

Full time student to pay \$126

## LCC Board votes 4-3 to up tuition



photo by Jeff Hayden

The Board refused to postpone decision on tuition hike despite efforts by the Coalition of Concerned Citizens.

by Mike McLain

The Coalition of Concerned Citizens (CCC) lost its battle against a tuition increase at LCC last Wednesday when the Board of Education voted in favor of a 26 per cent tuition hike.

But members of the group vowed to continue the war by working for defeat in the upcoming budget elections slated for April 20.

"We're going to fight the budget again and again and we're going to defeat it," warned CCC member and LCC veteran's representative Michael Roche during the meeting.

The CCC was formed two weeks ago to work against the proposed increase and included representatives from most of LCC's student groups. But following the Board ruling, CCC Facilitator Robert McMasters said, "We intend to broaden our coalition to embrace the entire community" in preparation for the election.

Wednesday evening's standing-room-only meeting was repeatedly interrupted with applause and jeers as each Board member argued for or against the increase.

Following the defeat of a motion by Board member Jim Martin to table the matter until "we can put together a budget that has the support of the people who attend this college," the Board voted 4-3 in favor of the Administration's recommendation to up tuition by \$26 per term.

Board member Catherine Lauris expressed her dissent saying, "We're going to price ourselves right out of the market for the people we were meant to serve."

The increase, which includes a change in definition of full-time from 10 to 12 hours to be assessed at the rate of \$10.50 per credit hour resulting in \$126 for a full-time student, will go into effect fall term, 1976.

The previous rate was \$10 per hour for 10 hours and a maximum of \$100.

An Administration spokesman said the tuition hike was necessary in order to comply with the Board policy that student revenues comprise approximately 20 per cent of the total operating budget. There has been no tuition increase for two years and the spokesman said that even with the increase student revenues may be less than 20 per cent next year.

LCC's proposed operating budget for the 1976-77 year is approximately \$14.8 million, an increase of almost \$3 million from last year. According to a spokesman, the increase is due to an 11.34 per cent inflation factor and an anticipated 4.5 per cent growth expectancy.

continued on back cover.

### LCC owes money to 8 former employees

Lane Community College is in the unique position of owing money to past employees and being unable to find them to present the checks.

The Financial Services office is holding 1974 and 1975 payroll checks for the following people: Dwight D. Brown, Jani Franklin, Babette Kirkpatrick, Sylvia Lemmon, Sheila M. Minor, H. David New, Charles E. Paschal, and Susan K. Taylor.

LCC has been unable to contact these people to notify them that payroll checks are available.

Individuals with information as to current addresses for these people may contact Marion Hines, 747-4501, ext. 311, at LCC.

### Inside:

Calendar of Meetings . . . . . page 6

Health . . . . . back cover

Sports . . . . . page 7

Opinion . . . . . page 2

Radio:

Can KLCC Survive? . . . . . page 4

What is the ARB? . . . . . page 5

## Mandatory fees added to tuition

by Mike McLain

The total tuition for a full-time student at LCC next fall will be \$130.80 as a result of the Board's abolishing the Special Program Activities Fund (SPAF) and tacking the majority of the mandatory fees onto just increased tuition at last Wednesday's Board meeting. But the action will eliminate the \$5.00 mandatory fee that students now pay.

In a move that Dean of Students Jack Carter says "will significantly improve the budget visibility and will clarify budget authority and responsibility," the Board voted unanimously in favor of including the fees into the general budget.

Prior to the vote, Journalism Instructor and TORCH Adviser Pete Peterson asked for and received assurance from the Board that it would develop a written guarantee of continued support for the three student services affected by the budget reshuffle.

Under the reorganization, the budgets for Athletics, Health Services and the TORCH will be raised by charg-

ing students 40 cents per credit hour and adding this to tuition. It is estimated that this will generate approximately \$78,000 to \$80,000. In addition the revenue from the bookstore which previously went into the SPAF account will now go into the general budget, to bring the total for the three services to approximately \$92,000.

The budgets for the three former SPAF users who will divide this amount have yet to be formalized.

The budget for the Associated Students of LCC (ASLCC), the fourth beneficiary of the now defunct SPAF committee, will still be generated by a mandatory student body fee with the amount yet to be determined.

It was Peterson's concern that "somewhere down the road, you (or a future Board) may forget what the money was for," if it was included into the general fund. He also urged the Board to reject the proposal because it allowed for not student input, but added that if the Board accepted the recommendation it set up a policy to

"protect these monies."

LCC President Eldon Schafer agreed. "I do sense the danger. These are funds from students to support their services and they should be protected."

"The Board needs to set up a structure that would allow for student input for the budgets," he added, although the Board took no action on this at Wednesday's meeting.

The budgets for the three services will be contained in a special "Enterprise" account separate from any of the departments. And unlike the previous budgetary process where any unspent funds at the end of the year were returned to the general budget, the money will now carry over into the next year's budget.

The SPAF committee was created in 1974 and consisted of three faculty representatives and three students with the Director of Student Activities as Chair.

Prior to this the fees were channeled into the ASLCC for allocation to the users.



## Community groups raise Guatemalan aid

The University of Oregon chapter of Ananda Marga, a national social organization, is planning bake sales and movies to help raise money for Guatemalan relief. Members of the group are also manning collection tables on the campus and on the Eugene Mall, according to member Michael Twombly.

Donations may be sent to the Ananda Marga Guatemalan Relief Fund, 2010 Adams St., Eugene, Twombly said.

Other organizations raising funds for Guatemalan relief efforts are the American Red Cross, Radio Station KPNW, and a group of anthropologists, linguists and Quakers in Eugene.

In all cases, only donations of money are being asked because relief agencies say that is the cheapest, quickest, and most effective way to getting needed supplies to the area.

## FORUM

### Does CIA recruit for Angola?

[Forum is a facility for opinions of those not associated with the TORCH]

As the end of the war in Angola seems to be drawing near, a victory on the side of the Communist backed forces, the MPLA becomes more apparent each day. The fighting in Angola caused me concern in the fact that the progression following the liberation from Portugal on November 11 last year seemed to resemble greater similarities to other wars and political struggles. The involvement of the CIA brought special concern--I thought--here we go again, more covert activities, perhaps another military coup as was staged in Chile (which incidentally culminated in one of the worst atrocities of any political struggle--the terrorism of the junta!!!).

Also the fact that mercenaries were fighting in Angola brought to mind many questions: This, paralleled by the CIA involvement raised a big question--were any of the Western-backed mercenaries from America? If so, who recruited them? Who pays their \$1,500 monthly salary?

The answers come from every direction--television, newspapers, and students--one such student replied to the classified ad in the Wall Street Journal about two months ago, which read somewhat as follows:

"...young single men between the ages of 25 and 30 with prior military experience, who want a chance for real adventure overseas, with high pay ..... Write P.O. Box??, San Francisco, CA 96432?, for more information."

The student told me he has received no reply as yet.

The New York Times in November came out with President Ford's \$20 million aid to Angola.

Secretary Kissinger criticizing Otis Pike and his "McCarthyism" in the CIA investigation by the Senate. Then, on February 5, NBC crews came out with this report:

"President Ford and Secretary Kissinger blocked any further publications of the Senate investigation of the CIA."

Kissinger again accusing the Pike Committee of McCarthy tactics against the CIA.

There had previously been scant reports of CIA involvement in Angola which, as I recall, was neither proved or disproved. But when the report or rumor came out of CIA money, going to recruit mercenaries in other countries, i.e., Great Britain, France and South Africa, the CIA boldly denied these reports. The CIA had again succeeded in insulting the intelligence of the American public.

The fact is that the CIA cannot operate in the U.S. So how is it that ads appear in U.S. newspapers to recruit people for adventure and high pay overseas?? Here's how: The CIA with such a reputation for international espionage has been operating in foreign countries with the use of American money for a good many years now (I don't know exactly how many). So it is only par for the course when political unrest stirs in other countries the CIA automatically assumes the role of International police force to "oppose the threat of Communism" in other countries.

The first step is military advisors sent to the country in question--then the full use of the military. But since the Vietnam War and the loss of Gung-ho military leaders like "Dug out Doug" MacArthur.

Louder protests by the youth in this country against "that kind of American involvement here to date have brought about a new method (or maybe just different--nothing is new about war) for the CIA to use to fight Commies--the media to recruit mercenaries from other countries.

One month ago, there were over 1,000 ex-American marines and ex-Vietnam veterans fighting in Angola as mercenaries making \$1,300-\$2,000 monthly. Not to mention 20,000 South African troops advancing farther North from the Southern border of Angola to confront the MPLA backed with Soviet weapons and fighting alongside the 10,000 Cuban soldiers who also identify with the role of MPLA.

If the American Government perceives a valid threat from Communism in the balance of world power now, it should confront the problem at the source rather than piddling around with irrelevant foolish games of covert or subversive activities if the CIA can wake up long enough to distinguish a valid threat from playing games.

## Jazz bands and Swing Choir

### present annual Winter Jazz concert

The Lane Community College Jazz Lab Bands and Swing Choir, totaling some 60 students, will present the annual Winter Jazz Concert in the Performing Arts Theatre on Friday, February 20, at 7:30 p.m. Admission is \$1 at the door.

Jazz Lab Band I and Jazz Lab Band II, under the direction of Gene Aitken, will perform music recorded by such artists as Woody Herman, Ted Heath, Thad Jones, John Klemmer, and Buddy Rich. Several numbers will feature soloists in the band, as well as various sections of the entire band. Ted Heath's "Memories of You" will feature Brad Allison and Steve Marks on trumpet, while Quincy Jones' "Hard Sock Dance" will feature Mark Williams.

Scott Reeves, Mike Heffley, and Pat Robell on trombone.

This performance will be the first for the LCC Swing Choir under the direction of Terry Gilliam. Gilliam, who graduated from the University of Oregon several years ago, taught in the Seattle area and then joined the LCC Performing Arts staff this fall teaching both private voice and Swing Choir.

The admission charge for this concert will be used to help underwrite the costs of transportation, or miscellaneous items needed by the music department, that cannot be obtained because of budgetary limitations.

## LETTERS

### Student asks for tuition roll back

The meeting of the Lane Community College Board of Education held last Wednesday night from 7 p.m. until the steam roller of bureaucratic inertia of this old dying order of capitalist pseudo-democracy squashed the rights of students who are now going to have to pay the increased tuition unless some way can be found to roll it back. The lack of imagination and concern of the Board certainly out-did what one Board member, Larry Perry called the "deplorable" behavior of students at the meeting. After the meeting I suggested to Jim Frank that if we kept this up Eldon would make us stay after school - Jim's eruptive response with many expletives was that he had already spent enough time in detention hall to cover the rest of the students for the rest of their normal lives, or something to that effect. Exaggeration, no doubt, but characteristic of the mood of the students after the Board's pointed lesson in democracy Amerikan Style.

Some six or eight "student leaders," we were called, addressed the Board, all giving valid reasons why the Board should examine other ways of raising revenue before passing the Administration-proposed increase. The way it was handled, where one party-the Administration-proposes and the Board rubber-stamp approves is what textbooks in political science point to as signs of a fascistic consciousness arising. Of course, as usual, the textbooks are wrong when it comes to specific instances such as this one - in this case, it is obvious that fascism is here in the U.S.A. and anybody who heard Bill Kuntsler speak after the rape of the rights in court of the Chicago Seven by Judge Hoffman will not deny it. The only point I can make in this letter relative to the statements made at the Board meeting treats the one I made since I am most familiar with my own rhetoric: The feeling a person must have as he is being hit by a bulldozer is that, "this can't be happening to me" and I am sure that I share with many, perhaps all, students at LCC that feeling as the Board mowed us down without any acknowledgment of our objections to the tuition increase (which, when examined in the light of democratic republicanism, must be properly labeled a particularly onerous form of taxation without representation). Even though I stated that there was no choice but to disrupt the meeting or get run over, we thought right up to the vote, some of us, that the Board would vote down the increase (I can hear political observers the county over yawning at our naivete). When I asked the Chairman Brauer to give us assurance that the motion

for the increase would be withdrawn or tabled, he sneered that he would give no such assurance, meaning that our other choice was the only one as it did in fact work out.

Although unseemly behavior caused some students to say let's see what happens, we already knew. As one last try I decided to inject some humor into the meeting just before the vote and after we had been given our twenty minutes to present the kiddies side of the question of an increase in tuition. I was ruled out of order and never got a chance to get the Board to laugh a bit. What I had in mind saying, was that we sympathized with their problem in getting recognition for the varsity athletic teams here in good ole Capitalist Amerika. The problem is that they need a good PR man and I was going to offer my services free of charge. As an opener I would wage a campaign to have LCC renamed Lane Commie College and then LCC would no longer have to take back seat to the Ducks and other easy-to-remember animal names to refer to the athletic teams. Why Lane Commie College? why? because right in the midst of basketball season we could rename the team the Kommiecollege Kids. Of course before taking the position I would ask Jack Scott how things were at Oberlin which has a more liberal administration than LCC.

There is no excuse for the Boards of Education of the land to ask college and university students to take the brunt of the inflationary impact of the negative effect of diminishing returns built into the capitalist system by its habit of permitting usury banking to take place so that year by year the workers who produce all the goods comprise only 20 per cent of the people and receive less and less while the administrators vote themselves salary hikes. It is now time for all Boards of Education to consider turning on, tuning in and dropping out of the old dying capitalist order and enter the New Order for the Ages prophesied on the great seal of the United States by making of their institutions great schools of experiences for all the people.

I could go on, but it's already written down and available through me and other members of the One World Family Commune here in Eugene and elsewhere.

Simply said: Roll back the tuition increase; Restructure the colleges and universities, share all things common, serve one another without a wage, celebrating as we provide for ourselves abundant living for all on one high standard! At least, it's good for a start.

by Michael Parry  
ASLCC Senator  
US/OWF\* OWFC\* GCSC

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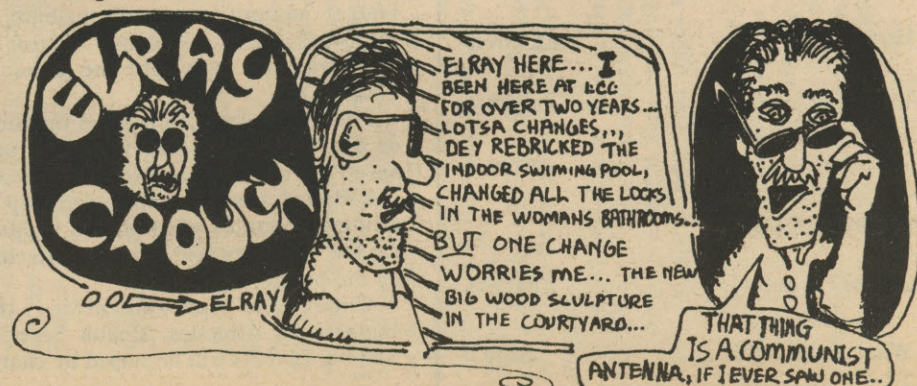
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Mail or bring all correspondence to: TORCH, Lane Community College, Room 206 Center Building, P.O. Box 1E, 4000 East 30th Avenue, Eugene, Oregon 97401; Telephone, 747-4501, Ext. 234.





## Whistle stop program a big success

by Sally Oljar

"Blow the Whistle on a Rapist," was the theme of project WhistleStop, a week-long program selling whistles and providing information about rape to LCC women.

The project was sponsored by the Women's Awareness Center, along with the Lane Interagency Rape Team and the U of O Women's Resource and Referral Center.

The Center feels that through community awareness, concern and cooperation, a whistle can be an effective device to "summon for help." The project spokespeople say in a rape situation the whistle can be a summons, or if a person sees someone in trouble it can be a signal that she'll be given assistance.

"We've sold almost all our whistles, and response has been good," said Joanie Moore, project coordinator at LCC. "A whistle is a tool . . . rape prevention encompasses much . . . self-defense techniques, etc."

Moore advises women to wear a whistle around their neck or wrist-to keep it in a handy place, but not a purse or a backpack. At the first sign of trouble, blow and keep blowing until help arrives. Anyone hearing a whistle, should blow a response to signal assistance, then go for help.

The whistle is small and easier to handle than some other protective devices. The Lane Interagency Rape Team stresses common sense, to keep out of what might be a dangerous situation.

Along with selling whistles, the Awareness Center last week provided handouts about self-protection from rape. A list of other legal protective devices was published which included spray paint, ammonia squeeze bottles, tear gas, and mace, and also noted the positive and negative effects of each. Tips for protection at home, while traveling alone, hitch-hiking, and walking alone are available.

The Women's Awareness Center provides counselling and referral for rape victims. A list of emergency phone numbers is available from the Center for rape victims, plus all information published for the project.

Whistles can be purchased at the Center for 75 cents. Money from sales will be used to buy more whistles. Local merchants have also sponsored the project and are selling whistles at stores in the Eugene area--a list of participating stores selling them is available at the Center. More whistles will be ordered if the supply is depleted.

The idea of WhistleStop originated in Boulder, Colorado. Moore said the project was successful in helping to combat the high incidence of rape in the area. "The Center would like to sponsor the campaign every year to provide reinforcement," Moore said. "The program in Boulder lost some of its impact from lack of reinforcement," she said.

## "Young, Gifted and Black" performed in Portland

by Scott Stuart

The LCC touring company of "To Be Young, Gifted and Black" returned from its weekend in Portland at 3:30 a.m. Sunday, feeling worn out, but proud of its performances.

"I think it's important to note that the entire company was very pleased with the show," said George Lauris, LCC theatre instructor and director of the production.

The tour was financed by a \$950 grant from the Oregon Arts Commission and the federal National Endowment of the Arts, for which Lauris applied last November. He said he applied for the grant because he felt that the play merited more productions, because it would be a worthwhile

education for the cast, and also because he wanted to reach a larger black audience with the play. The show ran at LCC last term.

The grant paid for per diem for the company, living accommodations at the Mallory Hotel, transportation and gas, royalties, and equipment rentals.

The company has 12 members consisting of seven actors, who played about ten roles apiece; two faculty members, Lauris and Dave Sherman; theatre instructor and scene designer; Bill Deveraux, Education Planning Aid; Wendy Smith, a properties mistress to handle props and costumes, and a sound person. They drove to Portland Feb. 12 in two private cars, a college car and a college van. With them they took seven platforms, five chairs, a table, properties, a rack of costumes and two follow spotlights.

"The show lends itself very nicely to touring," said Lauris, "it's very adaptable." He added that the basic problems of any tour can be solved if everybody involved is adaptable.

Friday afternoon, before the 8 p.m. performance at the Park Theatre, Shattuck Hall on the Portland State University

campus, part of the cast discussed Black theatre with students of Grant High School's Black Studies courses. The cast also performed acting exercises and demonstrations for, and with, the students.

Saturday's performance was held at the Cascade Hall at the Cascade Center of Portland Community College. Both performances closed to standing ovations from the predominantly Black audiences.

The Friday and Saturday night shows were free to the public--Lauris feels that the public had already paid for the tour through the state and federal grants.

"It would be redundant to ask them to pay for it again," he said, adding that he also did not want to be responsible for the cashbox that goes along with charging admissions.

According to Lauris, the cast members financed a trip to Portland last November to perform one performance of "Young, Gifted and Black" out of their own pockets for \$25.

Lauris, who describes his roll as Daddy Warbucks, because of problems in logistics and finances says, "It was well worth the taxpayers' money. I don't feel I cheated them at all on this one."

## Lunchtime study discouraged

by Minnie Pacheco

A petition asking for restricted use of the cafeteria between 11 a.m. and 1:30 p.m. will bring results this week, said Fred Goodwin, LCC Food Services director (who is contracted through Manning's Inc.). The petition was signed by students and staff.

Signs are being posted this week in the cafeteria indicating "No Studying" areas between the hours of 11 a.m. and 1:30 p.m., said Goodwin.

According to Goodwin, some students are using the cafeteria for studying purposes, making seating scarce for those who arrive to eat lunch. He also stated that he realizes there are very few places students can go to eat and study at the same time.

Sharon Cuddie, Health and Physical Education secretary, told the TORCH that students do not have a good place to go where they may eat and study at the same time but at times it is impossible to find a place to sit in the cafeteria. She said students need more places where they can meet to study and eat at the same time.

Jerry Robison, a student at LCC, told the TORCH that there is no place on campus where a student may go to eat, study and smoke except in the cafeteria. Robison also said that students who do use the cafeteria for studying should not take up more than one space with their books in order to give space to those who are eating in the cafeteria.

Goodwin said he hopes that the signs will benefit all those using the cafeteria, and help to make better table usage.

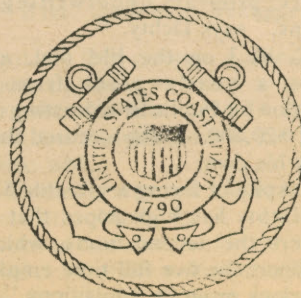
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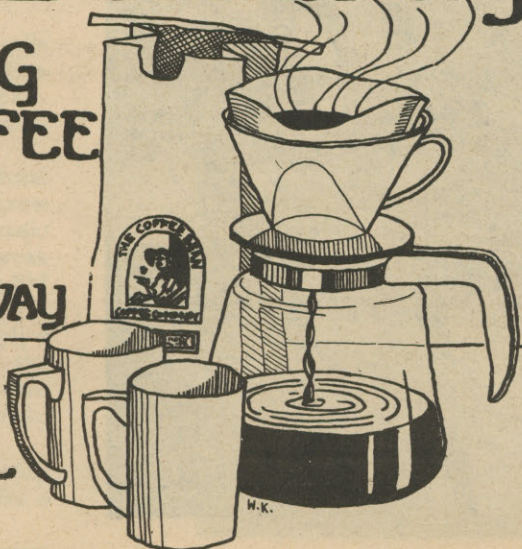
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# Local radio: They're all comp

## KLCC may have to raise \$30,000 next year

by Cris Clarke

As a contingency measure, in case the LCC budget proposal gets voted down April 20, KLCC is preparing itself to bear the burden of one-third of its own operating budget during the next fiscal year (76-77).

If the budget fails, the \$45,000 which LCC currently provides the station will be cut to \$25,000, according to Program Director Tom Lichy. What that adds up to is a figure in the vicinity of \$30,000, out of a total operating budget of \$75,000, which KLCC will have to come up with on its own.

"The question is, can we make \$30,000 on grants, program underwriting, and marathons," says Lichy.

KLCC, 91.3 on the FM dial, already receives a yearly grant from the Corporation for Public Broadcasting (CPB), of about \$20,000. Lichy secured the CPB grant on his own.

But in spite of facing a possible \$30,000 deficit, Lichy has high hopes that KLCC will secure the needed funds, which will help support the five full time employees, and "various program acquisitions."

"So far, it feels good—I think eventually it will get to support one-half its own expense," Lichy says.

Lichy went on to project that KLCC may be "supporting 75 per cent of its budget in a couple years."

But are the methods of securing these funds ample methods?

Marathons, as KLCC has proven, can be a very good method for procuring funds. Lichy hopes that they will be able to raise \$20,000 on marathons during the coming year.

But the last marathon, held in October, 1975, was held to raise money for the sole purpose of purchasing a new 10,000 watt transmitter. And the Federal Communications Commission (FCC) will not be acting on KLCC's transmitter application until June. With the possibility that the new transmitter may not be installed until late fall of this year, KLCC may find itself asking the public to support a 440 watt station to which the public has already paid \$10,000 to obtain 10,000 watts of power.

But Lichy feels that the FCC will act in time. "If the FCC acts promptly in June, it should pass," he says.

The transmitter will help KLCC to raise its own money by reaching a wider listening audience.

According to Lichy, listener sponsored radio is a relatively new thing.

"The concept of public radio is only about 1 1/2 years old," says Lichy, "and there aren't many people who know about it." The idea for the marathon came from Steve Post of station KBAI in New York.

KBAI is one of two total listener sponsored radio stations in that city. Lichy followed in Post's footsteps, besides having him on hand, and turned the marathon into a success.

"The CPB has been watching us-- a lot of stations have been raising money on the air during the last year. KLCC was rated #4 in producing funds per capita per population (during the marathon)" says Lichy.

And in its wake three marathons of various sorts have cropped up in the Eugene area since.

Along with marathons and various grants and donations from the community, Lichy sees program underwriting as a definite means of support. Program underwriting is similar to advertising.

"Certain companies will underwrite some of our programs, and they get their name mentioned on the air," says Lichy, "but no products are advertised on KLCC."

But it remains to be seen as to whether KLCC can compete in a tough market and survive. "In terms of commercial broadcasting, KLCC's program underwriting will make no friends with other commercial radio stations," Lichy says, "Everybody's in this business to survive, and we're up there grappling with everybody else."

One of those everybody else is Stan Garrett, Station Manager of KZEL, a local FM station. He thinks listener sponsored radio is good, but doesn't give it much of a chance for survival in an area

such as Eugene.

"Listener sponsored radio is a great idea," says Garrett. It makes you directly responsible to your audience only. It takes the pressure off, lowers your budget."

"But," he continues, "you end up hyping your money needs on the air. Two or three times an hour you're asking people to pay for something they can get for free--by turning the radio dial."

"I don't see how a town this size can support it," concludes Garrett, "there aren't enough people."

Dan Slater, Director of Station Operations at KWAX, the U of O station, also feels that a larger audience will be needed for KLCC to make a go of listener sponsorship.

"With listener support you have to be in a large metropolitan area to generate enough listeners to support the operation," Slater says.

And although it is not likely that KWAX will be faced with the same financial problems that KLCC may have to undertake (KWAX is primarily supported by the U of O), Slater would like to see KLCC make it as a public radio station.

"The concept of it is good," says Slater, "because people are partaking in a public interest thing. That's what it's all about."

"It would be an accomplishment if he (Lichy) gets 75 per cent of their budget," Slater says. "I'd like to see KLCC do it, just to see if it can be done."

And the people involved in public radio in the Eugene area are beginning to see the need for some kind of organization. The four local public radio stations, KLCC, KWAX, KRVM and KOAC AM and Television of Corvallis, pooled their resources in a meeting on Tuesday, Feb 17, 1976.

Competition being stiff as it is, the stations will discuss various aspects of program development which will help the stations to coordinate their programming so as to not overlap one another.

"We'll form a central group to coordinate station activities to avoid conflicting

times, support group activities . . . KWAX is not going to compete with KLCC. It would be suicide to have overlapping programming," says Slater.

Internally, KLCC will undergo some management changes.

"We're restructuring the whole station," says Lichy, "but it won't affect KLCC much."

On March 29, Lichy will step out as program director, but will remain in an advisory capacity as station manager. He will work three hours per week, which is one-fifth of a full credit workload, and will be paid one-fifth salary by LCC, while on a one year leave of absence. He will be working toward his masters in broadcasting at the U of O.

When Lichy returns, he will continue advising 3 hours out of his full class load.

Roger Wood will take over as program director, but will receive no raise in salary. This is another money-saving change thought up jointly by the KLCC staff.

"What was wrong with KLCC is that there was a gap between the program director and everybody else--in salary," says Lichy. "That gap will no longer exist."

Along with stepping out as program director, Lichy will no longer do the hiring and firing for KLCC. "I was doing the hiring and firing. Anyone doing hiring and firing cannot (according to LCC policy), be a faculty member. John Elliott, head of the Mass Communication Department, will do the hiring and firing . . . which makes KLCC a little less autonomous."

This will pull KLCC a little closer to the college. "KLCC will be a little more in coordination with the other elements of the college," says Lichy.



KLCC's crew during Fall term, 1975 "Buckawatt" marathon when they raised over \$10,000

photo by Scott Stuart



# mpeting for the same money

## Arbitron book worth its weight in gold

by Lynda Jackson

photo by Dave Cole

Every six months or so a slight change occurs in the broadcasting community; the ear detects nothing, but underneath a smooth facade are Alka Seltzer, sticky palms, maybe even a headache or two.

And it's all because of a book that is published twice a year. This book costs anywhere from \$1,000 to \$5,000, yet station owners can't wait to get their hands on it. "The Book," entitled Arbitron, could make the difference between profit or falling into the red.

Prepared by the American Research Bureau, (ARB) a division of Control Data, Arbitron is a compilation of facts, figures, charts and age groups ranking the 13 radio stations in the Eugene-Springfield area by popularity, on any given day in any given time slot.

The ARB ratings aren't really intended for broadcasters, but for the national and regional advertisers who buy advertising time on local stations. These agencies buy the ratings book as an economic guide for the promotion of their product, and since Arbitron reflects station popularity, the station most likely to get the account is the one who ranks the highest.

This broadcasting gospel has caused a lot of ill feelings, elated egos, capitol gain or loss, hiring, firing, and program changes...depending on who comes up smelling like what. The book has also prompted a serious question: How accurate are the ratings?

"The ARB is an accurate reflection of the market that it measures," feels KZEL owner Jay West. "the market that it measures. And as much as I don't like the ARB, it's eliminated a lot of martini lunches, special favors and selected friendships that went on just to get the advertising dollar."

KZEL made out pretty well this time around. In the latest ARB survey released about three weeks ago, KUGN came out as all-around tops, but KZEL ranked first through fourth in various time slots and age groups. For instance, Monday through Sunday, 6 a.m. to midnight, KZEL ranked second in the 18-34 age group. Not bad. Combined with first place Monday through Friday nights in the male, 18-34 category, KZEL's ratings hold a sure chance to catch the national advertiser's eye.

The American Research Bureau uses two regions to draw its survey conclusions: the "metropolitan area," which in this case is Lane County, and the "total survey area," which includes Lane, Benton, Linn, Lincoln and Douglas Counties.

Each spring and fall people in these areas are selected at random and asked to

keep a "diary" of their listening habits over a given period of time. When the time period is up, the diarykeepers turn in their logs, and each person and his log is computed and represented as a percentage of the total population.

But here is where errors appear--and complaints follow. This time ARB has been accused for not having the proper data to make an accurate survey. Some say that not enough diaries were turned in from the TSA (total survey area), others charge that not enough diaries were distributed in the first place to accurately represent the population.

In KZEL's case it made a big difference in their ratings on female listenership. "In the metro survey, the amount of female listeners in the 18-34 category was up 115 per cent over last spring," explains West. "But the TSA didn't show any increase. You know why? Because not one of our female listeners between 18 and 34 was measured in the outlying survey area."

In Lane County there were 603 diaries to measure a 12 plus age group totaling about 198,000 people. But in the total survey area (excluding Lane County) only 157 diaries were distributed to a population that numbered over half of the metro total.

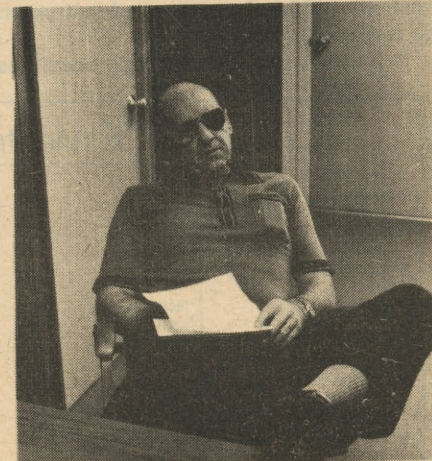
Si Wise, operations manager at KPNW, personally feels that "it has a lot to do with luck. It just depends on who gets the book."

"In the 1972 ratings the ARB showed that quite a large group of people were listening to my show. That means that all these people were listening to KPNW, and the rest of them were tuned in to the other 12 radio stations in this town. That's just not true."

One thing the ARB can't be accused of is not giving everyone a chance. The book's pages are so full of different charts, age groups, gender groups and time slots that just about every station in the ratings can say they're number one on some page or another. "The ARB breaks down the groups to make each station look good," says Wise. "It's all in what you pull out of the book."

The prices for the Arbitron ratings aren't the same for everyone. Radio stations are pro-rated on the basis of their advertising rates, the final computation usually ranging from \$1,000 to \$5,000. Ad agencies pay a mere \$40 or \$50. It's up to the broadcasters to use a little strategy to make their money back.

"We're at the mercy of the advertiser," admits KZEL's owner. "But this is where a good salesman comes in." By tearing the book apart and finding out exactly what day, hour and age group carries his



Si Wise, operations manager at KPNW station's best ratings, a salesman can use these numbers as a tool to get that extra account. "It's up to us to explain where this book does and doesn't measure," West adds.

Even so, someone has to end up on the bottom. This time it was KFMV, who received some of the lowest ratings in the book. Naturally a station will place lower on the charts when it lacks the power (KFMV has 3,400 watts compared to KPNW's and KZEL's 100,000), but it hurts to lose points from one rating period to the next. Whatever the reason, ad agencies in New York aren't interested.

"During last October's survey KFMV was going through a lot of changes," says Jeff Young, whose father owns the station. "Our program director, Gary Torazani, had just left and there were changes being made in personnel and format." All KFMV can do now is hope those program changes will show improvement on next spring's charts.

Eugene-Springfield has one of the most competitive markets on the West Coast. A population this size usually supports four or five stations, but here in Lane County there are 15 stations, and only two of them are non-commercial. Everyone has to fight harder to keep that extra dollar in their own pocket.

And, dollars talk. Arbitron makes its living by telling ad agencies who to spend their money on; radio stations make theirs by sitting as pretty as possible when agencies look their way.

Broadcasters take on the ARB with a cool fury that few ever see. The result is how many beer and soft drink commercials one hears on his favorite radio station.

"The ratings are just a guide to let you know where you stand," shrugs Si Wise. "There's really no fair way to judge anybody."

But in close coordination with the college or not, KLCC's survival depends on how well the station can fare in the tough Eugene-Springfield market.

"Non-commercial stations compete for the same bucks as commercial stations do," concludes Lichty.

### KMPS, no air but an

### effective learning tool

With a station motto of "KMPS, nowhere on your radio dial," KMPS entertains the LCC cafeteria crowds with a blend of mellow music.

What Program Director Jeff Young calls LCC's "toy radio station," is a production room in the Mass Communication Department which has been converted into a radio station.

The cafeteria is as far as any broadcast from KMPS gets, although the crew conducts business just like any other radio station, with some exceptions. The break patterns are similar to many popular FM stations.

On what is called a land line, or simply a wire, KMPS' signal is piped into the cafeteria. But the station provides students of broadcasting with some practical experience.

"Students can get a taste of the nitty gritty at KMPS," says Young, "it's like a sandbox."

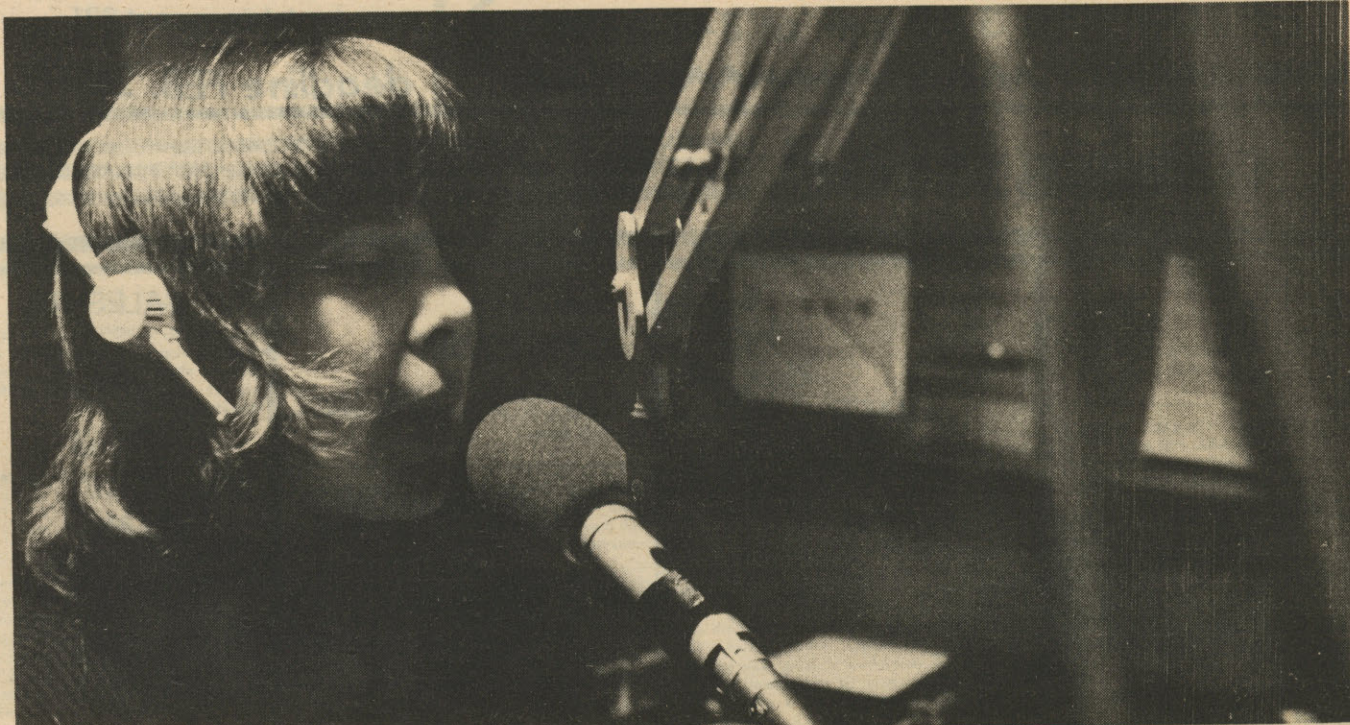


photo by Dave Cole



# Outstanding Voc Ed teachers picked

Eleven vocational educators were honored by the LCC Board of Education Wednesday night in recognition of their individual contribution to the learning activities of vocational students.

The Outstanding Vocational Educators were selected for recognition during Vocational Education Week, Feb. 8 through 14. A committee of past awardees, headed by Mel Gaskill and including Sue Thompson, Ed Seabloom, Howard Dull and Ken Rhodes, served as the screening and selection committee. Students and faculty nominated instructors for recognition.

Those chosen as Outstanding Vocational

Educators were Gladys Belden, department chairwoman, Home Economics; A. Mike Foy, insurance adjusting instructor; Mae Frye, Adult Education upholstery instructor; Leland Halberg, mathematics instructor; John Haurigan, auto painting instructor; Allan Jackson, mechanics instructor at the Siuslaw Area Center in Florence; Alfred 'Bud' Land, drafting instructor; Eileen Massey, Medical Office Assistant program; Margaret Milne, Licensed Practical Nurse instructor; Wilner Moon, business instructor, and Lawrence C. Raynes, Communications Engineering Technology and Electrical Service Technology instructor.

# Vandals cause \$400 in damages

Approximately \$400 worth of damage occurred to Business Room 212 during a vandalism incident at LCC last week.

"Apparently LCC was standing in the wrong spot at the wrong time and became the object of someone's frustration," said Paul Chase, a member of campus security.

Chase said liquid paper and ink, contained in bottles, were thrown against walls in the room. He said the chemicals were splattered on the walls and on the rug. Desk drawers were also pried open, but he said nothing significant was taken.

College officials estimated the cost of cleaning the rugs and walls would be near \$400.

No suspects have been apprehended in relation to the incident, Chase said.

Earlier this year, in another vandalism incident, windows and instruments in an airplane belonging to the flight technology program were damaged.

"Most students would be aghast at what is happening," said Tony Birch, the dean business operations at LCC. He added "There's not enough staff to watch this place like an armed fortress, we hope students can help control vandalism or things harmful to facilities."

Chase said vandalism is on the upswing at LCC, but he said most vandalism is confined to restroom graffiti and actions such as upsetting ashtrays and wastecans.

Campus security is doing an excellent job in combating vandalism, but Chase pointed out that campus security can't be everywhere at all times.

# World hunger topic of speech

Bishop Thomas J. Gumbleton, vice-president of Bread for the World, a Christian organization dedicated to attacking the problem of world hunger, will be in Eugene on Wednesday, February 25 to address the world hunger issue.

Bishop Gumbleton, auxiliary bishop of Detroit, Michigan, and an active campaigner on the issue of hunger in the world, will speak on the topic of "The Role of a US Citizen in a Hungry World." The talk is scheduled for 8 p.m. at the University of Oregon's Gilbert Hall, room 138.

Bishop Gumbleton's address will highlight a one-day visit to Eugene on a West Coast tour that includes the University of Washington at Seattle and the University of California at Berkeley.

A press conference is tentatively scheduled at 11 a.m. at the Eugene Hotel, followed by a luncheon with the Lion's Club, University of Oregon faculty and administrators and local ministers. Bishop Gumbleton will speak briefly at the luncheon.

The evening talk at 8 p.m. is being sponsored by campus and community organizations which includes the Campus Christian Ministry, clergy and Laity concerned, the Eugene Ministerial Association and the Catholic Clergy Conference, together with the University of Oregon's Cultural Forum and Schools of Education, and Community Service and Public Affairs. Other sponsors include Church Women United, the Food Action Council, Bread for the World, and the Archdiocesan Council of Catholic Women.

# LCC Library

# holds sale

# of 1,000 books

The LCC Library will hold a book sale on Tuesday, Wednesday and Thursday of next week in the library, says Del Matheson, the head librarian at LCC.

Matheson says most of the books which will be sold are outdated and were originally obtained by the library through community donations.

In excess of 1,000 books will be sold, according to Matheson. He says revenue generated from the book sale will be used for improvements in the library and a possible use of the money would be for the installation of a drinking fountain in the library, which he says is badly needed.

On the first day of the sale hard cover books will sell for \$1 and soft cover books will sell for 50 cents. On the second day of the sale, hard cover books will sell for 50 cents and paperbacks for 25 cents. On the third day, according to Matheson, the respective prices will be 25 cents and 10 cents.

"It should be kind of a fun deal," says Matheson.

Calendar Of Meetings		Feb. 18-25	
Wednesday 18	S.I.M.S. Hea. 104 12:00-1:00	Monday	2:30
9:00		10:00	LCC Student's Women's Union Cen. 003
Independent N.W. College Rep. Cen. 101-A	1:30	So. Ore. State College Reps. Cen. "Brick Area" 10:00-2:00	3:00
10:00	Instr. Council Adm. 202 1:30-3:00	10:15	Cabinet Mtg. Adm. 202 3:00-4:00
Staff Tours Lobby of Gym	2:00	12:00	4:00
12:00	Lab Band #1 Cafeteria 2:00-3:00	LDSSA LRC Conf. Rm.	Senate Mtg. Adm. 202
LDSSA LRC Conf. Rm.	7:15	7:30	LCC Men's Awareness Hea. 110
LCCEF Mez. Conf. Rm. 12:00-1:00	Sec. Adv. Mtg. Adm. 202 7:15-10:00	Tuesday 24	
2:30		9:00	Wednesday 25
Lab Band #2 Cafeteria 2:30-3:30	Friday 20	Dean's Mtg. LRC Conf. Rm. 9:00-11:00	12:00
7:30	11:00	11:30	LDSSA LRC Conf. Rm.
Food Serv. Adv. Comm. Cen. 124 7:30-9:30	Christian Sci. Mtg. Hea. 110 11:00-12:00	Faith Center (LCC Students) Art Bldg. 105	LCCEF Council Mtg. Mez. Conf. Rm. 12:00-1:00
Thursday 19	12:00	12:00	Women's Awareness For. 301, 302 12:00-1:00
11:30	S.I.M.S. Hea. 104 12:00-1:00	LDSSA LRC Conf. Rm.	7:30
Faith Center Art Bldg. 105	7:30	1:30	Budget/Board Mtg. Adm. 202
12:00	Paul Snyder lecture, "Pottery in Japan" For. 301	LRC Staff Mtg. LRC Staff Rm. 1:30-2:30	
LDSSA LRC Conf. Rm.			

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call TOM after 3:00 p.m. at 345-5985

## Two positions open

for students on the

ASLCC Budget

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Contact

Kathleen Monje

ASLCC Treasurer

center lobby or ext 221

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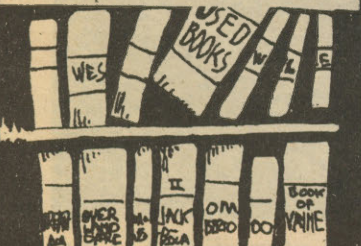
Free Seminar - Feb. 19 & 20, Eugene Hotel, 8 p.m.

# classified

## FOR SALE

TOOLS TOOLS TOOLS Lots of good used tools, hand guns, rifles, shotguns, stereos, speakers, books, rings, coins. For the best buy, Paramount Trading Post, 2132 Main, Springfield, Next to Radio Shack.

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## DANCE

TAILORED SQUARES will dance Mondays, 8-11 p.m., workshop 7-8, in Gerlinger 103, U of O. Everyone welcome.

## VETS

PRIOR MILITARY SERVICE -- We will be selecting 35 veterans for service in Eugene's National Guard unit. These individuals will be eligible for up to \$1,400.00 yearly and other benefits for serving one weekend a month and attending a 15 day annual training period. Veterans need not attend basic training again and this service will not affect GI educational benefits. Qualified veterans call Sergeant Asa 686-7574 or 800-638-7600. THE OREGON ARMY NATIONAL GUARD

## MEETINGS

PUBLIC LECTURE, Fri., Feb. 20, 7:30 p.m., For. 301. Paul Schnieder with film and lecture on pottery in Japan.

The Eugene Women's Union, a Socialist-feminist group will hold an orientation meeting Feb. 22 at 6:00 p.m. at 909 W. 4th. Please call 345-6641 if interested.

The Women's Awareness Center is presenting Ingrid Funke, anthropologist, Feb. 19, 12:00-1:00, across from Women's Awareness Center. Discussion, question and answer period on woman's role in the professional world.

INFORMATION ABOUT CHRISTIAN SCIENCE may be obtained each Friday at meetings in Health 110 at 11:00. All are welcome.

## SALESMEN

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## ACTING

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## RELAX

UPTIGHT? Learn to relax through a self-administered relaxation training program offered by Self-Help Treatment Project, Psychology Clinic, University of Oregon. Program is for individuals regularly bothered by tension and anxiety; designed to increase relaxation skill and reduce tension. No fee charged for the program. More information call: 686-5050 between 1 and 5 or 484-0695 after 5 p.m.



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## Lane basketball team gets tough defense

by Fred Crafts

Lane, now 11-2, has established a reputation for tough man-to-man defense that picks the opposition up high and holds them away from the backboards, causing them to take poor percentage shots. Castoff shots. Desperation shots. Consequently, during its current seven game win skein, Lane has held its victims to 67.7 points per game while dropping in 82.7 of its own.

As Lane heads into the final three games of the season (home games), it finds itself healthy for the first time. The team's tallest man, 6-6 Jeff Johnston of South Eugene High School, has finally shaken off various leg injuries and is at last moving freely under the basket. "J.J.'s a big plus for us," says Bates. "He's scoring in double figures now and is working hard on the boards. He's looking very good."

Bates also singles out the work of starters Rick Weidig (of Churchill High School), Charley Morehead (Grants Pass)

and Rob Woods and Greg Anderson (Parkrose). But, more significantly perhaps, he points to his bench.

"We're getting real fine reserve play," he says. "All of the guys are getting playing time and doing the job. Everybody contributes."

Of particular interest has been the development of Kevin McCarthy, a 6-3 all-stater from LaGrande. McCarthy started slowly. He had an excellent shooting touch but had difficulty adjusting to Bate's rough-and-tumble defensive style. At first McCarthy rode the bench. Then, as his defense improved, he saw more playing time. Now Bates often calls on McCarthy to spell at either guard or forward.

"McCarthy is doing the job at both ends of the court," says Bates. "He's going to be a good one before he's through at Lane."

Tipoff time for this week's games is 7:30 p.m. at the Lane gym.

## Lane grapplers may take title

by Fred Crafts

Lane Community College's wrestling team probably won't win the Region 18 team title but it should pick up at least three individual championships Friday and Saturday in Oregon City.

That's the prediction of Lane Coach Bob Creed.

The team standing between Lane and the title is North Idaho Community College, the defending national champion which is currently rated first in the nation.

"They're awesome," says Creed.

But Creed figures Lane could be the surprise team of the two-day tournament. Especially if his team is healthy.

Lane finished second at the conference championships last weekend in Roseburg. Clackamas won the meet for the seventh consecutive year. Lane's Larry Nugent, Jon Hanson and Mark Booth remained undefeated in winning individual titles. In consolation, Ken Northcutt, Lou Christian and Dave Ehrich posted victories in the finals. In fact, eight of the nine Lane wrestlers at the tourney scored points. Another sure point-producer, Joe McFadden, missed the meet with the flu.

Lane now has two meets remaining: regional competition this weekend and national action February 26-28.

### Schedule of Athletic Events.

ATHLETIC EVENTS SCHEDULED FOR THE WEEK OF FEBRUARY 22-28			
MEN'S BASKETBALL			
Feb. 25 Wed.	Clatsop Community College	Astoria	7:30
Feb. 27 Fri.	Clackamas Community College	Oregon City	7:30
WOMEN'S BASKETBALL			
Feb. 24 Tue.	Mt. Hood Community College	LCC	6:00
Feb. 27 Fri.	Clark College	LCC	8:00
WRESTLING			
Feb. 26,27,28	NJCAA Championships	Worthington, Minn	TBA
SPECIAL EVENTS			
Feb. 28 Sat.	Volleyball Tournament	Main Gym	8:30 a.m.-9:00 p.m.

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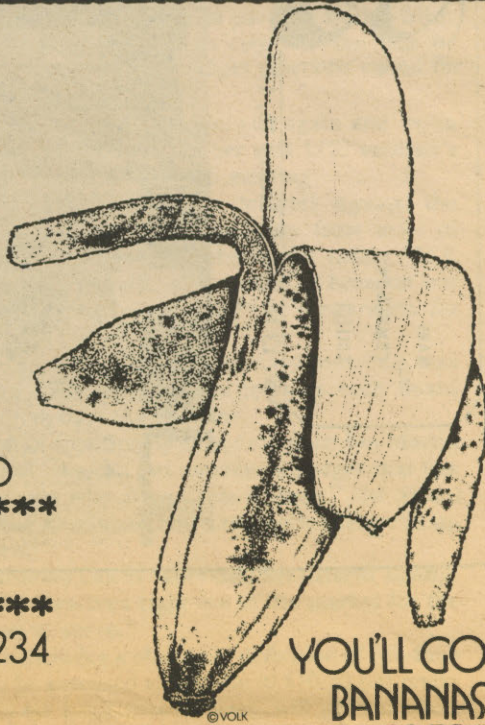
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# Improperly used antibiotics can cause problems

by Amy Parker

Occasionally there is someone who is allergic to a certain type or types of antibiotics. Allergy symptoms include nausea, vomiting, or severe itching and development of hives; in rare cases a person may go into anaphylactic shock, which can result in death. While all drug reactions should be reported, one should be especially alert to the development of the rash as it can be the first sign of a shock reaction.

In order to be effective, an antibiotic must reach and maintain sufficient levels of concentration in the blood. This means one should carefully follow the directions as to when and how the drug should be taken. **For example, tetracyclines should not be taken with milk or antacids as the calcium aluminum salts chemically ties up the antibiotic so that it is of no use to the body.**

Antibiotics are extracted from microorganisms grown on a certain type of soil or made synthetically in the laboratory. They attack disease-causing bacteria within the body, first inhibiting the bacteria cell's reproduction and activity, then killing it.

Prior to the 1940's, sulfa drugs were the only antibiotic-type drugs available. During World War II, penicillin, the wonder drug, was produced from bread molds. Since then over 50 types of antibiotics, both synthetic and organic, have been developed. These 50 antibiotics may be taken in one, or possibly all, of three forms-oral, injection, or cream-and each can then masquerade under a host of brand names.

Despite the large number and brand variety of antibiotics, they can be broken down, basically, into two major groups - broad and narrow spectrum. Broad spectrum drugs can be effective in treating a wide variety of infections. Tetracycline, for example, is used to treat anything from acne to venereal disease. Narrow spectrum antibiotics, generally the more expensive of the two, are effective on only select types of bacteria. Some antibiotics are so specific that they are

effective in treating only one type of bacteria.

Antibiotics are useful in treating bacteria-caused infections only. These may include such infections as boils, staph (staphylococcus) infections, infections of the digestive or urinary tracts, TB, strep throat (caused by streptococcus bacteria), syphilis, and gonorrhea.

But antibiotics are not effective in treating viral infections such as influenza, mononucleosis, viral hepatitis, or viral encephalitis. Viruses are smaller organisms than bacteria and the antibiotic simply cannot get at them. There is no medicine for viral infections other than the natural defenses of the body.

If the antibiotic treatment is to be effective one must take the entire prescription of drugs. People often stop treatment too soon because they are feeling so much better, and then have a relapse. It is a sign the antibiotic is stopping the action of the bacteria when one begins to feel better. However, the drug attacks the weakest bacteria first, leaving only the strongest to cause harder illness if treatment is stopped.

Care should be taken to make sure bacterial infections are properly treated. Proper treatment does not consist of self-treatment with some old penicillin that has been sitting in the medicine cabinet for ages, or using a drug prescribed for someone else. Antibiotics lose their potency after a time and the dosage and type would most likely be all wrong. One should especially avoid self-treatment for VD.

Some infection, for example, strep throat, may seem rather minor and go away whether or not it is treated. However, the bacteria remain in the body and may cause serious problems later on - such as pericarditis (inflammation of the heart lining, which may require open-heart surgery), encephalitis (inflammation of the lining of the brain, commonly known as sleeping sickness), or spinal meningitis (inflammation of the lining of the spinal cord which can result in paralysis or death).

## Tuition increase

(continued from page 1)

In the final vote Wednesday, the CCC was supported in its opposition to the increase by Martin, Lauris, and Larry Perry.

Voting for the hike were Chairer Albert Brauer, James Pitney, Richard Freeman and Steve Reid.

Brauer, received boos from the crowd at the beginning of the meeting when, after moving the tuition "action item" to the top of the agenda, he suggested that statements from the audience on the matter be restricted to one minute apiece. The normal allotment is two minutes, but a member of the crowd stated "this is not the way to start the meeting in a spirit of cooperation."

Following opposition to the suggestion from Lauris and Martin, the Board compromised to limit general discussion to 20 minutes.

Representatives from LCC's student government (ASLCC), OSPIRG, the Chicano student group M.E.Ch.A., LCC veterans, the Native American Students, and the Women's Union, then made prepared statements opposing the increase with these main contentions:

- That all Board members except Martin had not polled their constituents concerning the matter.

- That a 26 per cent increase was inappropriately large.

- That it would take money from people on fixed incomes such as veterans, working women and those on grants (it was noted that federal grants may be reduced) to support an increase in

Administrative salaries and benefits.

- That it will not result in an increase in the quality and the diversity of education at LCC.

- That it is wrong that the students are forced to "tighten their belts while the college employees don't tighten theirs."

During the debate among the Board members, Reid objected to the singling out of the administrative raises asking "what about the other employees, including the part-time?"

Lauris supported the CCC saying, "This Board is operating under an old policy (20 per cent student support) that we don't have to follow. New action has to start some place."

"Someone has got to pay the bills," said Reid referring to the larger budget and Brauer added, "If tuition doesn't go up, then taxes will have to go up."

In response to threats of working for the budget's defeat, Brauer said, "That will be stabbing students in the back; no one will receive any of the services."

ASLCC President Len Wassom repeated that if the increase would result in some improvements at the college the students might support it, to which Brauer replied, "If you don't like it here then why do you go here?"

Wassom replied, "Because of the cheap tuition."

Following the regular Board meeting, the LCC Budget Committee met to review the proposed budget.

The next Board and Budget Committee meeting is slated for Wednesday, February 25.

Feb-18-76  
c.1

LANE  
COMMUNITY  
COLLEGE

# Torch

Vol. 13 No. 18 February 18, 1976

4000 East 30th, Eugene, Oregon 97405



photo by Dave Cole

## Radio:

## Can KLCC survive?

## What do the ARB ratings mean?

Stories on page 4 and 5

## CCC loses tuition increase battle

Story on page 1

Page 8