campus job, and I have a 42-50 hour work week. Yes, I am a full-time student. This predicament, I do not mind. What I mind is when people provide criticism and information for things they know little about. I will stack up the workload and accomplishments in SG to those of *The Northerner* anytime (Why don't you attend an SG meeting once in awhile and see for yourself).

Furthermore, while you were spewing forth information about salaries, why did you not include information about *The Northerner* staff salaries? The

Northerner staff members also obtain automatic college credit for their work. SG Executive Council members receive no such award.

In conclusion, Mr. Lugowski, while considering your suggestion of SG Executive Council members donating their salaries to financially exigent students, this suggestion might also apply to those members of *The Northerner* who receive salaries.

Sincerely,
—Terry Parrish
(Office Administrator)

[Ed. note: Our salaries have been published before—the twelve paid staff members get roughly the same as Ms. Parrish, putting in at least as many hours. Mr. Lugowski works for free. Our salaries are not paid by the University per se but are generated from our advertising revenues. Also, Ms. Parrish is wrong. We do not receive automatic college credit. However, one member of the Executive Council is receiving practicum credit from *The Northerner* for her work in Student Government. In closing, our efforts are necessarily documented each week with a newspaper. One can look at Student Government's Minutes to find out how their efforts end.]

NORTHERNER

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The Northerner reserves the right to regulate the typographical tone of all advertisements it considers objectionable.

The Northerner offices are located in room 210 of the University Center, NKU, Highland Hts., KY. 41076. Phone 572-5260.

letters

Questioning 'Who's Who' ranks

Dear Editor:

In your last copy of *The Northerner* I was appalled to see some names of students listed under the "NKU Students Included In 'Who's Who...Rank'". I think that being included in such a selection as the "Who's Who..." is a very high honor which is not or rather should not be achieved with ease. I was and still am very proud of my brother's nomination, but seeing the crop that he is included with makes me wonder on what basis they were chosen. From my understanding, the students get into that book by being nominated by a faculty member. In some of these cases I am sure that the faculty was not from the same department that the

nomination occurred for. How would that be? The students should be nominated for their outstanding achievement in school, campus, and community. I know for a fact that one of the students listed does not even have 15 hours in the department of study nominated for. Some of the other students did well in school but have not supplied anything for the campus or the community. Anybody can be a bookworm if they have no outside interests. Other students deserve recognition and honor such as this, but the only reason why they did not receive it is because they did not have a professor "friend" who could pull these strings for them.

There has been a lot of talk on how

NKU doesn't measure up to other schools in this region. We seem to have a great inferiority complex. Don't you think that we destroy the standards of our school when we include black sheep with our *creme de la creme* in letting them represent our school as our lead citizens?

Anna Lugowska

Bring fence down

Dear Editor:

Seeing that spring is upon us now, we see students again gathering in the main plaza area. But there seems to be something terribly wrong. The university has decided to keep the green area fenced in. Or to put it a better way, the

university has decided to keep the students and faculty fenced out.

I write to you to offer a few suggestions. Hopefully these suggestions will help the administration in bringing the fence DOWN. 1) I propose that the trees and cared for with fertilizer and fungus spray. 2) I propose the flower beds be planted in a five foot radius around the trees. 3) Remove, starting with the worst tree, while rotating new saplings into the area.

The administration has the ball on this one, it's also their home court. The students are ripe for some action on this issue. So we respectfully request that the fence be brought DOWN.

H.M. Fuller III

workers with similar skills.

It is also important to find out what the market will bear in the region where you live or will be living. As a reminder, check when the figures were compiled and make an 8% adjustment per year so the salaries will closely reflect the current market. You bargain from a position of strength when you know your salary expectations are based on a rational, objective study of the market.

Salary negotiations take place at the end of every successful job interview. The interviewing stage may last one meeting, two or several, but it does not end until you have a firm offer or at least feel certain that you do.

If the employer raises the question of money before you feel he has decided he wants you, it may be opportune for you to say, "Before we go into salary, tell me about your goals and how my talents would fit in with your plans." The rationale behind this is simple. Until the employer has made up his or her mind to hire you, you aren't worth anything to that person. By delaying money talk, you can develop your strength, communicate your accomplishments and show how you can meet the other person's needs so that when the time comes to discuss money, you are actually worth more in his/her eyes.

The next thing to remember is to give yourself room to negotiate. Once you have a job offer, you might say, "It sounds like a challenging opportunity, one in which my talents can be well used." In order for me to join your staff I would expect to earn..." Then name the high figure in the employer's range or perhaps an even higher figure. You get better results if you know the employer's range before you negotiate,

and then take the initiative to name a high figure first. You can always back down from this, but it is next to impossible to come up from too low a price tag.

One inquiry you are certain to encounter concerns your current salary level. Women, especially, are often put at a negotiating disadvantage when asked to name what they've been making on other jobs. Generally, the earnings are lower and this question can catch anyone with lower earnings in a trap. Employers will use that figure to establish your worth regardless of what your accomplishments have been. You should be paid for what you are worth to your new organization and not on the basis of what you were doing for someone else.

Therefore, press to be paid at the appropriate level of responsibility you anticipate having and at the going rate for that particular job. If the employer insists on knowing what you've been earning, say "with my next raise and promotion, my financial package will be in the low to mid-30's, but we both know that whatever salary I'd be getting from our company would be in the line with the level of responsibility I would have rather than what I've been doing on another job."

Be slow to make concessions. Before you back down from your asking price, try altering the conditions of your demands.

The ones who make an assertive and strategic campaign for higher earnings are the ones who get the higher salaries. You may not always get as much as you would like, but odds are it is bigger than you would have received had you not set out deliberately to translate your accomplishments into a higher income.

Career Corner

"HOW TO PLAY YOUR HAND FOR A SALARY"

From "Winning the Salary Game" by Sherry Chastain
Published by John Wiley and Sons

"It didn't occur to me to question the salary. I took it for granted the company would be fair."

Many employees unwittingly lock themselves into lower salaries than they could be earning because they don't know how to negotiate for better compensation. Some don't even realize they can bargain on pay.

Almost every salary is negotiable, from a few dollars to many thousands. While you may not be negotiating with employers, they are always negotiating with you for the lowest they can get away with. If you aren't negotiating, you just make their goal that much easier to attain.

You can improve your chances of getting a better salary by talking about money in terms of your job accomplishments—what you have to increase profits, productivity, and efficiency and can do to make life easier for the potential employer. If you talk solely about what you need to get along on personally, you add to your

discomfort and weaken your leverage.

Low aspirations can actually disqualify you from jobs.

If you put a small price on yourself, that's about what the employer will think you are worth. And, by settling for a rock-bottom salary floor, future raises and benefits will be proportionately less. Over a career span of only a few years, your wage losses can be many thousands of dollars. Ironically, employers are inclined to regard a person with good negotiating skills as more valuable in the operation. If you can't look out for your own interests, how effective can you be in looking out for theirs?

Successful salary negotiation requires knowing what range the employer is likely to pay for the job you are considering. And, it can reflect negatively on your professionalism if you don't know the going rate for your skills.

To find out what you are worth, keep abreast of trade journals and professional publications that regularly publish salary information; seek out salary surveys in libraries and on college campuses; talk to executive recruiters or employment agents and inquire at companies that employ

Human Services students present 'Swap-shop'

by Helen Tucker
Staff Writer

Eleven Human Services students, who are taking a class in "Resources for Health Care," put their class experience to practical use by presenting a "Resources Swap-shop" for other Human Services students on April 21.

The Swap-shop was the brainchild of HSR student Jane Barbour, who will graduate with an associate degree in May.

"I got the idea from the syllabus that instructor Laurie Renz gave to the class," Barbour said. "Students are required to research and assemble a resource file as a class project and share their information with each other."

The focus of the Resources for Health Care class is to familiarize students in the helping professions with the resources available to them and their clients in the community. The syllabus states: "Since each of you can be a resource to each other, sharing of resource information is encouraged." Barbour and her classmates felt that the Swap-shop would be the most efficient way of doing so.

Swap-shop information was comprehensive. The students in the class come from different sections of the Greater Cincinnati/Northern Kentucky area and their contributions were varied and covered agencies in Ohio, Kentucky, and Indiana.



A student browses through the Human Services Swap Shop display last week in the BEP building during the Resource Fair. (Barb Barker, photo)

The students prepared for the workshop for several months. Dr. Vince Schulte of the Psychology Department agreed to allow the students to use space on the third floor of BEP. The class chose April 21 as the most practical date for the presentation because they would have accumulated a large and varied amount of information by the end of the

semester.

The Swap-shop offered information that was too bulky for the students' individual files. Brochures, hand-outs, texts and manuals were displayed with note cards and pencils for the convenience of students who might want to jot down information or add material to the display during the evening.

Students shared their community experiences through a display of photos and reports collected during their practicum experiences.

Human Services students are active in all areas of the helping professions. The "Resources" class members have done field placements in gerontology, substance abuse, mental retardation, the court systems, crisis intervention, and in various government agencies. Their varied field experiences illustrate the Human Services worker's dedication to a "two-fold responsibility relating to community interaction to provide information to people of all ages regarding services available through local agencies relating to health, nutrition, education, and social services and to help the people learn more about the community," Barbour said.

"Human Services workers need to be caring people," Barbour said. "We experience this attitude of caring about others every day while working toward our goals in the HSR program. Everyone involved in Human Services, from Director Dr. Jane Dotson and long-time faculty member Nan Littleton to the secretaries who work in the office, is totally involved with students."

The "Resources" students were pleased with their first effort to conduct a Resources Swap-shop. They hope that the other students found it beneficial enough to make it an annual affair.

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ROCKS FOR NORTHERN

Record review... **The Waitresses deliver tongue-in-cheek comedy; John McLaughlin nears guitar jazz perfection**



Once in a while a new band makes a splash in the ever-boiling New York contemporary music scene, and then it pays to listen up. Talking Heads, America's finest group of popular musicians, surfaced in precisely this way just a few years ago.

While arguably not in the same boat, The Waitresses remind me an awful lot of the young Heads: smart, artsy, and precocious. In fact, now's the ideal time to compare The Waitresses with Talking Heads circa 1977, as Sire has just released a double-live LP of Talking Heads material (*The Name of this Band is Talking Heads*) of which the first side dates from then. One will be amazed at the simplicity, still enchanting simplicity, but simplicity pure and plain that both of these bands harness so well.

On their own, The Waitresses seem

an inexorably changeable team. On one song they slyly declare "I know what boys want...boys want me", just to undercut the pose with a girlish chit-chat *a la* junior high on another, often settling on a remarkably articulate, cogent text on the third, and then again, veering off to a hilarious parody of the bureaucrat, American corporate style. It's hard to keep the score: What's for real and what's a spoof?

Marek Lugowski

Entertainment Editor

I guarantee you, if you let such ponderous questions enter your mind, you won't enjoy the album. It seems plausible—and kind—to just assume The Waitresses are having fun as...actresses, not as straight-faced rock'n'roll messiahs. In that frame of mind, one couldn't ask for a more street-wise, sharp-tongued, and what's most important, tongue-in-cheek comedy.

The kiddies in the audience may know little of the now-deceased Mahavishnu Orchestra, but who that has even once heard its spacious (and spacey!) guitar weaves could ever forget John McLaughlin's wonderful loom of a guitar?

Well, even the kiddies could fall for *Belo Horizonte*, a wonderful, light—even breezy—jazz masterpiece, whereupon the fabled guitarist weaves anew. This, his latest album, is all instrumental textures with strictly acoustic basses and guitars. Although a piano and some Herbie Hancock-programmed Prophet 5 synthesizers join the festivities with saxophones, drums, percussion, and a violin, the McLaughlin acoustic is the undisputed king here.

I could spend a day describing the often delicate, often stealthy guitarwork of *Belo Horizonte*, but I could not hope to do it any justice. Simply put, this album is a brilliant epitome of contemporary modern jazz.

I wholeheartedly invite you to savor the delicate arabesque of "Stardust on Your Sleeve", or the stark deftness of the title track, or the dizzying glide of "Waltz for Katia", or the breath-taking, gentle flamenco duet of "Manitas D'Oro (For Paco De Lucia)"—with McLaughlin and De Lucia dueting alone. Each song



shares the fleet-footed, sunny-day, wind-swept ambience of the whole.

I could hardly recommend a more uplifting and, at the same time, relaxing piece of music. *Belo Horizonte* comes as close to perfection as any work John McLaughlin has ever unveiled.



"Take me to the river...drop me in the water..."

Talking Heads' first live LP ever, the just now released double album *The Name of This Band is Talking Heads*, features the acclaimed band at four different times in its existence: Side 1 contains a 1977 performance, side 2 a 1979 one, side 3 a 1980 concert, and finally, last year's Talking Heads are featured on side 4. Recommendation? It's a must.

collage



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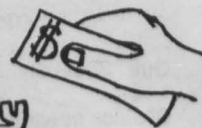
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Concert review...

The Association fails to draw a crowd...for a reason

by Colleen Crary
Entertainment Columnist

The Association, a sixties group made famous by their mellow vocals and California sound, appeared at Regents Hall Saturday night. The concert was not a sell-out, and for good reasons.

After a few minor technical difficulties (such as tuning up their amplifiers), the group made one aborted attempt to start a song, and then actually started to play and sing "Along Comes Mary." The vocal harmonizations were pretty good—they sang on the right cue—however, someone in the group sang consistently one half step flat throughout the concert.

After a few cute comments by the members of the band, the group played a number from their latest album. Each member of the band had his turn to shine during the event, either vocally or instrumentally.

The concert then took a ridiculous twist when these guys performed (if one could call it that) a number called "Nuke the Whales," which was somewhere between Monty Python's "Lumberjack Song" and a bad cabaret for children. Then, after a particularly love-sick rendition of "Never My Love," they took it one step further with a story-telling skit dubbed "Uncle Teddy's Story Time," about a little girl and her furry white rabbit and steamed carrot juice... It was, in a word, silly.

After a few more elevator-music



The Association

The popular singing group of the 1960's appeared in concert at Regents Hall, Saturday evening. [Rob Burns, photo]

songs like "Cherish" and a few more off-the-wall numbers that reminded me of a schizophrenic's flashbacks, the group mercifully stopped, but not until having exacted three encores.

As a student at Northern, I can't understand why such a less than good group has been brought in. Don't get me wrong, I'm not asking for anything like

Talking Heads, The Who, or even The Plasmatics. Yet, I know there are many excellent groups on the college circuit.

There is grumbling out there that student attendance is almost nonexistent at NKU concerts, and last Saturday was no exception. As this is the last article I will pen in *The Northerner*, I make an appeal to those in charge of entertain-

ment events here: If you wish to have greater attendance for these events, give the students something substantial to be entertained with. Quality groups do not cost that much, and there are many "unknowns" that provide better entertainment than The Association.

Play review...

"Romeo and Juliet" a smash

The apologue of two star-crossed lovers magically blossomed to life this weekend upon NKU's Fine Arts Main

Mindy Soell

Entertainment Columnist

Stage. The classic Shakespearean love story proved dramatically well-rendered, conveying the playwright's theme clearly and with energetic appeal.

The combat sequences were skillfully executed through the direction of David Leong. Although the foremost duel contained a bit of chaos, flying objects, clamoring outcries, it did add vivacity to the drama.

The characterization, for the most part, was sustained in a superlative manner. Miss Teresa DeZarn portrayed a quintessential Juliet that flowered before her adverse beholders with dramatic poise. Miss Donna Hoffman, who played the part of Juliet's nurse, kept the audience chuckling with her comical, absurd characteristics. Timothy Carrol, although he is not the typical Romeo, presented his character commendably.

The music for the productions is an original composition, written by NKU

music professor, Dr. Philip Koplow. Vitality and sparkle were added to the production through the musical composition.

The tragedy is laced with dramatic symbolism throughout, which adds to the intensity of the plot. Consequently, the lead actors are in reality star-crossed lovers, which attributes to the intensity as well (The two are to be married in late May). The audience truly sensed this sexuality which endowed the drama with spicy poignance.

"And thus concedes the path of the star-crossed lovers...for never was a story of more woe than this Juliet and her Romeo."

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NKU athletics continue to grow despite obstacles

by Tom Gamble
Sports Reporter

It was a major transition. I, being a lifelong Cincinnati, was going to attend college in Kentucky. I knew virtually as much about NKU as I do about playing sub par golf. I was entering a school which had recently been hammered with severe budget cuts in the athletic department, and I was a sports-writer.

Well, my first year is drawing to a close. I know as much about Kentucky as I did in August. On the contrary, many enlightening athletic achievements are in store for a growing university.

A startled observer could start with the sport of soccer; a sport which was entering only its second year as a varsity sport at Northern. Following a season which posted a 9-5-1 mark, Paul Rockwood's squad won the State Tournament. Not too shabby for a two-year varsity program.

Now, to the ladies and volleyball. Under first year coach Jane Scheper, the Norsewomen turned in an excellent season, compiling a 29-15 mark and going to the NCAA Division II Regional Tournament, before losing in the first round. After these two fall triumphs, (and the Bengals appearance in the Super Bowl), the winter duo of mens and womens basketball had a tough act to follow.

Our men's basketball program, with but two seniors, compiled their best record (15-12) under head coach Mike Beitzel. Remember, that's with only two seniors.

Not only did Beitzel direct an excellent season, but he also conducted one of the finest recruiting years at Northern. The Norse signed three highly regarded players from Ohio, and one from the northern Kentucky area.

If that wasn't enough, let's talk about the Lady Norse. They were ranked in the Top Twenty all year long, and made an appearance in the NCAA Division II Regional Tournament. Sporting

an abundance of youth, the future holds a glimmer of bright light for the Norsewomen. (All this following extensive budget cuts, hey, don't lose hope—the Reds may win the World Series yet).

After two seasons of winning sports, spring finally arrived on the Highland Heights campus. Time for the good old American sport—baseball! You know, the one where one hits a ball for over one million dollars a year. Or, if that isn't enough, there is always the possibility of a strike. I don't understand. When Northern's baseball program was severely hampered by the budget cuts (including a loss of ten players), why couldn't they

go on strike?

Most of the season has passed, and the effects of the budget cuts show on the record. But, why panic? Coach Bill Aker has recruited a crop of talented young local players to bolster their future. So, give them time. After all, this year they will only lose seniors.

What can one say about the softball program? This is getting old. There record is a mere 25-2, which includes a second place finish in the North Carolina State tournament and a recent sweep at the AIAW State tournament. Yes, that's

[See Athletics, page 10]



I just wasn't quick enough

Mike Rose, number 8, a junior outfielder for NKU, got caught sleeping at second, during the Purdue-Indianapolis game. [Rob Burns, photo]

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Norsewomen continue winning

by Jane Hesselbrock
Sports Editor

The Lady Norse have compiled a very impressive record this season. The 25-2 mark includes the AIAW State championship which came about last weekend. During the five team tournament (Bellarmine, Campbellsville, Georgetown, Kentucky Wesleyan, and NKU). Northern defeated Bellarmine in the first game 5-3, Campbellsville in the second 6-1, and Bellarmine in the final 3-0.

Coach Nancy Winstel said of the first Bellarmine game, "We were very lucky to win the ballgame. We weren't really that sharp. I don't think we were mentally there. We made mistakes we shouldn't have made." Furthermore, Winstel went on to say, "We hit the best in the Campbellsville game. We didn't hit the ball extremely well during the tournament. We played better defensively the last game than the first two."

In the final game against Bellarmine, Amy Flaughter pitched a no-hitter. Winstel commented on this achievement, "Bellarmine is a very good hitting team. It wasn't a fluke." She went on to explain that Bellarmine is indeed a good offensive team. Testament to this is the fact that Bellarmine had eleven hits against the Norsewomen in the first game of the tournament.

The Norsewomen can look back and

see a trail of defeated foes, but what lies ahead? The AIAW Regional Tournament is their obstacle. This tournament is on April 30 and May 1. NKU is seeded number one and of this, Winstel expressed, "I'm surprised. I'm not saying we shouldn't be there. I just thought we'd be second or third."

One of the other teams involved in the Regionals is North Carolina at Chapel Hill, one of the two teams that beat Northern all year. In that game, Northern went down to defeat 7-6 in thirteen innings. They will be a team to contend with as they are seeded number eight. "That seeding is very deceptive because they are a good team."

Northern plays North Carolina in the first game. The winner of that contest will play the winner of East Carolina and Michigan. The Norsewomen have played East Carolina before, and Winstel said, "They're a very good team also. We beat them 6-5."

Regressing for just a moment, there were other standouts besides Amy Flaughter in the state tournament. In the first game, Brenda Ryan went three for three while Anita Epperly got two hits out of three at bats. The second game included hitting performances from Sandy Woeste, Anita Epperly, Kathy Sneed, Sandy Shafer, and Vicki Viox. Pam Patrus was the hitting leader in the final going two for three.

Hitting seems to be the key so far.

"Hitting is important. We're hitting pretty well." Brenda Ryan's average of .581 leads the team. With Sharon Jagoditz's bat out of the lineup (due to her knee injury), one may assume that the power is out of the lineup, but the others are keeping their end of the 25-2 record in tact. Jagoditz's replacement in the catcher spot is Lisa Attinger who has never played that position before. "She's doing a very good job," said Winstel.

When a team of talented players compile a record of 25-2, it is difficult to

understand that we're not really seeing the best of their talents. They have good stats, a good record, and great attitudes that account for the numbers on paper.

Winstel explained, "We have yet to play our best softball. We're playing average. If we play the way we're capable of playing and play hard, we can win it. We have the people who can do it. We are capable of winning the tournament."

If the Lady Norse go on to win the Regionals, the Nationals will be held May 14 and 15.

Athletics

Continued from page 9.

right, 25-2.

What about the future? There's really not much to say. Each and every sport at NKU continues to rise, despite various setbacks. But, the major point is that the programs continue to grow, bringing in a surplus of local talent.

Local talent. That does include talent which may have looked elsewhere in the past. Now, Northern is beginning to establish itself in the eyes of high school talent. Northern has only been in existence since 1968. Let's be honest. John Wooden did not build his dynasty in fourteen years.

This includes student and fan support. Both are essential for a winning

program. Have you ever tried to buy a ticket to an Ohio State football game? It's like trying to win the lottery. Northern is in desperate need of support from various sources. Students need to come together and give the Norse their continuous support. That includes going to more games than merely attending homecoming. Well, it's a young university and its fan support will develop slowly—much in the same manner as its athletic teams.

After all of these assumptions, I bet that in a few years people around the world will be able to find NKU on their road map. And who knows, maybe someday I'll be able to locate Lexington.

Sports Shorts

Baseball coach Bill Aker chalked up his 300th career win Saturday defeating the University of Cincinnati by a score of 8-7. In that game, Hausfeld went one for one while Hetzer went three for four during the first game against UC. Hetzer's batting was for a losing cause as NKU lost 9-1.

The Norse swept IUPUI-Indianapolis rather convincingly the games before UC by scores of 11-1 and 12-3. After picking up three wins in those four games, NKU dropped two to Morehead. In the first game, James had four hits in the 5-2 loss while Hanson got four in the second game. NKU also lost that one 12-8. The Norse have three double headers remaining. April 29, they play Kentucky Christian away, and the next

day they go to Hanover. The final two games will be played away against Indiana Central on Saturday, May 8.

Tennis suffers defeats

The Norse tennis team went down to defeat against Wright State 7-0 on Friday, April 23. Unable to rebound from the loss, Roger Klein's bunch came in last in the NKU Invitational Saturday, April 24. Campbellsville came out the victor with Thomas More, Asbury, and NKU rounding out the teams. The points totals looked like this: Campbellsville 12, Thomas More 10, Asbury 7.5, and NKU 2.5 points.

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Senior Art Shows—Main and Upstairs Gallery, Fine Arts Building Band Concert, 8 p.m.—Main Stage, Fine Arts Building, FREE.

Friday, April 30

Senior Arts Shows—Main and Upstairs Galleries, Fine Arts Building *Romeo and Juliet*, 8 p.m.—Main Stage, Fine Arts Building. Admission charge...

Saturday, May 1

Childrens' Favorite Friends Festival—UC Theatre, 10 a.m. and 1 p.m., Admission—children—\$.50 adults—\$1.

Sunday, May 2

Senior Art Shows—Main and Upstairs Galleries, F. A. B. Reception — 7 p.m. to 10 p.m. Main

Gallery.

Romeo and Juliet, 3 p.m. — Main Stage, Fine Arts Building. Admission charge.

Monday May 3

Study-a-thon in the University Center 7 p.m. to 7 a.m.

Tuesday, May 4

Study-a-thon in UC.

Deadlines for team entries for the Faculty/Staff Co-Rec Softball League. Team rosters may be picked up in the Campus Recreation Office, Second Floor, Regents Hall. For more information call Steve Meier at X-5198.

Senior Art Shows—Main Gallery, FAB—Jane Heming and Linda Hills. Upstairs Gallery—David Leising.

Thursday, May 6

WRFN's Record of the Week features *Belo Horizonte* by John McLaughlin at 1:30 p.m.



A little music for the soul...and the Residence Halls occupants.

The Katie Laur Band performed at the Arbor Day Bash last Thursday at the Residence Halls. [Chip Garlough, photo]

classifieds

Good luck on finals!

From The Northerner staff

To: Phil, Bryant, Dave, Dee, Gretchen, Andrea, Dave H., Brian, etc. Thank you.—Terry.

DOC, Congratulations on your catch of the Little Lamb. Wanna go double sometime?

ATTENTION! Anyone who worked at Ridgeview Nursing Home in 1980, or knows of any incidents of any sort, please call Margaret. Your name will not be used. 331-1418.

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