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columbia chronicle

Employers offer incentives as job market grows

By Michael O'Keeffe

(CPS) — The job market for this year's college grads is booming. "There's no questions about it," reported Angie Aschof of Linn-Benton Community College's placement office in Oregon. "The number of jobs advertised with us is up this year."

It's happening nationwide. Two major annual surveys, released in December, of national corporate hiring of new grads — both predicted a happy spring.

Northwestern University's Lindquist-Endicott Report predicted an eight percent jump in corporate demand for graduates with bachelor's degrees. Those graduates will receive starting salaries that are an average 4.6 percent higher than those garnered by the Class of '88.

Starting salaries for students with new master's degrees should be 3.5 percent higher than last year, NU's report added.

While Michigan State University's Annual Recruiting Survey does not paint as rosy a picture, it does predict "New graduates will face a healthy job market."

MSU asked 427 corporations about their hiring plans. In response, the firms expected to make 3.1 percent more job offers to students this year, and said they were especially interested in hiring more women and minority graduates.

Some students consequently feel they're in the driver's seat.

"I'm looking for an attractive company with travel and benefits," University of Maryland senior Maurice Boissiere said of his job search. "Right now I'm looking at company profiles. I'm interviewing them."

The companies feel it too.

"We will be offering jobs to people who know they are going to be in great demand," conceded Sally Odle, recruiting manager for IBM. "We have to offer jobs that are challenging and interesting."

Deborah DeBow of Eastern Washington University's Placement Office also found "there's

"I'm looking for an attractive company with travel and benefits," one student said.

more competition [for students], so companies are getting more aggressive. They're buying ads in student publications and coming into the office to strategize more with the [placement] director."

Observers attribute the scramble for students to corporate concern that there won't be enough graduates to hire in the future.

A recent U.S. Labor Dept. study predicted one million fewer young people will enter the job market during the next decade than during the 1970s.

"We are doing everything we can to prepare for the shrinking labor market," Trudy Marotta of the Marriott Corp. said.

Victor Lindquist of Northwestern added companies also are hiring because the companies themselves expect to prosper.

Sixty-one percent of the firms NU surveyed thought they'd be more profitable in 1989 than they were in 1988.

"Corporate America is confident the economy will remain strong despite concerns by so-called experts about the volatile stock market, the deficit, trade balance, megamergers and the increased competition in the marketplace," Lindquist said.

His report closely followed an early December survey of 14,000 employers by Manpower, Inc., a temporary employment services company.

Twenty-two percent of the companies expected to add to their work forces during the first three months of 1989, while 11 percent foresaw staff reductions.

"We were a bit surprised at the hiring strength indicated by those figures," Manpower President Mitchell Fromstein said. "After a year in which three million new jobs were added to the U.S. work force, we expected to see a slowing down of job formation."

The boom is better for some students than others.

"Engineering, accounting and health professions are our most sought after graduates," DeBow said, while Kinn-Benton's Aschoff finds clerical, nursing and automotive students in high demand.

Michigan State researchers said electrical engineering majors will be in the greatest demand, followed by marketing and sales, financial administration, mechanical engineering and computer science majors.

The Northwestern survey found that technical graduates will make the most money. Engineering majors can expect to earn \$30,600, up from \$29,856 in 1988.

Chemistry majors should get the second-highest starting salaries — \$28,488, up 5.1 percent from 1988.

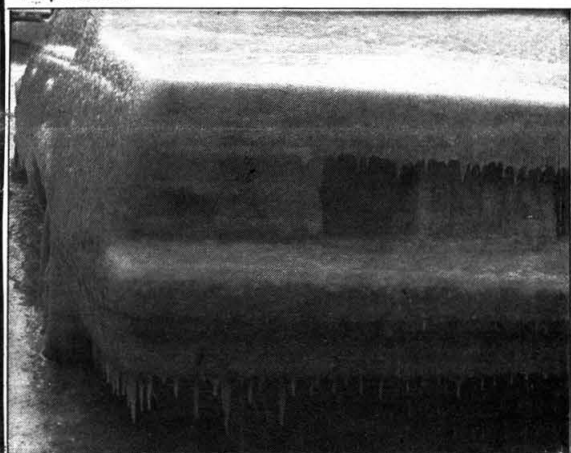
But the biggest salary jump will be in sales and marketing, up 8.8 percent to \$25,560.

The Southwest, according to the Michigan State report, will offer 1989 graduates the most new jobs, followed by the Northeast, the Southeast and the North Central states. The South Central states and the Northwest will offer the fewest new jobs.



Chronicle/G. Joseph Guichard

Two photographs taken in the midst of winter last year show how fortunate the Midwest has been this year with its mild winter temperatures.



Chronicle/G. Joseph Guichard

Roosevelt alumnus wills \$2.7 million for fun

By Amy Hudson

(CPS) — Alumni make large gifts to their schools to endow professorships, build buildings, recruit minorities or maybe even reward football coaches.

But Roosevelt University, a small private liberal arts college in the middle of Chicago, just got a cash gift aimed at helping students have a good time.

Alumnus Marvin Moss's estate donated \$2.75 million Jan. 18, the largest gift in the school's 43-year history, but stipulated it must be used to help the students "party hearty."

Moss, who was the agent for movie stars Shirley MacLaine, Desi Arnaz and "Rocky" director John Avildsen, died of cancer in Los Angeles in 1986. His will specified the bulk of his estate was to go to Roosevelt.

He had reasoned that "as a city-type school, I never felt students socialized as much as they might have."

The university will use the money to build a gymnasium and

fitness center, renovate student lounges and create a student activities fund, Roosevelt's president Theodore Gross said.

Roosevelt students had varied ideas about what to do with the money.

"They should use it to hold cheap concerts with good rock groups," senior Jeff Rosenberg said.

"They should have parties at nice hotels and get a DJ who knows how to play really good music," junior Beatrice Franklin, biology, said.

Junior Daryl McLaurine had a more basic suggestion. "We need better food," he said.

Moss, a 1948 graduate of Roosevelt, donated a "modest" sum to the school each year "and we tried to convince him to contribute more," Robert Shepard, vice president for development, said. "He told us, 'Don't worry, you're in my will and someday you'll be rich.'"

Moss's will also bequeathed the University of California his wine cellar.



Northwestern's Victor Lindquist said there are great job prospects "despite the so-called experts."

News Briefs

WBEZ to air Fiction Dept Student Reading

Exerpts from Columbia College fiction students' reading will be broadcast on WBEZ-91.5FM, Chicago's National Public Radio affiliate on Friday, Feb. 17. The half-hour segment from the Fiction Writing Department's recent Open Mike Student Readings will air at 11:05 a.m. For more information, call the Fiction Department at 663-1600 x611.

Whitney Young High School to host swim-a-thon

The Marlene Apfelbaum Memorial Foundation is sponsoring a swim-a-thon benefiting Children's Memorial Hospital to be held at Whitney Young High School's Olympic-size pool, 211 S. Laflin. For more information, call Ed Mells at 761-9163.

Art exhibit to open in Lincoln Park in April

The Chicago Center for the Print, Ltd., 1509 W. Fullerton Ave., presents an exhibition of prints by artists from the Northwest Print Council, Inc., opening Friday, Apr. 14 at 5 p.m. For more information, call Lisa Brosig at 477-1585.

American Poetry Association hosts student contest

A grand prize of \$1,000 will be awarded to the winner of the American Poetry Association's upcoming open contest. The deadline, June 30, gives students enough time to enter poetry during spring or summer break. Each poem is considered for publication in the American Poetry Anthology and 152 poets will win awards and national publication. For more information, call Jennifer Manes at (408) 429-1122.

Professional writers discuss their works at IWOC

The Independent Writers of Chicago (IWOC) present five writers to discuss the development of their prose at the Inn of Chicago, 162 W. Ohio St., Feb. 14. Headlining will be Robert Knight, Fiora Scaffi, Ed Zotti, Nancy Parsegian and Jim Kepler. Networking begins at 5 p.m., with the program beginning at 6 p.m. Non-members are \$8. For more information, call Barbara Dillard at 848-1102.

Hokin Advisory Board seeking new delegates

The Hokin Student Center Advisory Board is looking for representatives from the following departments: television, art, dance, film, journalism, music, graduate division. The Hscab oversees the use of student activity fees and the Hokin Student Center. For details, contact the Hokin office at 663-1600 x696.

Cultural Center highlights African-American artist

The Chicago Public Library Cultural Center, 78 E. Washington St., hosts "Hughie-Lee Smith: A Retrospective Exhibition," the first display of paintings highlighting the career of the one-time Chicago resident and African-American artist, Feb. 4 through March 18.

Columbia Chronicle

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The Columbia Chronicle is the official student-run newspaper of Columbia College. It is published weekly 21 times throughout the school year and released every Monday.

Views expressed in this newspaper are not necessarily those of the advisor or the college.

All opinions meant for publication should be sent to the Chronicle in the form of a typewritten letter-to-the-editor.

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Student shines early in his career

By Carla Anderson

Kevin Shine is 23, a Columbia College student and already a professional director and playwright.

Shine got his start in high school through creative writing and English classes and the school newspaper. During his senior year at Hyde Park High School he decided to try drama. His first professional play was produced at the McCormick Place.

Shine said he is the only black advanced student director in the school. He has been directing professionally for two years, but said he still has a lot of work to do in order to be considered a top quality director and be able to direct a play at Columbia.

"I have two more processes to go. But I'm very patient because I know my ability and I know what I can do," he said.

Although directing and writing keep him occupied, Shine's first priority is to make a name for himself and start a scholarship program called "To Build a Future."

"The scholarship would state, 'If you get a major and you stay in that major for four years and you don't give up and stick it out, I will fund you all the way through school. If you detour in the slightest, then you would have to pay back everything I paid up front because then you have taken

on another avenue and that had nothing to do with what we agreed upon," Shine said.

Shine has written a number of plays and has received widespread recognition from Channel Five News and many newspapers. His plays have been staged at Hyde Park Career Academy, Park Manor Christian Church and various other places. His list of credits include "Street Story," "So Much Glory in God," and a host of others.

"Street Story was centered around the fact that I wanted to say something about gang life," Shine said. Shine created a character named Mike Bass, whose father is a police officer and mother a school teacher. The play showed that a lot of things in life are not planned; they are more likely to be spontaneous.

"I made the character have a father who's a police officer and a mother who's a teacher because I wanted to add drama," Shine said. "It shows how they would deal with the gang situation."

"So Much Glory in God" dealt with church issues, and stressed the issue of whether or not a person is a "child of God" by faith or by attending church.

"Putting this play together was really hard to do because religion is always a touchy subject to write about," Shine said. "I didn't want it to be too long, dragged out, or a dictating type of play to be point-



Kevin Shine

ing fingers or anything like that. I didn't want to get to the gut of a lot of people's stomachs so what my message to them was: through all of this state of the arts that we're going through and innovations in the churches, are we really focusing on the true reason for going to church? If we are, why is it that we all read the same Bible, but we have many different interpretations of what is one scripture?"

Presently Shine is managing a new group called the "Future Four", its styled after New Edition. Shine's production company KLS is producing "When the Future Stars Come to Jam," a talent show for young performers. Future Four is the main attraction.

Throughout all the writing and recognition, Shine manages to get his message across: "Get what you want and stick to it."

Ill. Bell shows aspects of profession I world

By Cathy Bentevis

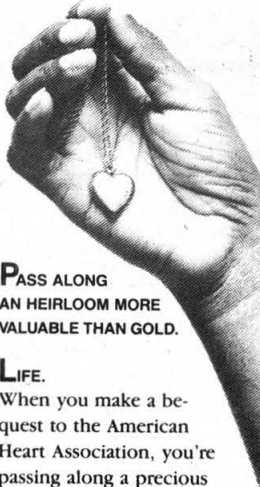
"The Professional Connection" is a program that brings the working world into the classroom. Top managers at Illinois Bell are presenting the program to college audiences across the state, according to Carol Sellner, supervisor of college relations at the company.

The speakers share their experiences and expertise on computer science, engineering, finance, human resources, management, advertising and public relations and talk about the challenge of an enterprise changing from a structured, regulated environment to a highly competitive marketplace.

"Fifty colleges and universities have been visited throughout Illinois," Sellner said. "It's a very successful program and it's gotten rave reviews from students and various faculty members. It's beneficial to everyone."

Dr. Catherine McGovern, director of career services at Columbia College added, "Columbia students would definitely benefit from this experience. Not only students, but faculty as well."

Illinois Bell's educational staff will arrange free of charge an individualized presentation for 25 or more students. For more information, write to Illinois Bell at 225 W. Randolph, HQ 30C, Chicago, Ill., 60606.



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Student Services should expand

Last year 778 students received their Bachelor of Arts degrees and 60 students received their Master of Arts degrees. Everyone of them had to see Ruby Turner in Student Services.

One by one Turner reviews the transcripts of each student eligible to receive a Bachelors or Masters degree, checking to make sure that each of those students has the courses required to graduate.

Some seniors were confused when they tried to plan their spring class schedules this year but could not schedule a meeting with Turner before their registration date. They were not sure which classes they needed to take and graduation is just around the corner.

As the enrollment increases then so too will the number of graduating seniors. All graduation candidates are bound for Turner's office. Some have been there already, but not all.

Columbia's current enrollment is 6,052 students. Last year's enrollment was approximately 5,600. With the growing student body departments have expanded to accommodate students like the additional room in the library, additional computers on the fourth floor of the Wabash building, additional options for food (i.e. the Underground Cafe) and additional classes.

With expanding services for students, an assistant to help carry the load by reviewing student transcripts and conducting the interviews, along with Turner, may become increasingly needed. Assuming there are about 145 days of school including both the fall and spring semesters and about 900 students graduating, Turner must see on an average of 6.2 students per day.

Then there are all the students who think they're ready to graduate but do not have all the requirements fulfilled. An appointment with Turner can take from 15 — 30 minutes depending on if a student has transfer credits which may not be accepted, on the punctuality of the student and students keeping their appointments.

Part of her day is also spent evaluating and reviewing students' records, which takes about 10 minutes per student, to be prepared for the meeting.

As the school grows, so should this particular area of Student Services.

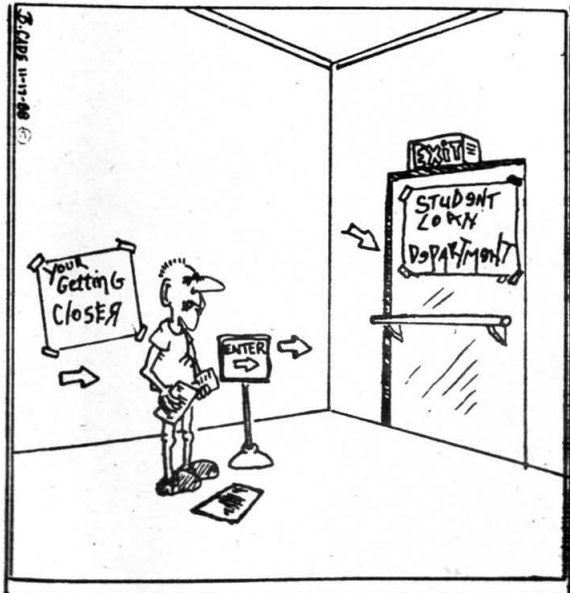
Headzone

By Chris Basis



Deadend

By Brian Cade



CPR keeps memories intact

His outstretched body lay limp in the recliner he sat in each afternoon as he watched the neighborhood children explore new frontiers—only now the children have grown up and moved out.

Those mesmerizing blue eyes that greeted me with sincere happiness when I appeared at his doorstep with his favorite cigar or latest baking creation remained behind his weary eyelids.

He was Karl, no last name I ever knew. His enormous frame intimidated few and the few words of english he learned in America were spoken with surprising clarity.

I can remember waking up after a restless night of sleep as I thought of that huge maple tree I would climb that day as my friend Amy gazed enviously in the distance. Karl was outside pacing the sidewalk before the rest of the neighborhood awoke to their everyday hustle. I parted the drapes and peered out for a closer look.

He seated himself on the ledge at the edge of the driveway that marked off his property no sane child would dare to enter. Inside his brick fortress, stories of relentless screaming during the night silence drove many to keep their distance. I knew better, however, because I understood the torment that filled his life. His family was killed during WWI and was forced into combat despite his pacifist beliefs.

I strained my eyes to see his movements as I remained hidden from sight behind the drapery. It was as if I were stealing a private moment of solitude from a man fighting his existing anxiety. He buried his face in his hands and I knew he was crying. My first instinct was to run across the street and comfort him, but perhaps this brief release of tension would alone relieve his pain.

Now I stood here 15 years later in the midst of this ailing man. I called out for him, but silence was his only response. He was nearing the doorways of death and I just stood there paralyzed with fear—fear of death and fear of losing my composure when he needed me most.

Without further delay, I mustered herculean strength to carry this 200-pound-man to the carpeted floor and breathe back life into his body. It must have been eight years since I learned CPR on a plastic dummy called Helen during health class with some burnout as a partner who was too tripped out to learn the importance of saving a life.

Instinctively, I began the mechanical movements with incomparable precision. Karl was no longer a man, but Helen in health class, for I chose to remain emotionless during this critical moment.

Although his breathless body turned cold under my palms, I pursued on without the slightest interruption. Time became an intangible meaning as I refused to concede to the tale that awaited him.

I sat back on my skinned knees that had been injured under the strain of my actions and wiped the perspiration and tears of despair from my face. I was completely helpless.

Sitting beside his lifeless body, somehow, didn't seem real to me. The shock of losing a friend had not affected me yet, only pleasant thoughts of years passed filtered into my crazed mind. I remembered Karl complimenting my hair that day my mom butchered my hair with a dull pair of scissors. I think she cut off at least a foot of hair, but that may be a slight exaggeration. When I drove my new Big Wheel over his planted rose bed, he just smiled and continued to push me along a straight pathway. Karl, with eternal patience and love for life, was lost from this world and I lost a man who made me love this life.

The sirens rang louder as they approached his inspired house and all I could so was clasp my hands around my ears to dispel the sounds of reality. It was real, I was there, Karl was gone.

May his restless soul find the peace it so richly deserves.

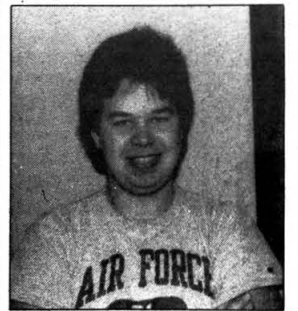
Photo Poll

Did you encounter any problems during registration?



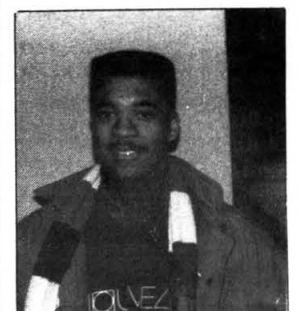
Craig Wedgeworth
Computer Science
Freshman

"I think the only problem was those lines. We were waiting in each line about an hour or so."



Chris Wysoglad
Television
Sophomore

"No, not really, but Station One took a long time."



A.J. Bennett
Graphic Arts
Junior

"No, other than not receiving all my classes. The efficiency was no problem. The system they have now is much better."

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