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Friday's front page, "No News Today," has caused some confusion. Those of you who have been reading us for a while know that we would never seriously say, "We have no obligations to our writers or backshop workers."

The front page was done in solidarity with the In-

ternational Typographical Union Local 23, and the Newspaper Guild, Local 64. We wanted to graphically demonstrate what a newspaper would look like without typographers and writers. University of Wisconsin typographers and Cardinal staff members did

not in fact walkout.

We may have done too good a job with the top half of the paper. Some people apparently took us at face value and thought there was no news today. There was a lot of news and we apologize if we deprived you the opportunity to get your paper.

ITU shuns management

By ED BARK
of the Cardinal Staff

The executive bargaining committee of Madison's International Typographical Union (ITU) will recommend "unanimous rejection" of Madison Newspapers, Inc. latest contract offer at a membership meeting scheduled for this Wednesday.

"We'll try to talk them (the printers) down," Madison ITU President Pat Pagel said. "If we can get a substantial vote against, we can hold that over their (management's) heads. We know they've got a lot more money to offer."

MADISON NEWSPAPERS general manager Richard Gottlieb called the decision to reject "very unfortunate."

"I hope that the membership will see through it and ratify the contract," he said.

ITU, which represents printers for the Wisconsin State Journal and Capital Times, has bargained off-and-on with management since their contract expired last March. A threatened strike, originally scheduled for Nov. 6, after delayed, was instrumental in getting both sides to the bargaining table.

The printers won retention of a "repro" provision (a key issue due to an escalating trend toward automation in the printing process) after an all-day negotiating session last Thursday. This "security blanket" allows any laid-off ITU members to reset ads which have already appeared in Madison's newspapers, but were originally set in another shop. The worthless, outdated ads are then discarded.

THE CURRENT CONTRACT dispute, Pagel said, centers around "anything to do with economics."

Citing one of a number of sore spots, he claimed, "Our sick leave program is probably the worst in the state."

The printers, in an attempt to gain more bargaining leverage, have initiated a "strict ban" on overtime. The move was authorized by International representative Dick Brown, who was in Madison last week to participate in Thursday's negotiations. Brown, according to a member of the ITU bargaining team, termed the resultant Madison Newspapers contract proposal a "shitty package."

IN ANOTHER KEY development, the Wisconsin State Journal Editorial Association, a company union which represents newsroom employees of that paper, voted to hold a secret mail ballot, beginning this Friday, to decide whether to join the Madison Newspaper Guild. The balloting, according to Journal Association President John Aehl, will take one week.

The Guild represents editorial employees of the Capital Times. Its members have voted to honor any printer picket lines.

A Journal Association member who attended the Friday afternoon meeting (and who

requested anonymity) said the 22-13 vote came only after a "good deal of quite heated debate."

He said the week-long voting interim, viewed by some Guild members as a stalling tactic, was necessary to "alleviate some fears that it (the vote on whether to join the Guild) was a railroad job." Some Association members urged a one-day vote early this week.

I'M SURE THERE were some people," the member said, "who

would like to postpone the vote to 1977."

During the interim, some association members will further question Luis Montanez, a Guild representative who is in Madison to coordinate strike tactics. Montanez urged the Journal writers to jump to the Guild at an Association meeting last Thursday. He was portrayed in a Friday Capital Times story as a

(continued on page 4)

Dayan claims no more war

By SHELagh KEALY
of the Cardinal Staff

Milwaukee—"What we ask is when you try to improve your relations with the Arab countries, please don't pay for that with Israeli coins" . . . General Moshe Dayan. The man himself is unimposing. The most notable thing about him is the patch over his left eye—a result of an injury he received while serving in the British Army. Yet he has become almost a legend—a dynamic leader in the fight for the

establishment of a Free Jewish State and the former Minister of Defense for Israel.

Speaking without notes for almost an hour Dayan addressed the Wisconsin Education Association Friday. He detailed the history of war and peace negotiations between the Arabs and Israelis, which have been occurring intermittently since 1945.

"AT LEAST, I think," Dayan



MOSHE DAYAN photo by Harry Diamant

Gallup tells teachers what the masses think

By TOM WOOLF
of the Cardinal Staff

MILWAUKEE—Without even consulting a local newspaper, some 400 teachers learned last Friday what the public is thinking on topics ranging from education to politics.

One of the more enjoyable seminars held during the two-day Wisconsin Education Assoc. (WEA) convention was conducted by George Gallup, Jr. President of the American Institute of Public Opinion, better known as the Gallup Poll.

IN ASSESSING last Tuesday's election, Gallup termed the results, "more of a Republican defeat than a Democratic victory." The final tabulation will probably show nearly 60 per cent of the total vote going to the Democrats, which will be "the highest percentage of votes ever recorded for one party," Gallup noted.

"I studied religion at Princeton, not politics," Gallup joked. "But, maybe the Republicans should have done a don't-vote campaign."

Prior to the election, Gallup Polls questioned a geographic sampling of the country on 14 key issues.

"We found that the views of most people were quite conservative on many of the issues; particularly on busing," Gallup explained. "In fact, we found a heavy majority favoring a return to some form of economic controls. As you are all well aware, it was the economy which we found to be the major factor in the elections."

STICKING TO NO ONE special topic, Gallup jumped from politics to public education, discussing the major problems his organization has been able to discern through their surveys.

"The biggest problem facing public education is the lack of control," Gallup stated. "Student discipline has been the major problem for the last six years."

In order to solve this problem, different ideas have surfaced from educators and the public alike. "It is the non-interested student who is more prone to get into trouble," Gallup said. "Many educators suggest that such students be allowed to leave the school, while the public sees this as a poor solution, since there are no agencies to help these kids when they are not in the classroom."

The burden of solving this problem, Gallup suggested, rests with the schools, with the most popular idea voiced in surveys being special job-training in order to keep students interested.

"OUR CONCLUSION IS that the schools have the green light from the public to permit students to do work outside the classroom as job training," Gallup said. "Such work might include volunteer work, such as in hospitals, with the schools offering credit for this kind of work."

Unless discipline problems are corrected, public schools will have a hard time remaining in a favorable light, Gallup concluded.

Besides discipline, Gallup cited 13 other problem areas which the public is most concerned with, including drugs, the difficulty in getting good teachers, money troubles, poor curriculum, and racial trouble.

Despite these problems, Gallup cited education as "one of the few institutions still receiving high marks from the public."

"GREAT RESPECT IS afforded public education. In fact, it is seen by the public as the royal, rosy road to success," he said.

The American Institute of Public Opinion was founded in 1935, and its reliance on a geographic, representative sample "was a marked departure from previous methods which relied on pure numbers," Gallup explained. "Many people still say we create a bandwagon effect; that we don't interview enough people, and that we are serving some special end."

On the contrary, Gallup said, his organization feels no pressure from politicians or government. "Our polls are supported by the 130 newspapers which subscribe to our service, and that is our sole source of funding," Gallup stressed. "These papers represent all shades of the political spectrum, and we rarely, if ever, experience any pressure from them."

The most frequent criticism received, Gallup said, is that people don't understand why they don't get interviewed. "The best way of getting a representative sample is by picking people randomly," Gallup explained. "Everyone is unique, but in the mass, we all conform to certain behavior patterns."

Jewish State to be there among the Arab countries.

"So the conflict is not about a certain piece of land, river or mountain, any part of the country," he continued, "but on the very issue of having or not having a Jewish State there."

"I don't really think the Arabs want to make peace, they are closing the door to a real peace conference in Geneva," Dayan said. "Nothing is really changed. We are not heading toward peace, but there will not be another outbreak of war, at least not an all out war."

"One of the most pressing problems is the involvement of Russia in the Middle East."

"RUSSIA IS IN THE Middle East," Dayan continued, "in a strong way—much, much, stronger than you. They like so much better than you to be involved. And the question is will they take part actively in the fighting if it did break out again?"

"We realize that you are not the policeman of the world, and you are not assuming responsibility for the world, but if Russia does come in there is no country but you who can challenge Russia. I don't know if they consider themselves the policeman of the world," said Dayan, "but there is no one else to balance off the Russians, you decide the policy of Detente. It's very bad for us with the Arabs, we don't want the Russians too."

Dayan defined the role of future involvement for both the US and Israel.

"We are getting arms from you. But it happens now you have your problems too. You are negotiating with the Arabs for oil and prices for oil, and when you talk to the Arab countries about oil they talk to you about Israel. And when you want to become more friendly with them they say 'how about you squeezing Israel' so what they couldn't get by war they can get through you. Because through you it will be very hard on us, and very easy on them."

ATTENTION!
Contrary to last Friday's Cardinal, Deep Throat will be shown Monday night in 6210 Social Science at 8:30 and 11:00. Admission is \$2.00, and proof of age will be required.

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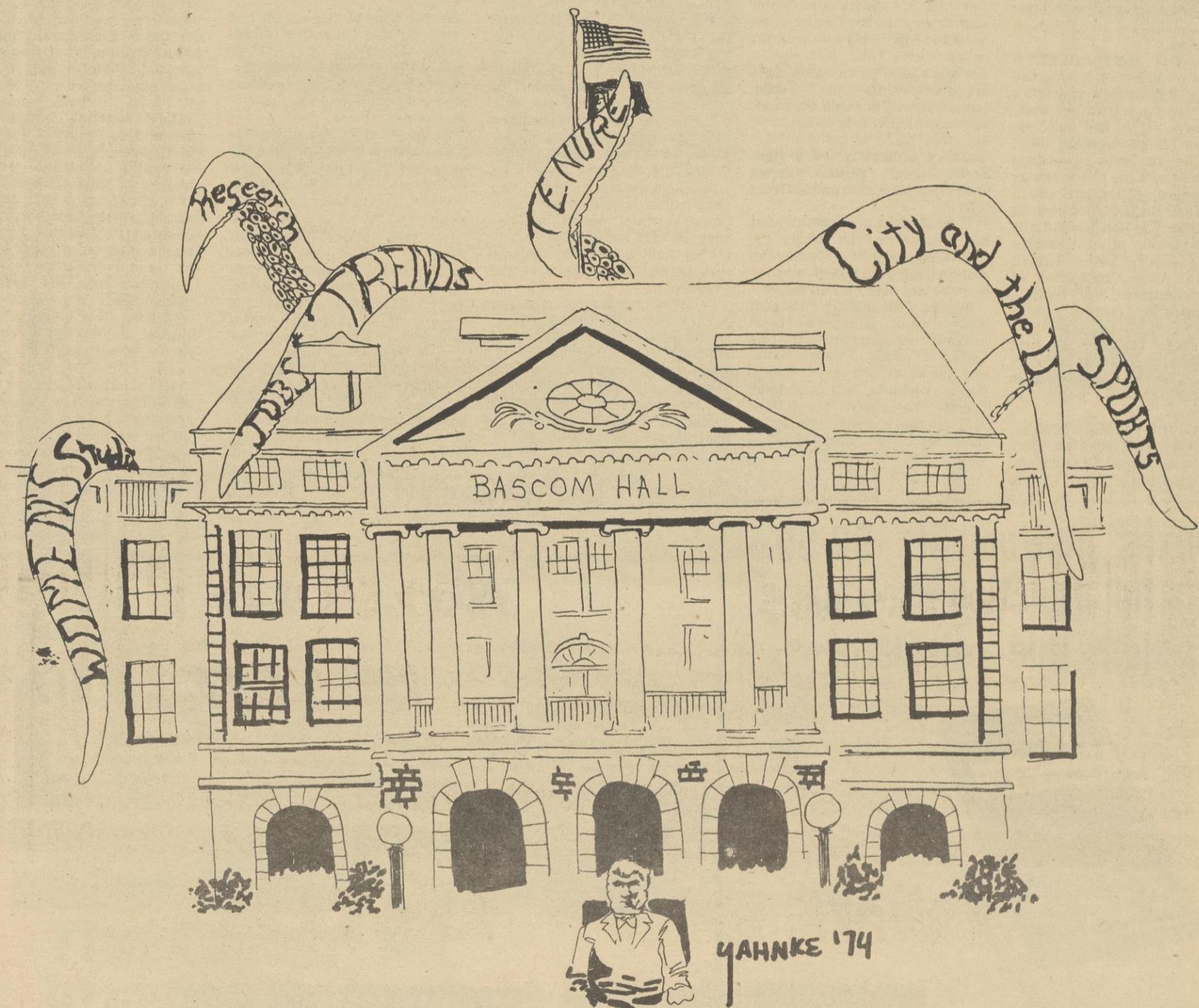
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THE DAILY CARDINAL /

The University of Wisconsin-Madison

The Multiversity:

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**Sifting and winnowing
or**

Spending and ignoring?

The Daily Cardinal
Founded April 4, 1892

THE DAILY CARDINAL is owned and controlled by elected representatives of the student body at the University of Wisconsin-Madison. It is published Monday through Friday, mornings through the regular academic year, also on the following Saturday's: Oct. 5, 19, Nov. 2 and 23, 1974.

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"He pulls up one of the wooden chairs and sits down on it. Only he sits down on it backwards, straddling and hooking his arms and his chin over the back of the chair, like the head foreman in the bunkhouse. It's like saying, 'We don't stand on ceremony around here. This is a shirtsleeve operation.'

And then it dawns on you, and you wonder why it took so long for you to realize it. This man is a flak-catcher. His job is to catch flak for the No. 1 man. He's like the professional mourners you can hire in Chinatown."

Tom Wolfe,
from Mau-Mauing the Flak
Catchers

By SAM FREEDMAN
of the Cardinal Staff

Paul Ginsberg, the University of Wisconsin Dean of Students who has a sign in his office reading, "Today is the first day of the rest of your trouble," is a mau-maued flak-catcher.

LIKE THE ANTI-POVERTY program worker who is the prototype flak-catcher in Wolfe's book, Ginsberg is a career man. As he says, "I've had only one employer all my working life."

He began his working association with the University as a housefellow in Tarrant House in Tripp Hall. He held positions in the Division of Residence Halls and Division of University Housing before being named Assistant Vice Chancellor of Student Affairs in 1970. He was appointed to his current post in 1971.

Not bad for someone who first came to Madison about 30 years ago as an 18-year-old leaving an Orthodox Jewish home in Milwaukee.

BUT IN HIS FLAK-CATCHING roles as Dean and Vice Chancellor he still must adjust to being the Administration's most visible

Ginsberg: today is the first day of the rest of the trouble'

defender in cases as volatile as the 1973 closing of the Afro Center. "My personal preference is a low profile," says Ginsberg, while puffing on his ever-present pipe. "Lack of anonymity is the hardest thing to accept."

What makes being in the public arena more taxing for Ginsberg is that in several situations he has been torn between his own beliefs and those he must advocate on behalf of the University.

Two such situations were the anti-war protests of the late 60's and early 70's and the Afro Center controversy. In the former case, he had to square his own anti-war beliefs with his role as a disciplinarian. "It's a big chunk of my life, this University," he said, explaining why he could not shuck his responsibility to keep order. "I owe this place a helluva lot." Ginsberg ultimately led a fight against severe actions against protestors, such as expulsion from school.

"I really feel good about what this office does," he shrugs. "A friendship and a relationship can sustain itself even though we may be polarized over certain issues."

WHEN THE AFRO CENTER was closed, Ginsberg found himself opposing people like Center Director Kwame Salter and Assistant Director Cheryl Birtha, whom he had considered friends. Throughout the fall of 1973, Ginsberg alone represented the University's decision in a series of bitter forums.

Once again, the University's

line of reasoning was not necessarily that of its Dean of Students. "At the very beginning I was much more committed to ways of sustaining that kind of project." Eventually, he changed his mind.

It was not easy. "There's no way I can weigh the psychological and physical drain of that period," Ginsberg recalls. During that period, he did lose the friendship of many of the people connected with the Center. He was described not as a flak-catcher, but a fall guy. He was called "Pious Paul."

MEANWHILE, FRIENDS GAVE him two posters as gifts. One read, "Just because you're paranoid doesn't mean that they're not out to get you."

"A lot of the time we only maintain our sanity by being a little paranoid," he philosophizes.

The other sign simply said, "Hang in there."

Although the closing of the Afro Center drew headlines and was a "most horrible" period for Ginsberg, he calls the hardest part of his job making sure that students survive their experience at the University.

Students suicides, for example, particularly trouble him, and so do the less obvious problems of adjustment to a massive school.

Out of this concern has come an "Open Door Policy" for his office. He sees many students both in crisis and more mundane procedural matters and has gained the reputation of the "human" in the Administration, the approachable person in an impersonal bureaucracy.

"I think that some kind of a comfort exists in this office in

accepting people the way they are and people accepting me," he says. "So many people are looking for a sense of openness and being accepted and I'm comfortable like that."

GINSBERG HAS OFFERED much more than good intentions, though. He is known as perhaps the University's hardest worker, some nights getting only two or three hours of sleep, and seemingly surviving solely on pipe-smoking and coffee-drinking. He has not taken a vacation in five years.

On the issue of meeting student needs, Ginsberg is rather critical of the University. "Because we deal with problems in a compartmental way, we assume students do, too, but they don't," he stresses.

He has worked to extend student support services beyond the 9-to-5 day. With Campus Assistance Center, the Dean of Students Office this year produced an access guide, *The Wheat and the Chaff*.

IN THE PAST SEVERAL YEARS, Ginsberg has anonymously manned Campus Assistance booths during Registration Week. He explains why a Dean of Students leaves a comfortable office for a rather plebian information booth:

"My work in that has two purposes: to pitch in where help is needed and to help in the constant struggle to try to interact with students. And sometimes it helps me keep my own sanity to deal with a procedural question, not the very heavy ones we deal with on a day-to-day basis."

Those "heavy ones" are the essence of flak-catching, though,

and they make up the essence of a typically long day on which he spoke to the Cardinal. What might come through his door that day could range from the cancellation of a Women's Studies Conference to a request from a co-worker to "slow down."

The flak-catcher has to face up to all kinds of slings and arrows; he cannot simply bat them aside.

"I can't help but smile when I see that," says Ginsberg, referring to the sign that warns "Today is the first day of the rest of the trouble." But he adds, "Some days it's true."

ITU

(continued from page 1)

man who "hit Madison like a hurricane ripping through the coast of his native Puerto Rico." (The article, according to a Guild member, was written at the demand of Editor and Publisher Miles McMillin. It was viewed as a potential "hatchet job" by the assigned writer.)

The Journal Association member was unsure of the vote's outcome. But he said the balloting gives the Journal writers "another bargaining lever."

"A lot of us would like to establish some solidarity with the Guild and ITU," he said. "Just the thought that we're going to join the Guild will strike fear and trepidation into the heart of management. It's better than negotiating in a vacuum." (The Journal Association's contract expired in September.)

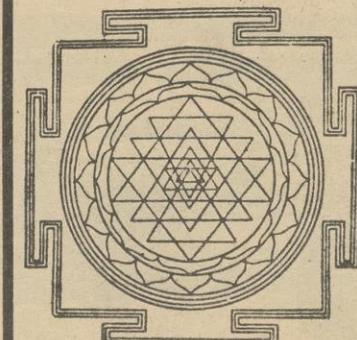
THE GUILD AFFILIATION vote is essentially a strike vote, according to the member. "By not taking a position at this time," he said, "the Association is in effect not supporting the union. But that's not to say some people won't stay out, should a strike occur before the vote is counted. It just makes it a lot more difficult."

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CUCC: Little talk, less action

By ERIC ALTER
of the Cardinal Staff

Ask anyone to draw a mental map of the campus. No doubt you will get a picture of the University which extends well into land that is technically part of the city. The point is, in the words of Dean of Students Paul Ginsberg, "The city and the University are inexorably tied together." Clearly it is significant to the University that it is located in Madison, and much more significant to Madison that the University is located here.

The two entities definitely have an effect upon one another, and frequently what each does conflicts with the opposing side. An organization called the City-University Coordinating Committee (CUCC) is currently the only institutional body which mediates conflict resolution between the city and University.

STARTED IN THE 1940s, the committee served as a "get acquainted kind of thing" for University and city officials, according to Kurt Wendt, who sat on the original committee. It met once a year, and didn't accomplish much, primarily because the CUCC didn't have any authority or power. It was, and still is to this day, a mediating committee designed to bring

issues out into the open. At best, all the CUCC can do is make recommendations to the proper city and University officials for

what action should be taken.

The original members consisted of the Mayor, the president of the University, a few aldermen and

some deans.

In the mid 1950s the committee reorganized, primarily due to the rise in the University's expansion which was getting underway. The committee decided to meet once a month, and the mayor and University president served on an ex-officio basis, while they appointed other members to the committee.

THE TOPICS which came before the committee were usually matters of a mutual concern to the city and the University, and as such were very broad-based. Wendt, currently the Dean of the School of Engineering, said that although the committee had "no way to enforce a doggone thing," it was listened to. Wendt said approximately nine times out of ten their proposals were accepted by the city and the University.

The CUCC, although it is only a mediating committee, still hasn't reached "the pinnacle of its intent," according to Ginsberg. "There's very few decisions made by either the city or the University that don't have overlapping implications," explained Ginsberg, "if there's very little that each does that doesn't affect the other,



photo by Harry Diamant

The State St. Mall . . . one area of mutual concern.

(continued on page 15)



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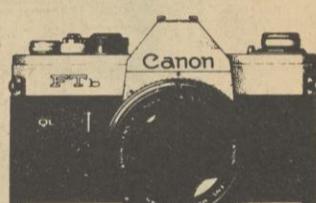
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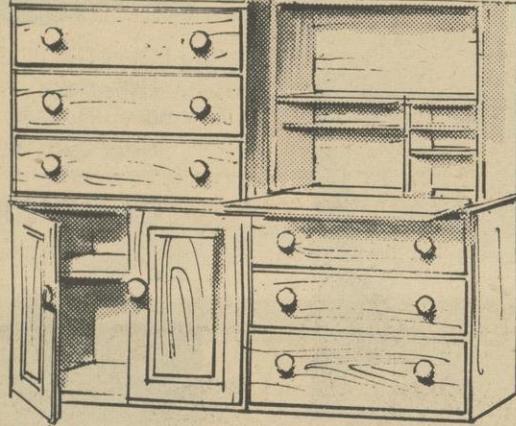
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Tenure: fair, foul or feudalistic?

By JUDY ENDEJAN
of the Cardinal Staff

Peace of mind for many university professors hinges on one word—tenure. With it, a professor is guaranteed both academic freedom and economic stability. Without it, a professor can live in the never-never land of "publish or perish," anxiously awaiting the decision that would make his stay permanent.

Granting tenure is a long, arduous and quite subjective process. All decisions are made at the departmental level. All department faculty with tenure, including the chairman, review the candidate's teaching, research and public service record.

This "executive committee" then takes an individual vote and the final decision is forwarded through administrative channels until it reaches the chancellor of a campus. The chancellor has the final say in the tenure decision, though he rarely reverses the departmental recommendation.

Under the 1973 Merger Bill, a professor's probationary period can only last for seven academic years. Thus, after six years a person must be granted tenure or be dismissed. However, a person can be granted tenure at any time during this period.

Essentially, tenure-granting rests on peer judgement. Edward Muzik, executive secretary of TAUWF (the Association of University of Wisconsin Faculties) called the tenure process an "intricate, delicate process."

"GRANTING TENURE IS often subjective," Muzik said, "You cannot weigh the quality of teaching or a person's relationship with students or his research. Yet this process can't be handled by people outside of higher education. Peer judgement is necessary."

Law Prof. Ted Finman, of Madison's University Committee agreed with Muzik. "It would be nice if we could eliminate the vagueness of subjective judgements but it is both impossible and undesirable. What would you do—simply count the numbers of pages published?"

"Yet many faculty and students claim that this peer judgement is often unfair and biased against a person whom the committee feels has not conducted enough research or who is politically misaligned with the department. Some faculty members have difficulties overcoming such obstacles. The recent dismissals of Prof. Joan Roberts from the Education Policies Department and Prof. Leonard Schmaltz of the

Psychology Department serve as prime examples.

THE UNIVERSITY SYSTEM is weighted too much on the side of research, according to Ellen Foley, graduate student. "There's an overemphasis on publication and good teachers are being thrown out of the university. I keep feeling that I'm a footnote in someone's research project and not a student who's here to learn something."

Mathematics Prof. Michael Bleicher, president of Madison's United Faculty, claimed that the purpose of tenure is two-fold.



"I did so publish enough."

First, tenure protects academic freedom, and is essential. "You can't have teachers teaching new thoughts and being afraid of losing jobs for fear of the chancellor or legislature," Bleicher said.

Secondly, Bleicher explained, tenure is necessary to an academic because it provides job security, and economic stability. "If a person has to worry constantly about keeping his job, he's going to be afraid to tackle longer tasks that take years to get results," Bleicher claimed.

Furthermore, Bleicher went on, "Without tenure, a person who reaches 50 and isn't quite as sharp would be kicked into the trash heap. As is, they'll stay on until they're 70 if they remain in good health."

YET RECENT ECONOMIC EVENTS have shaken the solidarity of the tenure system. Decreasing enrollments and budgetary cutbacks forced the UW system to lay-off 88 tenured faculty members last year. None of these layoffs took place on

the Madison campus.

Of these 88, as of November, 1974, luckily only six of them have not found some form of employment, but only after much anguish and hard work. Tenured faculty lay-offs generate feelings among the faculty ranging from paranoia to apathy, said TAUWF's Ed Muzik.

"Many faculty are upset," Muzik claimed. "Tenure has disappeared in its protectiveness. The security of the teaching situation and being willing to speak the truth openly or being unafraid to take a controversial position, have diminished for fear of loss of job or simply tenure."

"The person next in line to get the ax has to worry about how he'll feed his family," Muzik said.

ON THE OTHER HAND, Muzik asserted, "There's a complacency on the larger campuses about what has happened among faculty members who don't perceive a threat to themselves. They are victims of a It-can't-happen-here-syndrome, so they dismiss thinking about it."

Ted Finman disagreed with Muzik. "We haven't heard much expression of worry of lay-offs on the Madison campus, but that doesn't mean that we're not concerned about the other campuses. No one likes to see people hurt and we tend to empathize with people on other campuses."

These recent faculty dismissals, as well as sharp cutbacks in education finances, decreasing enrollments and a larger labor market, will most likely make tenure harder to get.

FOR INSTANCE, THERE are 2,343 legal faculty members at Madison and of these, between 1600 and 1700 are tenured.

"The fact that departments will have fewer positions means that they will be more cautious in granting tenure in the future," Finman said.

"Tenure will be difficult to get in the future because of lack of money and the pool of students available for academic entry will dip drastically because of the population situation. Furthermore, not as many students will be available unless we change our method of financing higher education," Muzik claimed.

Speaking on tenure, historians Richard Hofstadter and Walter P. Metzger have concluded: "Tenure is a means to certain ends...Freedom and economic security, hence tenure, are indispensable to the success of an institution in fulfilling its obligations to its students and to society."

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Feasting and starving in the job market

By ED BARK
of the Cardinal Staff

The contrast could not have been sharper.

University of Wisconsin Business School Dean Robert Bock, when asked how last year's grads had fared in the job market, replied, "As far as we know, 100 per cent are employed. We don't know of any of our graduates who haven't gotten jobs."

But Donald Crawford, chairperson of the Philosophy Department, offered nary a glimmer of hope. What chance does a grad with a BA in philosophy have of gaining employment in that field? "None whatsoever," he unhesitatingly answered.

Faced in many cases with similar feast or famine forecasts, college students of the 70's have turned in droves to more professional, less aesthetic majors. Enrollments have boomed in such UW schools as Business, Medical, and Agriculture and Life Sciences. Departments within the College of Letters and Sciences have borne the brunt of defections.

THE NUMBER OF JUNIORS and Seniors declaring English majors, for example, has dropped in five years from 640 to 358—a decline of 44 per cent.

Other schools within the UW system, after suffering early 70's slumps, have enjoyed a sudden resurgence in popularity.

This semester's freshman Engineering class increased by more than 18 per cent. Associate Dean John Asmuth reminisced: "A few years ago, there was a lot of turmoil, a lot of hard feelings. Engineers got a lot of bad publicity. We were the stinkers in society. We made weapons. In the 1940s, when we were in the

weapons business, we were heroes."

FOR THE FIRST TIME in many years, Asmuth said, a sizable number of L & S upperclassmen have transferred to the School of Engineering. Seventy-three have made the move this semester.

"In earlier years the numbers were so small we didn't bother to total them," he said. "They were just a tiny handful."

Why such a renewed interest in an engineering major? Asmuth speculated that a more widespread interest in vocationally oriented programs coupled with a revitalized determination to find a well-paying job after graduation triggered the upsurge.

ACCORDING TO A REPORT by the New York-based Engineers Joint Council, the unemployment rate for engineers dropped below one per cent for the second quarter of 1974.

That niggardly figure should be eclipsed altogether in '75. The College Placement Council, in its June report, said: "Demand has been high, new engineers are in limited supply and employers frequently have not met their quotas."

"We're not overcorwded," Asmuth beckoned. "We've got plenty of room. We've handled a lot more in the past."

NOT SO WITH THE School of Journalism, a rising star in the College of Letters and Sciences. That school's enrollment, reflecting a nationwide boom, has risen 130 per cent since 1970. During the same period, the full-time teaching staff has increased by only about 11 per cent. Competition for competent instructors is fierce.

"We want people who combine a

background in the media with a Ph.D." Dean Harold Nelson said. "They're very scarce."

Nelson said the comparatively professional degree which journalism offers gives grads a "handle on a job."

"The market for people with educational skills is so depressed right now," he said. "We aren't in quite as bad shape."

THE JOURNALISM STAMPEDE, Nelson stressed, began well ahead of Watergate and the resultant investigative reporting

through the media they can change society a little bit."

Many journalism graduates may never get the chance. Of the 98 1973 grads, only slightly more than half, according to a survey by the UW Journalism Department, have jobs in some form of media. Sixteen others enrolled in graduate school. The rest are still looking; many have taken interim employment ranging from sheet metal worker to bartender.

The picture doesn't get any brighter. Last spring's journalism

grads with a far rosier outlook.

Enrollment at the College of Agriculture and Life Sciences has increased 61 per cent since 1970. Certain fields within the major, according to job placement advisor Richard Daluge, are "desperately short of people."

"We could probably graduate 10 or 15 more students in agricultural education," he said, "and there'd be no trouble with jobs."

DALUGE ESTIMATED only about 10 per cent of Agricultural and Life Sciences grads do not find employment.

"What is really disappointing about this figure," he said, "is that a lot of these people want jobs outdoors—and there just aren't any."

In areas dealing with food production, though (Dairy Science, Food Science, etc.), demand exceeds the number of grads available.

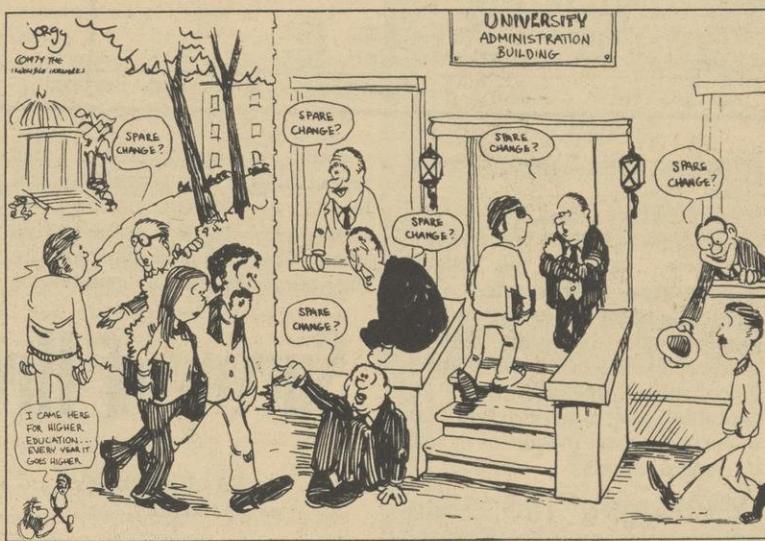
What about the future? "I don't see the employment situation changing too much," Daluge said. "As long as people need food, there are going to be jobs."

BUSINESS MAJORS face a similar demand for their services—only more so. This semester's junior enrollment is 16 per cent higher than last year's, and has created, according to Dean Bock, a "severe" teaching problem.

"Accounting is almost a crisis area," he said. "We've expanded classes to accommodate students. But now, we just can't expand any more."

LAW SCHOOL Dean George Bunn has been similarly besieged by hordes of prospective at-

(continued on page 10)



How much is your education really worth nowadays?

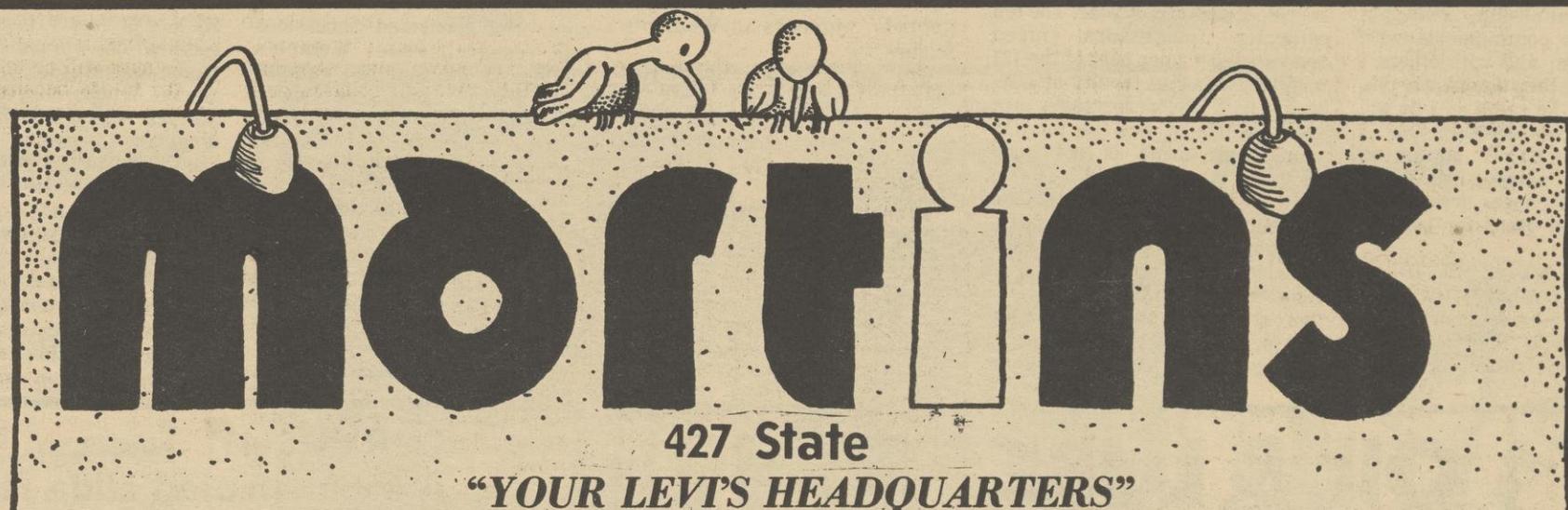
of Carl Bernstein and Bob Woodward.

The Watergate influence has contributed to the "startling increase" in the news-editorial sequence, he said, but "all of the media have just become fascinating to students. There's been an increased focus in high school. I guess people feel that

grads (10,793 of them) are now competing for one-third the number of job openings.

"JOBS ARE HARD TO FIND," Nelson understated, "but students are still finding them."

The pavement-pounding facing prospective journalists, however, is an exception to the rule. Other professional-type majors present



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By M. ELIZABETH SNIDER
of the Cardinal Staff

The Madison campus Affirmative Action Office (AAO) is versatile and controversial. Its tentacles spread far and wide over campus. Its programs are dubbed "failures", "inadequate" and "unresponsive".

From whence do the billows roll that merit Cyrena Pondrom, Director of AAO, a tag as "administratively arrogant" and charges that she turns a deaf ear to the voices of her female counterparts?

How have the office's programs come to be among the most effective outside of Harvard and MIT? These questions remain unanswered amidst the antagonism and conjecture centered about the AAO and its programs.

SINCE ITS inception in February, 1971, the Madison campus AAO has had the responsibility for expanding UW-Madison's minority faculty through 'positive action' and affirmative recruitment.

While women criticize the inadequacies of affirmative action programs, not much is heard from campus minority groups. If any minority groups are dissatisfied none are lifting discernible voices in protest.

Lewis Ritcherson, campus Affirmative Action Office opined, "One reason women's voices are heard over minorities is because women's groups are plentiful on campus whereas minority groups are not so numerous. Blacks and other minorities just don't have the clout that women do."

Still another explanation is offered by Cyrena Pondrom. She notes that "the minority community has been much more sophisticated with their criticisms of affirmative action programs."

Sources reveal that Madison campus Black professors and Pondrom are not able to see eye-to-eye on most issues. Of their stymied relationship, Pondrom says, "I can communicate with some of them, and with others I can't because they don't know me. I treat them the same as I do my other colleagues."

DISREGARDING mounting dissent, this octopus-like office carries on its chores drawing up programs and plans for positive action.

Although geared to filling professional positions, the AAO tries to generate job opportunities for those who do not have classified professional skills, but

who need work and are seeking employment in the Minority Disadvantaged Program. Its personnel contact departments on campus and tries to secure job positions for non-professionals, according to Ritcherson.

Other facets of the AAO's minority programs include the Five Year Minority Program, minority associations and programs in the School of Journalism, the Engineering and Law

Affirmative action fails on

and minorities were designed to complement each other. Hiring goals for women are established on a department by department basis but minority hiring goals have been joined together on a total departmental goal.

women in each department with the number of qualified women currently receiving doctorates in a certain field. This is the root of campus women's dissents—"quota vs. goals."

DEPARTMENTS ARE grouped

| University of Wisconsin Grade Report for Affirmative Action Program | | | |
|---|----------------|------------------|---|
| faculty adviser: Cyrena Pondrom | Reported Grade | Credits Received | |
| Minority Hiring 101 | ? | R | ? |
| Women's Hiring 101 | ? | ? | ? |
| Effectiveness of Programs 101 | ? | ? | ? |
| Approval of Campus Groups 101 | F | 0 | |
| Cumulative Grade Point | 0.00 | | |

Schools and the School of Social Work.

Affirmative action's enforcement weapon is federal contracts. In 1968 the federal government demanded all agencies with 15 or more employees and receiving federal funds in excess of \$50 thousand a year must present an "acceptable" affirmative action plan to correct social inequities or lose its federal funds.

COMPARING THE faculty composition on the Madison campus with national statistics indicate the number of females and minority faculty members drop far below those graduated with PhDs from highly ranked U.S. graduate schools.

The national awarding of PhDs to Blacks is somewhere between two and three per cent yearly. "Although the UW minority graduate program is growing," Pondrom insists, "availability is low". Admitting that statistics can be misleading, she expressed pride and disillusionment for the number of minority faculty hired at UW-Madison this year. The ten minority professors hired represented 7.2 per cent of the 131 member minority faculty at UW-Madison. "The percentages are good nationally, but the total in numerical terms is not good enough", Pondrom said.

An overriding problem seems to be finding qualified candidates. Pondrom asserts, it is not easy because even when a person is referred to a college department there is no guarantee they'll be the one for that department.

Programs for recruiting women

Each department has responsibility for recruiting and hiring a certain number of females for the next three to five years. The goal is to approximate the percentages of non-tenure

on related disciplines, fields and the degree of underutilization. "This program of establishing hiring goals for minorities on the basis of departmental clusters will parallel and complement the

existing program of departmental hiring goals for women," an AAO "Minority Faculty Hiring Program" report stated.

A numerical goal is set for each cluster. One successful departmental cluster hired two black professors. In retrospect, Pondrom said "over a three to five year period it came pretty close to meeting its goal."

Disadvantages of the program carry as much impact as the advantages. AAO officials say its a matter of availability and qualifications. There's also been the problem of attracting minorities to Wisconsin. One black man was offered a position in the Mass Communication area this year, but he reportedly turned it down. "Sometimes we just can't offer them as much money as they want and it's a tough problem to crack," Pondrom accounted.

When all else fails, departments

Survey of Herstory: Women's Studies' past

By ELLEN FOLEY
of the Cardinal Staff

Women's Studies has a bittersweet tinge at the University of Wisconsin-Madison. Bitter in the memory of its history, or more correctly, its herstory; sweet in the hope that women's studies will soon be a reality.

A four year struggle by feminists on campus has yielded a loose collection of 16 courses and a Chancellor's committee which expects to recommend a Women's Studies plan by the beginning of 1975.

It hasn't been an easy battle and the casualty list includes names like Elaine Rueben and Joan Roberts, pioneers in Women's Studies.

Why has it taken so long? Has the price been too high? What will Women's Studies look like inside the University structure? Will Women's Studies really materialize?

WOMEN'S STUDIES is many things to many people: a dream come true, a life's work, Sociology 138, Cyrena Pondrom, "Alice in Academe" ... But the truth is that Women's Studies is officially nonexistent on the Madison campus.

It all started back in 1970 with

the Women's Research Group. Although the group was not primarily concerned with Women's Studies, an offshoot eventually formed the first Women's Studies Committee.

At the same time, the Association of Faculty Women (AFW) was developing and the U.S. Department of Health, Education and Welfare was investigating campus affirmative action efforts. Cyrena Pondrom was appointed special assistant to the Chancellor on affirmative action for women.

By 1972, the Women's Studies Committee, composed primarily of students, was in full swing. The committee sponsored discussions and research about Women's Studies on the Madison campus and about other university programs. But when the committee produced no results, students became disillusioned.

Finally, in the summer of 1973, Pondrom announced that a Chancellor's Women's Studies Committee would be nominated to make recommendations to the Chancellor about a Women's Studies Department.

WHILE WOMEN ON CAMPUS

were adjusting to the poures of Women's Studies, women's courses began to appear. Joan Roberts initiated the first interdisciplinary course about women: "Alice in Academe" was offered in the Contemporary Trends Department. Students flocked to women professors asking for independent study credits because they could not find courses offering women's studies.

Jane Piliavin introduced a course in the Home Management and Family Living Department and Annis Pratt and Joyce Steward attracted women students to the English Department with two courses. Diane Lindstrom, as a newly hired History professor, began two new courses on women in history. Diane Kravetz taught Sexism and Social Work; Ingrid Camerini started Contemporary Scandinavian Literature and Xenia Gasiorowski and Evelyn Beck offered courses in Literature in Translation and Comparative Literature. This semester, Helene Cassidy added a graduate seminar on the feminist point of view in literature of the 17th and 18th centuries and a new professor, Cora Marrett, initiated

(continued on page 11)

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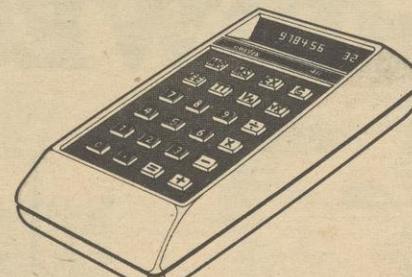
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can always employ the "buddy-buddy" system. An AAO report determined "Experience to date suggests the most effective recruitment is accomplished by obtaining from respected colleagues the names of promising women and minority candidates, and by approaching those individuals directly, as early in the hiring process as possible." The same report concluded, "We've come to realize that our recruiting and screening techniques in the past have failed to reach and bring for interview the qualified and available women and minorities who could make significant contributions to this campus."

THE CLUSTER HIRING PROGRAMS and a "buddy-buddy" system leave the problem largely unresolved. Departments continuously claim they cannot locate qualified professional blacks. One way in which AAO programs can be improved, Ritcherson suggests, is by including more blacks in the decision-making process. The exclusion of minorities has been the basis of complaints received.

RITCHERSON said the AAO is constantly pursuing the issue but programs need the sanctioned approval of hiring authorities.

Whatever complaints about affirmative action programs' inadequacies, dissenters usually blame Cyrena Pondrom for the office's failures. Women's groups make the loudest critiques of her policies and programs especially her "statistics". Pondrom remains mysteriously detached, saying that "what those women have to say is not the consensus of opinion." She says listening to all the attacks would stall her work.

Warding off additional speculation by careful choice of words, she says "attacks and criticisms coming from the women's groups are noises and

they want to use the AAO as a sounding board. I corresponded all summer long with the Assoc. of Faculty Women (AFW) trying to get an appointment to talk to them. Finally they gave me some time this fall and then only 13 of them showed up." Pondrom was one of the first officers of the Association of Faculty Women prior to becoming an assistant to the chancellor.

Pondrom said apparently all women don't believe that affirmative action programs are inadequate. Pointing to her desk "do you see that pile of telephone messages? Well, we can't possibly return all of those calls at once. It would take a whole day just to do that."

THE STRUGGLE is ongoing. The AFW summoned the aid of the Federal HEW department to launch a full scale investigation of Pondrom's programs, filing a 14-page report last April. The report attacked affirmative actions plans, called Pondrom's statistics misleading and charged that her work is clouded with secrecy and doubt. The report also questions the circumstances of Pondrom's appointment to head the AAO on campus, while chiding her for accepting a position with HEW as a consultant for affirmative action programs. The AFW suggested Pondrom has

conflicting interests.

JACKIE MACAULAY, AFW chairperson says the response from HEW was "low-key". "The first letter looked like it had been pulled from the trash can", she said. Of course, HEW officials have been reluctant to issue "show cause" orders that could lead to cessation of federal research funds.

A basic failure of AAO is its failure to provide information that only that office can provide regarding women's affirmative action programs and the current status of women on this campus. "We've not been able to obtain copies of our own program," Macaulay said. "She just won't listen."

Ruth Bleier of the AFW Steering Committee says AAO is not responsive to what women think, need or want. "Only after a great deal of pressure did we get any progress in Women's Studies and athletics," she said.

STATISTICS SHOW the percentage of women to men in the full and associate professor ranks in the College of Letters and Science, Madison campus, was 5.4 per cent in 1954. In 1972, 18 years later, it was still 5.4 per cent.

Macaulay observed, "1974-75 was a comparatively good year. The university saw female deficient departments hire from one to two women." AFW fears the future employment of women in the university will gradually lose ground. She says hiring in proportion to women who hold Ph-

Ds doesn't make up for past discriminations.

In the future AFW will join forces with Women Studies and other women's groups. Their objective will be to stand united against collective bargaining that can only enhance White male power and weaken women's affirmative action, according to the AFW chairperson.

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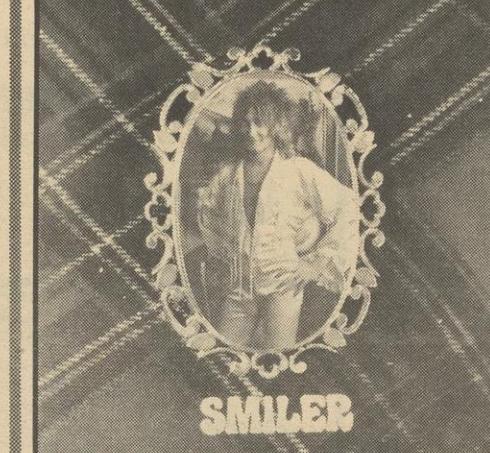
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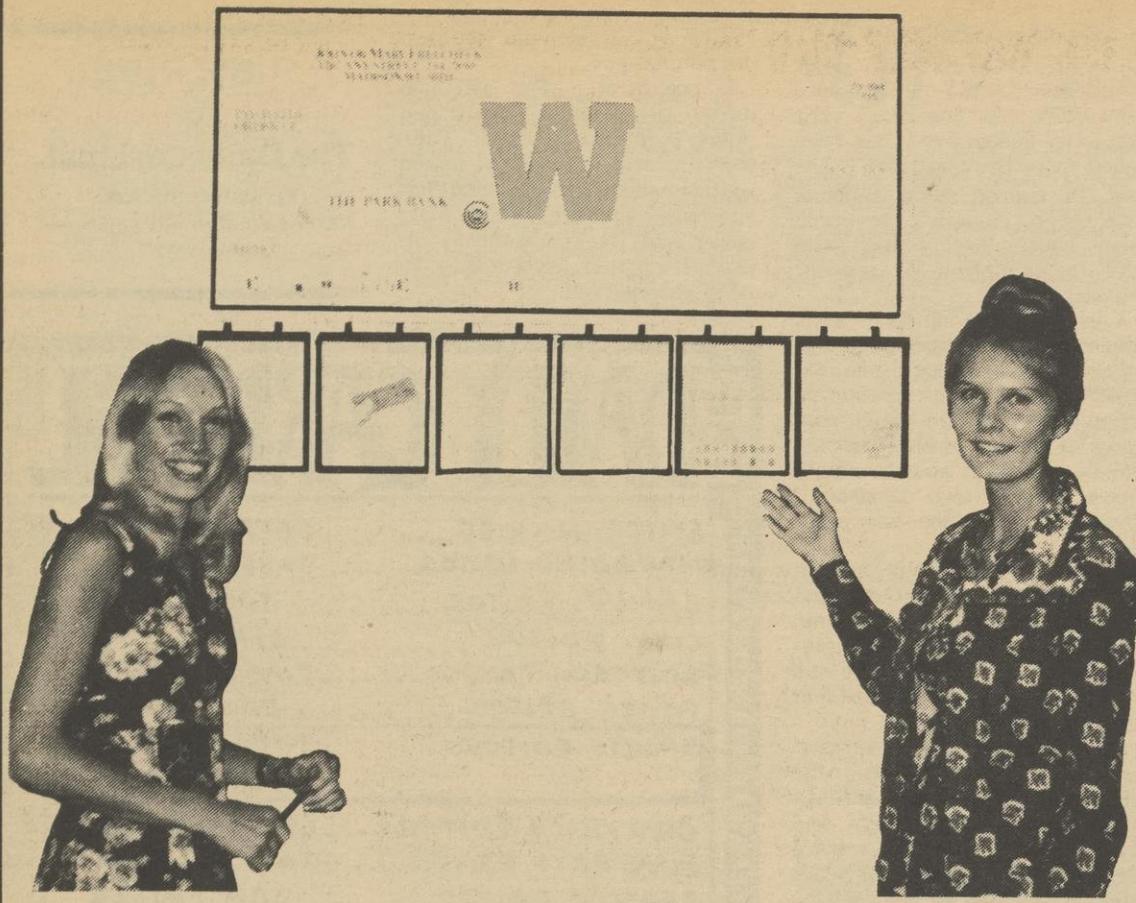


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'...a funny market'

(continued from page 7)
torneys. But Bunn has been forced to cut back, and enrollment has plunged from 950 in 1972 to 879 this semester.

"There's been no lack of applicants," Bunn said. "Last year, 1,800 applied. We could have staffed three or four law schools. But our building was built for only 750 students."

Bunn's pleas for more funds fell on deaf ears and eventually this led to his resignation. A successor has not yet been named.

Of 318 '74 law grads, at least 77 per cent have jobs in their field. The school has yet to hear from the remaining 23.

According to Bunn, a slight increase in law degrees has "tightened the job market a bit."

The rush to such professional-type majors—with job prospects ranging from better-than-ever to lead pipe cinch—has taken a toll on many of the more aesthetic majors within the College of Letters and Sciences.

ALTHOUGH MANY STUDENTS take, for example, history courses to comply with Humanities or Social Studies requirements, the number of Juniors and Seniors declaring a history major has dropped 42 per cent since 1970. English has suffered an almost identical decline, while undergrad philosophy majors have decreased 38 per cent.

Philip Harth, chairperson of the English Department, said he didn't know how long the slide would continue.

"There's been a definite move toward professional schools and

professional majors," he said. "We're not out of line with a national trend."

THUS, MANY STUDENTS with a BA in English must, out of necessity, battle with counterparts in other majors for business or media jobs.

According to Philosophy Department Chairperson Crawford, many philosophy grads attempt to enroll in law or medical school. Those wishing to continue in the field (only about five per cent) face a declining PhD market.

"THE LARGEST PERCENTAGE of professors are in the 30-45 age group," Crawford said. "Thirty years from now, there'll be an awful lot of jobs."

Ed Weidenfeller, director of career advising and placement for the Madison campus, offered an overview.

"People look at the job markets when they enroll," he said. "There's no question about that. But we're facing sort of a funny market right now. The economy is very unsettled. In relation to what we've seen over the past few years, though, we've got one helluva potential job market."

Weidenfeller said most companies are presently "restrained and unsettled," but expect to be "out of the woods" by January or February.

Given the present administration's handling of the economy, that is anything but a safe bet. But then again, those who have chosen the right professional major at the right time have little need to worry.

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(continued from page 8)
"Sociological Perspectives in Women".

DISSATISFACTION and tension grew as the demand for women's studies increased. Students realized their helplessness and the plight of women professors who usually faced unfriendly tenure committees and who were overburdened with course work, student counseling, and involvement in the struggle to legitimize and expand Women's Studies.

The high point came at the Joan Roberts' tenure hearings in Spring, 1974. Many students and faculty felt that Roberts' was denied tenure for political reasons. Roberts, a founder of AFW and other women's organizations, was a major figure in Women's Studies battles throughout the University system.

The Roberts' tenure hearings attracted many angry women on the campus. They were frustrated with efforts to start Women's Studies which had been thwarted by the administration. They felt betrayed by their teachers who

were throwing one of their leaders out of the University.

In the meantime, Pondrom was under pressure to appoint the Chancellor's Women's Studies Committee. Put on the spot on March 8, 1974, at a Women's Week panel, she said the committee would be functioning within two months. Two co-chairwomen, Elizabeth Fennema and Jane Piliavin, had been appointed in January of 1974.

On April 1, 1974, the AFW filed a complaint with HEW stating "very little has been accomplished in the four years since HEW conducted its investigation" on affirmative action.

WOMEN ON CAMPUS charged that Pondrom did not represent them and that information from her office was not made accessible. The complaint alleged that Pondrom had misrepresented hiring figures for women to inflate affirmative action progress.

April, May, and June passed without any appointment to the Women's Studies Committee or an HEW investigation. Negotiations between Pondrom and women on campus stalled committee appointments because neither side

A long way since 1970

could agree on appropriate nominees.

Pondrom had assured campus women they would have input into the nomination process but she began to suggest names unfamiliar to the feminists and rejected their nominees.

NEGOTIATIONS CONTINUED throughout the summer. Lists were submitted and resubmitted. Tempers flared and a deadline of August 1, 1974 was set in a letter to the AFW by the co-chairwomen.

Suddenly, on September 6, 1974, the committee members were informed of their appointments. AFW juggling had paid off. Over half of the committee were feminists familiar with Women's Studies.

Other members of the committee had little or no knowledge of Women's Studies, but after four meetings the committee has now made recommendations to the Chancellor and plotted out long and short range goals.

The Committee has asked the

administration for funding for a staff person to help the committee. They have also asked for budgetary funding for the courses taught in the Contemporary Trends Department.

Barb Bitters, a graduate student who has been involved in "Alice in Academe" since 1971, lists five essential elements of a Women's Studies course:

The course must be interdisciplinary covering the whole range of fields where women's issues are not even mentioned. These courses can not be effective in isolation;

The course must include the participation and consciousness raising of the student;

A WOMEN'S STUDIES COURSE must have the flexibility to meet every student's needs whether that includes knowledge, support, or activism;

Student input is another important part of a Women's Studies course; and finally, a collective teaching group supplies students with role models.

THE FUTURE of the Contemporary Trends courses is

hazy. Pondrom said funding will "not be swift or easy."

Without the basic core of Contemporary Trend courses that some feminists have called "the ad hoc Women's Studies Department", many question the quality of a future Women's Studies Department.

Cyrena Pondrom is affirmative action officer for the University, and defines affirmative action as "a pattern of activities which seeks to achieve full and equal opportunity, full and equal participation in the life of the community." It calls for "special activities to bring women and minorities into the life of the institution in a fashion which helps to place them in the position they would have been in had they not experienced society-wide sex discrimination."

Women's Studies and affirmative action are interrelated, Pondrom admits. However, she said "success or failure in affirmative action does not assume success or failure in Women's Studies."

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By JIM LEFEBVRE
Sports Editor

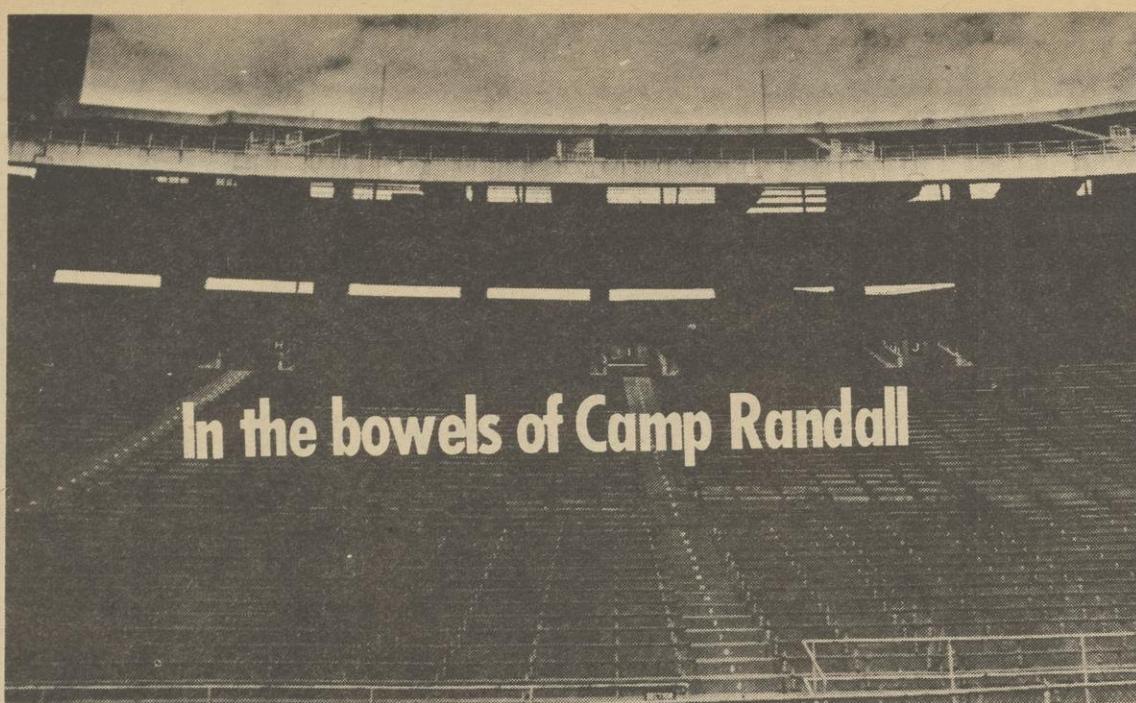
The red-jerseyed football player crashes through the line into the end zone. A nearby referee's arms are raised, signalling the touchdown. The marching band breaks into the school's fight song as 78,000 delirious fans express their delight. Wisconsin has scored.

For the approximately 12,000 UW students in the crowd (not to mention the thousands of others nowhere near the stadium), Camp Randall means little more than a place where, on a handful of afternoons each autumn, a lot of people whoop and holler, drink and smoke, exult in a victory and curse a defeat.

But it is in the very bowels of the stadium that important business is transacted daily by an insular, little-understood department of the University. Because of its size, clout and complexities, it puts the school in a group of higher education institutions in America numbering barely over 100—those that can lay claim to operating what are termed "major" collegiate athletic programs.

The Department of Intercollegiate Athletics, known simply as the Athletic Dept., is an "auxiliary" body of the University, not to be confused with either the Intramural or Physical Education Departments. Its obstensible goal is to provide first-rate intercollegiate competition on as wide a base as possible. Along the way, however, it serves entertainment and public relations functions of intangible proportions.

From somewhat modernized offices within the East side of the fairly antiquated stadium, the



Athletic Department administers a program of 13 men's and 11 women's sports.

The department's policies and procedures are controlled by the nine-member University Athletic Board, comprised of faculty, alumni and student members. Theoretically, the Board wields an enormous amount of control over the Wisconsin athletic picture. It is widely assumed, however, that the Board predominantly acts as a rubber stamp to the wishes of Athletic Director Elroy Hirsch.

It was five years ago that Hirsch returned to Wisconsin, where in the early 40's he earned the name of Crazylegs for his prowess in carrying a football. Leaving

behind an executive position with the Los Angeles Rams, he came to the University and found an athletic program in near ruin. Underequipped teams, with inferior coaching and low morale, had dragged Wisconsin to the depths of college sport.

Hirsch, however, was and is a determined, intense, energetic man. In his first five years, he has led an effort to return Wisconsin to respectability; for the most part, the goal has been reached.

There have been no Rose Bowls yet, but there has been a dramatic rise in football attendance, upgrading of the so-called minor sports, national championships in hockey and crew and the initiation of a women's athletic program.

Optimism has remained one of Hirsch's most notable qualities... and well it should be, when one realizes that the financial future for intercollegiate sports at Wisconsin today is like that at many of the nation's "major" schools—bleak. As inflation continues to gobble up expense money, revenue from athletics has leveled off. Nearly every cent of revenue comes from ticket sales, a commodity whose price cannot continuously be raised without serious implications—like half-filled stadiums.

An explanation of athletic funding is probably in order. The UW Athletic Dept. operates with a

budget of over \$2 million yearly. In the past, it has relied solely on Athletic department, not state or University, revenue. That is, every cent spent on intercollegiate athletics had been generated by the Department, the vast majority of it being football gate receipts.

In a recent break from tradition, however, the Board of Regents approved an appropriation of \$225,000 in state funds to be used to make improvements on the Fieldhouse. Hirsch argued that the state has a responsibility to maintain state-owned buildings. He noted that the Fieldhouse, Camp Randall Stadium, the Memorial Shell and Crewhouse are the only structures in Wisconsin owned but not maintained by the state.

The appropriation was passed 11-2 by the Regents, with Arthur DeBardeleben and John Lavine voting against the proposal. Lavine, warning against a costly precedent, subsequently called for a complete study of Athletic Department finances. The Regents approved and the study is expected to begin soon.

But don't expect any sweeping changes. In 1973, the Legislative Audit Bureau conducted its periodical study of the Athletic's Department's budget. It made some dire predictions about the

optimism of the Athletic Department, and Title IX of the Equal Education Act promised, athletic programs of their own. Recent interpretations of Title IX have noted that "equal athletic opportunities for men and women" does not mean dollar-for-dollar equality, thus leaving it up to the schools and the women to decide whether equality had been reached.

At Wisconsin, Katherine "Kit" Saunders has led the crusade for women's sports from its beginnings as women's club sports were organized through countless meetings with Hirsch and the Board, to last spring, when the program was approved and she was made the University's first director of women's athletics.

Many observers have felt that Saunders was happy with the

(continued on page 14)

OOPS!

We regret the copy mistake made in the Fri. Nov. 1 issue of the Daily Cardinal. The Black Russian Leather Shop phone number is 255-8008, and not 257-8008 as listed in the Nov. 1 issue.

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By MICHAEL SHINN
of the Cardinal Staff

Federal aid to research on the Madison campus is weighted heavily in favor of scientific research.

Of the 12 departments receiving more than \$1 million in the 1973-74 fiscal year, none was in the humanities.

The department receiving the most federal aid, a little over \$3 million, was the International Agriculture Program. However, this takes the form of contracts with the U.S. Agency for International Development (USAID) instead of outright grants.

THE INTERNATIONAL AGRICULTURE PROGRAM'S purpose is to go into developing countries and help in the establishment of agricultural institutions. According to Lincoln E. Engelbert, professor of soil science, the program directors here enter into a contract with the USAID to perform a specific task in the developing country.

For example, the program here, together with similar programs from Ohio State, Purdue, and the University of Arizona, has been engaged in a training program in Brazil since 1964. They have, according to Engelbert, been working "on a Land Grant college concept."

"When we started work in 1964, there were only four Ph.D.'s and 35 M.S.'s among the four campuses. In 1973, there were 70 Ph.D.'s and 165 M.S.'s."

The Brazil project is the largest in which the Madison institute is involved, but it also is working on two other projects; the development of an agriculture school at Ife, Nigeria, and a five-

Humanities hungry for money

university consortium in Indonesia.

THE SECOND LARGEST AMOUNT of federal aid in 1973-74 went to the institute for research on poverty, which got about \$2.6 million. As in most projects, the largest amount of this money went to pay salaries of professors who work half-time for the University and half-time for the institute, as well as salaries for undergraduate and graduate student workers.

Apart from salaries, much of the money goes into basic

research. According to Marjean Pondon, editor of the poverty institute's publications, "We had a program last year to find out 'what happens to working poor people when you give them money.' A lot of our research grant money was given to us and then given to poor people in the program."

THE NINE REMAINING departments which received more than one million dollars are oncology, physics, the primate research center, the institute for

environmental studies, the department of engineering's experimental station, clinical oncology, chemistry, genetics, and the math research center. None of these are humanities.

Eric Rude, associate dean of the graduate school, says that the humanities project receiving the most money is probably a dictionary of regional English, which he has guessed is getting about \$150,000.

When asked why research was weighted so heavily toward the

sciences, Rude answered, "Many of the programs that the humanists are involved in are fellowships—all a humanist needs is a semester off with pay and access to a library, while a scientist often needs large amounts of expensive equipment."

Rude isn't trying to give the impression, though, that the humanities aren't being slighted. "There is a need for more support in the humanities," he says, "but it is coming along." It has a long way to go, though from \$150,000 to \$3 million.

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Money, sports, money

(continued from page 12)

\$118,000 first-year budget and that no further requests were imminent. Now, however, it appears that she will ask for a number of athletic scholarships for women in the near future.

As in most cases, the overriding

question is: where will the money come from? From a casual viewpoint, it would appear that this is a banner year for revenue. Crowds at Camp Randall have never been higher, and the Badgers have been on regional television not once, but twice. Ah, but things are not as they seem. Since the Big Ten decrees that gate receipts are split 50-50 between host and visiting teams, dismal turnouts at Indiana, Iowa and Northwestern will largely negate added revenue. The TV pie also is split among Big Ten teams.

So, while Wisconsin will finish no worse than fifth in the nation in attendance this year, the Athletic Department will not be able to spend all its cares away, making everything nice and new and shiny while putting aside a couple hundred G's in investment with an eye on building a new Fieldhouse before this century ends.

No, the Wisconsin Athletic Department, like so many of those 100-plus "majors" around the country, is trapped in a vicious circle, one always tottering on the edge of the red ink container:

It has made a commitment to 21 sports, 10 men's and 11 women's, that do not currently nor will ever produce revenue. To meet the commitment, it has to be successful, at least at the turnstiles, in football, hockey and basketball. To do that, it needs money, plenty of it... for big-time coaching, good equipment, scholarships and recruiting, all essential to be competitive in the sometimes manly-competitive world that college sport has become.



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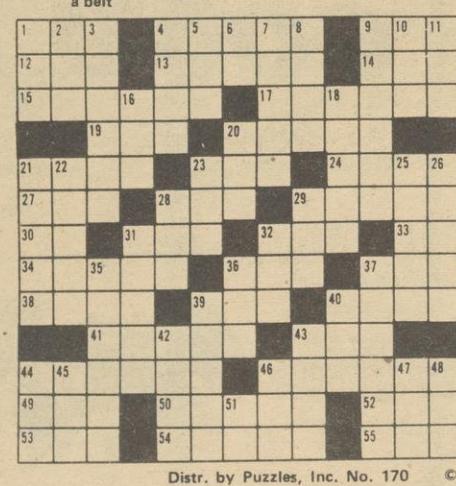
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UW: Dominating the city

(continued from page 5)
then the committee should have a broader base for dialogue, which it doesn't."

The CUCC doesn't have any power because, in its original form, the committee was just a forum to discuss issues and not to make recommendations or resolve issues. For some unknown reason this lack of authority was carried over even after the committee's reorganization in the fifties. Also, if the CUCC was given power to implement its proposals, it would in effect override and perhaps nullify the city council and the regents, or other decision making bodies of the two entities.

The board has been used in the past, however. Both the city and the University used the CUCC to push the plans for the State Street mall on former Mayor Bill Dyke. The CUCC was used to show that the mall would benefit both the city and the University, although Dyke never went for it.

Because the CUCC has no real power, what it does becomes secondary to the actual city-University issues which have arisen. The biggest area of mutual concern or conflict, as the case may be is the physical issue. And the biggest issue under this has been the expansion of the University into the city.

THE PROBLEM OF expansion is obvious: the University will buy city land to construct a building. The city therefore loses taxable property (because that land becomes state property), therefore increasing the property tax and sending already sky-high rents even higher. In fact, one reason the property tax is so high in Madison is because approximately one third of all the land in Madison is nontaxable state-owned land. Of course, this includes all state property like the Capitol and other state

buildings, as well as the University.

Since virtually all of the University's expansion into the city is into the student housing dominated central city, construction of a University building eliminates student housing. This increases the demand for student housing, which also increases the rent, and sends students either further away from the campus or into expensive high-rise apartments.

But the university, both in and outside the CUCC, is not overly concerned with the loss of taxable property for the city. In 1973 state legislation was passed which said the state must pay for any municipal services rendered, like fire and police protection, and garbage pick up. Also, in 1971, William Strang in the School of Business compiled a report which basically claimed that the economic benefits the University gives to the city are greater than the costs.

HOWEVER, Walter Hunter of the city's finance department strongly disagreed with these points. He claimed that the University costs the city a lot more than the city pays back. He also called the Strang report "self-serving."

CURRENTLY THE UNIVERSITY has plans to develop the land bordered by Park Ave. and Breese Terrace on the east and west, and University Ave. and Regent Street on the north and south. No doubt that once that land is developed, it will be another source of conflict for the city and the University.

As part of that plan, there is a proposal to build another gym on Dayton Street, just west of the Southeast Dorms. Building the gym will eliminate some student housing. Ginsberg's position is that the need for a gym in the southeast area overrides any loss

of student housing. James Rowen, assistant to Mayor Soglin, said the city's position will be to oppose any new construction that would eliminate student housing. Eventually the issue will come before the CUCC (which hasn't met so far this year). If past history tells us anything, the issue will be debated in the committee, and the University will go ahead and build its gym.

THE ISSUE OF University expansion as it relates to student housing raises an interesting conflict for the CUCC—the students. They sit, not quite so neatly, between city and the University, existing as members of both. It is an interesting conflict for one member of the CUCC, Dean of Students Paul Ginsberg. On the one hand, he represents the students, on the other hand he is a representative of the University.

"But that," in the words of Ginsberg, "has always been a false dichotomy in my mind." Ginsberg's defense of this position is the CUCC deals more with issues of mutual concern (like construction of an overpass on Campus Drive, bicycle paths, motor traffic in the Arboretum, etc.) than with issues of conflict. However, Ginsberg's position on the proposed gym on Dayton Street seems to indicate that the needs of students as University members overrides their needs as city residents. This position was apparently that of the whole University, when it closed their office of student housing about two years ago.

MOST PEOPLE, in talking about the city-University relationship, think of the big bad University bouncing poor little Madison around. But, occasionally what the city does has an effect on the University, the most prominent case in point being the State Street Mall.

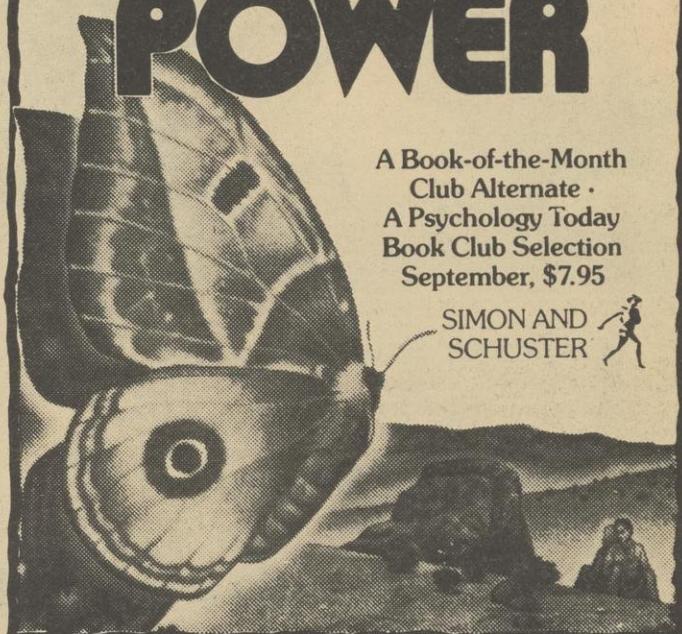
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photo by Al Ruid

LINEBACKER JOHN ZIMMERMAN of Wisconsin recovers an Iowa fumble Saturday during the Badgers' 28-15 victory over the Hawkeyes at Iowa City.

Harriers place second

Big Ten title eludes UW

By GARY VAN SICKLE
of the Sports Staff

The University of Wisconsin cross country team, having waited 24 years since its last conference title, will have to wait at least one more year. The Badgers were soundly outdistanced by Michigan, 42-55, for the Big Ten Championship Saturday morning at Ann Arbor, Mich.

The victory was the Wolverines' first conference championship since 1954. Finishing behind Wisconsin were Illinois, Michigan State, Minnesota, Ohio State and Indiana.

MICHIGAN PUT 5 runners in the top 14, including Greg Meyer, who finished second, and freshmen Bill Donakowski and Mike McGuire, who placed sixth and eighth respectively.

Co-captain Tom Schumacher led the Badger attack, finishing fourth. Rounding out the Badgers' first five were Mark Johnson, seventh; Jim Fleming, ninth, and Dan Lyndgaard and Steve Lacy, 17th and 18th, respectively.

Anderson leads UW swimmers to state crown

Peggy Anderson of the University of Wisconsin placed first in five events Saturday as the Badgers won the state Women's Intercollegiate Athletic Conference swimming and diving championships at Menomonie.

The Badgers had 533.5 points to finish far ahead of UW-Oshkosh, which took second with 313.5. UW-Eau Claire was third with 292.5 and UW-LaCrosse was fourth with 223.

The Wisconsin women's volleyball team won the state regional title Saturday at Platteville. The victory enabled the Badgers to qualify for the state championships, which will be held Nov. 15-16 at Superior.

Wisconsin coach Dan McElroy was naturally disappointed that his team was runner-up for the second year in a row. Prior to Saturday's six-mile event, the Badgers were 9-0, rated third in the nation by the National Track Writers, and favored to take the Big Ten title.

"Sure I'm disappointed, but we performed well," McElroy said Sunday. "Michigan just had a better effort Saturday. We got beat by an awfully good team."

McELROY SAID Wisconsin didn't have anybody who ran real bad. "It was just a good, tough course, and running on their home course probably helped Michigan."

"Schumacher finished fourth," said McElroy, "but at one point he was as far back as 12th. I think the other guys on our team saw that and started wondering."

Individual honors went to Illinois' Craig Virgin, who McElroy said he "knew would win." It was the second straight Big Ten crown for the unbeaten sophomore star, whose 29:11 clocking was shy of the Big Ten record of 28:39.8, which he set in last year's meet.

Meyer of Michigan took second place in 29:45 after Herb Lindsay of Michigan State burned himself out trying to keep pace with Virgin in the early going. Lindsay wound up third in 30:05.

"MICHIGAN WAS REALLY charged up for this one," McElroy said. "We ran a little below par, maybe 94 per cent. The difference in the race was that Michigan ran 110 per cent."

Badger runner Steve Lacy, who was 13th going into the final mile of race but dropped back to 18th, was also disappointed. "Things didn't go so hot," said Lacy. "They (Michigan) ran really great and we had sort of an off day. We picked a bad day to have a bad day."

Lacy was particularly unhappy over his performance because "a guy I blasted last week finished tenth in this meet. I finished 18th."

One reporter, who arrived to interview Comings, found the scene so quiet, that she asked what was wrong. The answer was simple for Comings. "We really thought we could win it," he muttered.

ANOTHER WRITER pointed out that by holding Wisconsin to 14 yards passing, the Hawkeyes would

Marek KO's Hawks

By JIM LEFEBVRE

Sports Editor

IOWA CITY, Iowa—Bill Marek, Wisconsin's darting, diving dynamo of a tailback, was still reveling in the wake of Wisconsin's 28-15 victory over Iowa here Saturday when he was asked the inevitable question.

Would he like to play the Hawkeyes every week? "Yep, I guess I would," replied the soft-spoken Chicagoan to a horde of reporters. "But, only if we won every time," he quickly amended.

A YEAR AGO, enroute to a record-setting 1,204 yards rushing; Marek ran for 203 yards and scored four touchdowns as the Badgers romped over the Hawkeyes, 35-7, in Madison.

Saturday, the sensational junior duplicated the performance, gaining 206 yards and four touchdowns to lead an otherwise lethargic Wisconsin offense to its victory before 48,300 fans at Nile Kinnick Stadium.

Whereas last year Marek scored three times in the first half as Wisconsin put the game away early, the bulk of his heroics Saturday came in the second half, when he erupted for 170 yards and three touchdowns. On the Badgers' final drive, with Wisconsin holding onto a precarious 21-15 lead, Marek carried all 9 plays, gaining all 79 yards and scoring a victory-preserving TD with only 1:18 left in the game.

"I had a really bad first half," said Marek, who was held to 36 yards on 12 carries in the opening 30 minutes. "I wasn't reading the holes right or anything. The blocks were always there, but I just wasn't using them."

THE SECOND HALF, however, saw the 5-foot-8, 185 lb.er carry the

ball 23 of Wisconsin's 30 plays from scrimmage, with obviously more successful results.

"In the second half, I started lining up farther back...three yards behind the fullback instead of two-and-a-half. It helps you get a better idea of how the blocking is going and which holes to take. It's something the coaches tell you all season, but in the first half I just wasn't doing it."

Both Marek and coach John Jardine credited Wisconsin's improved blocking in the second half. "Iowa did a lot of blitzing and stunting," said Jardine. "We were picking it up, but we weren't staying with our blocks. In the second half, we were sustaining our blocks much better."

Sustaining them enough, anyway, for Marek to get past the initial line of would-be-tacklers and dance into the Hawkeye secondary, where he shed a ton of tackles with his uncanny balance. Marek, who has been slowed by injuries much of the season, personally accounted for 10 first downs during his second-half onslaught.

THE FIRST HALF was marked by mental errors and rather sloppy play on both sides. A 79-yard Wisconsin drive was stopped at the one-yard-line on a fourth down run by Marek, but the Hawkeyes coughed the ball up three plays later on an interception. Quarterback Rob Fick had a pass tipped and Mike Vesperman made a diving interception to give Wisconsin possession at Iowa's 11.

Four plays later Marek scored on a plunge from the one. On Wisconsin's next drive, though, Jim Caldwell picked off a Gregg Bohlig pass and returned it to Wisconsin's 41. It took Iowa 11 plays to score, fullback Bob Holmes getting the tying TD.

Marek's go-ahead touchdown in the third period was set up by Steve Wagner's 37-yard return after stretching to intercept a Fick pass. From Iowa's 43, Marek carried five of seven plays, getting the touchdown on a seven-yard carry. All seven plays of the drive, and the majority of those in the second half, were going to the right side of the line, where junior John Reimer was playing for the injured Dennis Lick.

"I think he did a fine job," said Jardine of Reimer. "He was limping on and off the whole game; it's been that way all season. But he's really hung in there."

REIMER, who was making his first start, said that there "wasn't really any pressure. All the other guys in the line have confidence in me. I have confidence in me. And the coaches have confidence in

me. I felt I had to do the job for everyone who believes that I can do it."

On UW's third TD drive, Marek rushed seven of eight plays. From the Iowa 20, he took a pitch from Bohlig and went around the right side to the 11. The next play was identical, except that he cut back inside, hurdled a fallen player or two and skipped into the end zone untouched to make it 21-7.

Fick, relying on solid protection and excellent play-action faking, led the Hawks to a touchdown after the ensuing kickoff, completing four passes for 61 yards in the process. After sneaking over from the one for the TD, he rolled left and hit right end Brandt Yocom for a two-point conversion, making it 21-15.

The Hawks got the ball back 90 seconds later, after forcing a Wisconsin punt. This time, though, three Fick passes went incomplete and Iowa punted to Wisconsin's 21.

"I WAS VERY surprised at how easily he (Fick) passed the first time," Jardine said. "We were more concerned about the screens and wide stuff. Later one, we did a better job of getting back instead of watching for the wide stuff."

From there, Marek capped his amazing performance with the nine-play, 79-yard personal march. The touchdown was a typical Marek effort, a one-yard dive set up a beautiful 14-yard ramble.

"I've been down a lot this season," said Marek, who was awarded the game ball by his teammates. "For them to give it (the game ball) to me means a helluva lot. It really picks up my spirits."

Iowa, meanwhile, will try to pick up the pieces of its defense, since it must play host to angry Ohio State next week. The Badgers with their first winning season in 11 years now just one victory away, will travel to Northwestern.

| | UW | IOWA |
|-----------------|-------|---------|
| First Downs | 18 | 15 |
| Yards rushing | 273 | 110 |
| Yards passing | 14 | 157 |
| Total yards | 287 | 267 |
| Passing | 2-7-1 | 12-20-2 |
| Fumbles-lost | 1-1 | 2-1 |
| Penalties-yards | 2-16 | 9-68 |
| Punting-average | 5.38 | 5.41 |

| WISCONSIN | 7 | 0 | 7 | 14 | —28 |
|-----------|---|---|---|----|-----|
| IOWA | 0 | 7 | 0 | 8 | —15 |

UW—Marek, 1, run(Lamia, kick)
IOWA—Holmes, 1, run(Quartaro, kick)
UW—Marek, 7, run(Lamia, kick)
UW—Marek, 11, run(Lamia, kick)
IOWA—Fick, 1, run(Yocom, pass from Fick)
UW—Marek, 1, run(Lamia, kick)

Attendance—48,300

Defeat quiets Comings

By SAM FREEDMAN
of the Sports Staff

IOWA CITY, Iowa—Bob Comings, the first-year coach of the Iowa football team, sat in the dingy, whitewashed press room underneath the seats of Niles Kinnick Stadium Saturday.

Underneath his two "Iowa Football" windbreakers, the collar of a loud polka-dot shirt was visible. It would have made great copy for a story on a flamboyant winning coach.

ON THE BLACKBOARD in the room, "KEEP ON BELIEVING" was written in two-foot-high letters. It would have been great copy to cite the message as an inspirational factor in an Iowa victory.

But on a cool, cloudy November afternoon, when the contested result of the Ohio State-Michigan State game seemed to draw more of the attention of the press corps than the one played right in front of it, the Hawkeyes lost to Wisconsin, 28-15.

So, following the game, Comings' demeanor was about as dark as the press room in which he sat. His eyes mulled over game statistics. As he smoked a cigarette, he flicked off the ashes of it with his index finger; he didn't exhale the smoke, but seemed to just let it drift out of him. A broken water fountain gurgled in the background.

One reporter, who arrived to interview Comings, found the scene so quiet, that she asked what was wrong. The answer was simple for Comings. "We really thought we could win it," he muttered.

ANOTHER WRITER pointed out that by holding Wisconsin to 14 yards passing, the Hawkeyes would

probably move into the national lead in pass defense. "We don't derive as much satisfaction from that as we do from winning," was Comings' succinct reply.

The man who had turned Iowa's football fortunes at least part way around was disappointed; he admittedly was not someone who savored moral victories.

Coming from the nation's prep powerhouse, Massillon (Ohio) High School, he inherited the remains of an 0-11 team. In his first game, Iowa surprised Michigan, losing only 24-7 at Ann Arbor. Then came the 21-10 upset of UCLA at home. Victories over Northwestern and Illinois followed in later weeks.

But in consecutive games, Purdue routed the Hawks 38-14 and the Badgers came out of Kinnick Stadium victorious in a gut-grinding game. In five days, Comings will run into an undoubtedly angry Ohio State Machine.

NO, THE COACH didn't have a lot of intriguing quotes. Yes, he was pleased with quarterback Rob Rick's performance. Well, it was "just good kids" that made the pass defense successful. Sure, Marek, had a great game, but the line was good, too.

Francis X. Lauterbur, Comings' predecessor here, had lots of great lines for the press at Madison almost one year ago Saturday. He said funny things like "The trap didn't work; the blitz didn't work; hell, nothing worked" after his team had been soundly beaten, 35-7.

Several days later, he found himself unemployed.