

TO 817/63

## Coryell to Speak On Advertising

Roger C. Coryell, advertising director of the Capital Newspapers, will give the concluding lecture for a graduate class in advertising at Albany State University today at 9:25 a.m. His topic will be "Why Newspaper Advertising."

... THE CLOCK

Send to: City Editors, Newspapers  
News Editors, Radio Stations  
News Editors, Television Stations

For Immediate Release: August 5, 1963

NEWSPAPER EXECUTIVE TO SPEAK AT STATE UNIVERSITY

Mr. Roger C. Coryell, Advertising Director for the Capital Newspapers, will present the last in a series of six talks to a graduate class in advertising at the State University of New York at Albany, Wednesday, August 7, at 9:25 a.m. The class, an advanced course for teachers, will be held in Room 147, Draper Hall. The title of Mr. Coryell's address is "Why Newspaper Advertising?"

Mr. Coryell has been with the Capital Newspapers for the past four years. He previously served as General Sales Manager for Metro Associated Services and he spent seven years in the Retail Advertising Department of the Miami News. He studied advertising at St. Ambrose College, Davenport, Iowa.

The speakers for the advertising class during the six-week summer session have been supplied by the Tri-City Advertising Club. The class is taught by Reno S. Knouse, Professor of Merchandising.

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MEMORANDUM

DATE: July 31, 1963  
FROM: Nathalie Langman  
TO: Dr Richard F. Smith

SUBJECT: Press Release

Attached is proposed press release for your perusal.

Lee Langman

This looks fine. Thanks  
R. F. Smith

James M. Lewis  
Assistant to the President  
HO 3-1254 Ex. 73.

Release:

File

IMMEDIATE

Prepared by: Nathalie Lampman, Ex. 73.

Dr. Richard F. Smith, professor of chemistry at State University of New York at Albany, has been awarded \$7,000 by the National Science Foundation under the Undergraduate Research Participation Program. The grant allows him to appoint two undergraduates on a part-time basis during the coming academic year and four participants during the ten-week summer program in 1964 at the university.

During the fall semester, Paul Briggs of Schenectady, a junior, and Ronald Kent of Palmyra, a senior, will assist Dr. Smith in a research project in synthetic organic chemistry, with major emphasis on heterocyclic chemistry.

Professor Smith, who has been on leave at the University of California at Los Angeles as a Visiting Scholar on a National Science Foundation Science Faculty Fellowship, has conducted an active research program at the university with student participation since 1957. The program has resulted in five publications with Albany State students as co-authors.

For the past year, Dr. Smith has been engaged in independent study and research while a member of Professor D. J. Gram's Research Group at the University of California.

Dr. Smith joined the faculty of Albany State in 1957. He earned his B. A. degree at Allegheny College and has a Ph.D. from the University of Rochester.

-30-

August 5, 1963

Sent to :-

Mack Johnson, K.N.  
Doc Rieltt, T-U.  
Sch'dy - Gazette + Union Star  
Froy - Record + Times

Palmyra Gazette

Release:

D R A F T

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July 31, 1963

*R. F. Smith*  
UNIVERSITY OF CALIFORNIA  
DEPARTMENT OF CHEMISTRY  
405 HILGARD AVENUE  
LOS ANGELES 24, CALIFORNIA



*Miss Nathalie Tempman  
State University of New York  
Western Ave  
Albany 3,  
N.Y.*

# State University of New York at Albany

James H. Lewis  
Assistant to the President  
NO 9-1254 Per. 73.

Prepared by: Nathalie Loryman,  
Per. 73.

Release: *Jels*

ENTRUSTED

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- 30 -

August 5, 1963

NC

One of the  
local papers  
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of this.  
Mainly FYI





*Releases*

Rensselaer Polytechnic Institute

TROY, NEW YORK

OFFICE OF DEVELOPMENT

August 7, 1963

Mr. James Lewis  
Public Relations Department  
State University of New York  
at Albany  
135 Western Avenue  
Albany, New York

Dear Mr. Lewis:

You may be interested in the attached article which I wrote.  
Please contact Mr. DiNovo if you plan to submit it anywhere  
for publication.

Sincerely,

*Marvin J. Migdol*

Marvin J. Migdol

For additional information:  
Philip J. DiNovo  
home- HO 3-3605  
store- HE 4-0000

A "going out of business sale" usually isn't a very happy occasion for the owner. But it is for Philip J. DiNovo, proprietor of DiNovo's Unique Gift Shop, 150 Northern Blvd.

For DiNovo, age 29, it means the realization of a long-time ambition- to teach. He will be a candidate for a bachelor of science degree from the State University of New York at Albany in August. In September he will become an instructor at Morrisville Agricultural and Technical Institute, part of the State University of New York, 30 miles from Syracuse.

DiNovo's story, like his gift shop, is unique.

His grandparents, peasants in Europe, emigrated to the United States in search of a better life. He will be the the first DiNovo of over 200 he knows to graduate from college.

At the age of 12 DiNovo started working for his father, August, who owns a wholesale-retail produce business. He attended Livingston Junior High School

(more)

and in 1952 graduated from Albany High School where he was a member of the golf and bowling teams and won many awards.

It was at Albany High School that he met Miss Dorothea Hadsell, head of the mathematics department for the Albany public school system.

"She inspired me to want to help others and was instrumental in convincing me that I should go to college to make a greater contribution to society."

After DiNovo graduated from Albany High School he entered Mohak Valley Technical Institute where he majored in retail business management. DiNovo was president of the Newman Club which he helped to start, sports editor of the college's newspaper and on the yearbook staff. He received his Associate of Applied science degree in 1954.

Following some short-term retailing jobs and a hitch in the Army, he started in business on his own. "DiNovo's Unique Gift Shop" at Maiden Lane was the name of his enterprise, started <sup>in 1958</sup> with the expressed purpose of getting him through college so he could teach. It was an outlet for hand-made articles such as ceramic ash trays, wood articles and greeting cards.

In July 1959 he opened his present store on Northern Blvd., convinced that his new location would bring him more business. It is a scant 18 feet long

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and 11 feet wide, for which he pays \$30 a month rent, including heat. It features a wide selection of greeting cards, novelties and religious items.

"Mrs. Katherine Tuzonis, my land-lady, has been a wonderful friend. She didn't raise my rent because she knew I couldn't afford more."

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One of his philosophies of education is that it is as important for the average student as the bright student to have an adequate education."

His education will not end in August. He has aspirations of starting work towards a master's degree during the summer next year.

"I prayed in my church before I started at Albany State, that if God thought I should be a teacher, that he would help me through. God's help has made graduation possible."

"I am grateful to Almighty God, this great country, my family, friends, customers and my teachers for the wonderful opportunity given me to become a member of the noblest profession of society."

###

James M. Lewis  
Assistant to the President  
HO 3-1254 Ex. 73.

Release:

*File*

Prepared by: Janice Capritta, Ex. 73.

Dr. Robert G. Murdick, a Registered Professional Engineer in New York and formerly employed for over 13 years with General Electric in Schenectady, has been named Professor of Business Administration and Management at the State University of New York at Albany, according to Dr. Milton C. Olsen, Dean of Business.

Dr. Murdick holds an A.B. magna cum laude in Mathematics from Duke University, an M.S. in Management from Rensselaer Polytechnic Institute, and received his Ph.D. in Economics and Business Administration from the University of Florida under a Ford Foundation Fellowship. In addition to the numerous articles he has had published on management, he is co-author with Dean D. W. Karger of R.P.I. of the book, Managing Engineering and Research, which has just been released by Industrial Press.

Dr. Murdick has recently returned from the Dominican Republic where he spent the summer under the auspices of the U.S. State Dept. as consultant in establishing a business school at the new Catholic University in the city of Santiago de los Caballeros.

According to Dr. Frank Garrino, Director of the Center for Inter-American Studies at the State University who coordinated this mission to the Dominican Republic for the U.S. Dept. of State, Dr. Murdick's assignment included extensive tours of industrial and commercial companies and consulting with business executives and civic leaders in the rich agricultural Cibao area which covers the northern half of the Dominican Republic.

Dr. Murdick reported observing many encouraging accomplishments of the Alliance for Progress in the strategic Dominican Republic, especially in the fields of road and school construction, and educational and industrial development.

State University of New York at Albany

Dr. Robert G. Mardick

- 2 -

In addition to Dr. Mardick, other members of the mission were Mary Dobeck, Stephen Giordano, and John Mastrangelo, all holders of the Bachelor of Arts degree from the State University of New York at Albany.

Miss Dobeck was graduated in 1963 with a major in Social Studies and a minor in Library Science. She was selected primarily for her ability in the field of Library Science, and while in the Dominican Republic helped set up libraries at the University and the Binational Center in Santiago.

Mr. Giordano received his Bachelor's degree in 1963 with a major in Spanish and a minor in French. His primary responsibility was to do research on the topic: Manuel Jesus de Galvan: A Study of His Social Writings.

Mr. Mastrangelo also received his Bachelor's degree from the State University of New York at Albany in June, 1963. He majored in Social Studies and minored in Spanish. He did research on the topic: Fray Bertolome de las Casas and Hispanola During the Colonial Period, and plans to return to the University in September for graduate work in History.

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August 16, 1963

To - Doc Rivett  
T-U "Exclusive"

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James H. Lewis  
Assistant to the President  
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FOR USE BY SCH'DY PAPERS



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Mary Shebek - helped  
organize libraries at  
the 101 - Nat'l Center in  
Santiago de los Caballeros  
in Santiago (over)*

*who coordinated  
this mission to  
the D. R. for the  
U.S. Dept. of State, is*

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*W.P. Dept. of State*  
*the mission*  
*was coordinated*

*Central*  
*Dr. Murdick*  
*will be*  
*in*  
*the*  
*State*  
*Department*

*Jim: Here it is*

STATE UNIVERSITY OF NEW YORK AT ALBANY  
CENTER FOR INTER-AMERICAN STUDIES

BRIEF RESUME OF THE FOUR ALBANY PARTICIPANTS

**DR. ROBERT G. MURDICK:** Recently hired as professor of Business Administration and Management at the State University of New York at Albany. Dr. Murdick will serve as consultant to the Catholic University of Santiago, D.R., in setting up a School of Business. Registered engineer; well informed on problems of industrial management. Ph.D. from the University of Florida. Major field of study: Economics and Business Administration. Has published extensively in professional magazines and authored one book: Managing Engineering and Research, Industrial Press, June 1963. Also, has had a variety of experiences as industrial and academic consultant. Should be able to adapt to any situation he may encounter at the Catholic University in Santiago. Speaking knowledge of Spanish is fair, but acceptable in this case, since both the Rector of the Catholic University and a member of the staff possess a fluent knowledge of English. Age: 42, married, two children.

**MISS MARY DOEBECK:** B.A. degree from the State University of New York at Albany, 1963. Major: Social Studies; Minor: Library Science. 14 hours of college Spanish. Adapts easily to new situations, cooperative, pleasant personality. Miss Doebeck was selected primarily for her ability in the field of Library Science; should be sent to Santiago to help set up the libraries at the University and the Binational Center. Expects to teach high school social studies in fall. Plays harmonica and piccolo. Age: 22, single.

**MR. STEPHEN A. GIORDANO:** B.A. degree from State University of New York at Albany, June 1963. Major: Spanish; Minor: French. 3 years of high school Spanish, 33 hrs. of college Spanish. Exceptional fluency in Spanish. Was selected primarily to do research in Santo Domingo. Research topic: Manuel Jesús de Galván: A Study of His Social Writings. Out-going personality, cooperative, adaptable. Age: 22, single. Plans to teach high school Spanish in fall.

**MR. JOHN MASTRANGELO:** B. A. degree from State University of New York at Albany, June 1963. Major: Social Studies; Minor: Spanish. 3 years of high school Spanish; 27 hours college Spanish. Selected for research activities in Santo Domingo. Research topic: Fray Bartolomé de las Casas and Hispaniola During the Colonial Period. Plans to return to this University next fall for graduate work in history. Adaptable, reflects well the American image; attractive personality, cooperative. Age: 22, single.

Copy of first page of release concerning Dr. Murdick  
sent to the following:

Dr. Murdick  
14 Fairway Lane  
Rexford, New York

Alumni Office  
RENSSELAER POLYTECHNIC INSTITUTE  
Troy, New York

Alumni Office  
DUKE UNIVERSITY  
Durham, North Carolina

Alumni Office  
UNIVERSITY OF FLORIDA  
Gainesville, Florida

Fellowship Program in Bus.Admin & Econ.  
FORD FOUNDATION  
477 Madison Avenue  
New York 22, N.Y.

~~ALL~~ <sup>Am. U. Cal.</sup>  
10 Ch  
for Am. U. Cal.

Mr. Smith - \$7000 -

NSF for support  
of research participants  
in organic chem.

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AEC - \$8000 - Dr. Allen

nuclear counting equip.  
for work / radioactive  
isotopes.

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In <sup>net</sup>  
of <sup>of</sup>  
of <sup>of</sup> <sup>of</sup> <sup>of</sup>

Dr Allen - In <sup>of</sup> <sup>of</sup>

1  
Mr. Samuel - \$7,000 -  
USF for support  
Research participants  
Organic Chem.

AEC - \$8000 - R. Allen  
Teacher course equip.  
for work / materials  
Photogen.

Dr. Allen - Dr. Green  
in of fund for  
part

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Rensselaer Polytechnic Institute

TROY, NEW YORK

OFFICE OF DEVELOPMENT

August 7, 1963

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Public Relations Department  
State University of New York  
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Albany, New York

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State University of New York at Albany

Dr. Robert G. Mardick

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August 16, 1963

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Assistant to the President  
HO 3-1254 Ex. 73.

Prepared by: Janice Capritta, Ex. 73.

Dr. Robert G. Murdick, a Registered Professional Engineer in New York and formerly employed for over 13 years with General Electric in Schenectady, has been named Professor of Business Administration and Management at the State University of New York at Albany, according to Dr. Milton G. Olson, Dean of Business. Dr. Murdick resides, with his wife and two children, at 14 Fairway Lane, Rosford.

Dr. Murdick holds an A.B. magna cum laude in Mathematics from Duke University, an M.S. in Management from Rensselaer Polytechnic Institute, and received his Ph.D. in Economics and Business Administration from the University of Florida under a Ford Foundation Fellowship. In addition to the numerous articles he has had published on management, he is co-author with Dean D. W. Harger of R.P.I. of the book, Managing Engineering and Research, which has just been released by Industrial Press.

Dr. Murdick has recently returned from the Dominican Republic where he spent the summer under the auspices of the U.S. State Dept. as consultant in establishing a business school at the new Catholic University in the city of Santiago de los Caballeros.

According to Dr. Frank Carrino, Director of the Center for Inter-American Studies at the State University who coordinated this mission to the Dominican Republic for the U.S. Dept. of State, Dr. Murdick's assignment included extensive tours of industrial and commercial companies and consulting with business executives and civic leaders in the rich agricultural Cibao area which covers the northern half of the Dominican Republic.

Dr. Murdick reported observing many encouraging accomplishments of the Alliance for Progress in the strategic Dominican Republic, especially in the fields of road and school construction, and educational and industrial development.

-30-

August 16, 1963

TO - DR MURDICK  
FOR USE BY SCH'DY PAPERS

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The Center for

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*the Center (cont)  
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Mary Shebek - helped  
organize libraries at  
the ISI - Nat'l Center in  
Santiago de los Caballeros  
in Santiago (over)*

*who coordinated  
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the D. R. for the  
U.S. Dept. of State, is*

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*2. Stenford*

*W.R. Dept. of State*

*Handwritten notes on the right side of the page, including the word 'Central' and other illegible text.*

*Jim: Here it is*

STATE UNIVERSITY OF NEW YORK AT ALBANY  
CENTER FOR INTER-AMERICAN STUDIES

BRIEF RESUME OF THE FOUR ALBANY PARTICIPANTS

**DR. ROBERT G. MURDICK:** Recently hired as professor of Business Administration and Management at the State University of New York at Albany. Dr. Murdick will serve as consultant to the Catholic University of Santiago, D.R., in setting up a School of Business. Registered engineer; well informed on problems of industrial management. Ph.D. from the University of Florida. Major field of study: Economics and Business Administration. Has published extensively in professional magazines and authored one book: Managing Engineering and Research, Industrial Press, June 1963. Also, has had a variety of experiences as industrial and academic consultant. Should be able to adapt to any situation he may encounter at the Catholic University in Santiago. Speaking knowledge of Spanish is fair, but acceptable in this case, since both the Rector of the Catholic University and a member of the staff possess a fluent knowledge of English. Age: 42, married, two children.

**MISS MARY DOEBECK:** B.A. degree from the State University of New York at Albany, 1963. Major: Social Studies; Minor: Library Science. 14 hours of college Spanish. Adapts easily to new situations, cooperative, pleasant personality. Miss Doebeck was selected primarily for her ability in the field of Library Science; should be sent to Santiago to help set up the libraries at the University and the Binational Center. Expects to teach high school social studies in fall. Plays harmonica and piccolo. Age: 22, single.

**MR. STEPHEN A. GIORDANO:** B.A. degree from State University of New York at Albany, June 1963. Major: Spanish; Minor: French. 3 years of high school Spanish, 33 hrs. of college Spanish. Exceptional fluency in Spanish. Was selected primarily to do research in Santo Domingo. Research topic: Manuel Jesús de Galván: A Study of His Social Writings. Out-going personality, cooperative, adaptable. Age: 22, single. Plans to teach high school Spanish in fall.

**MR. JOHN MASTRANGELO:** B. A. degree from State University of New York at Albany, June 1963. Major: Social Studies; Minor: Spanish. 3 years of high school Spanish; 27 hours college Spanish. Selected for research activities in Santo Domingo. Research topic: Fray Bartolomé de las Casas and Hispaniola During the Colonial Period. Plans to return to this University next fall for graduate work in history. Adaptable, reflects well the American image; attractive personality, cooperative. Age: 22, single.

Copy of first page of release concerning Dr. Murdick  
sent to the following:

Dr. Murdick  
14 Fairway Lane  
Rexford, New York

Alumni Office  
RENSSELAER POLYTECHNIC INSTITUTE  
Troy, New York

Alumni Office  
DUKE UNIVERSITY  
Durham, North Carolina

Alumni Office  
UNIVERSITY OF FLORIDA  
Gainesville, Florida

Fellowship Program in Bus.Admin & Econ.  
FORD FOUNDATION  
477 Madison Avenue  
New York 22, N.Y.

James M. Lewis  
Assistant to the President  
HO 3-1254 Ex. 73

Release:

IMMEDIATE

Prepared by: Janice Capritta, Ex. 73.

\* Miss Karol ANDERS, 329 East William Street, Bath, New York, a teacher at Haverling Central School, has successfully completed six weeks of graduate study as a member of The Second Annual Summer Institute of Secondary Teachers of English at the State University of New York at Albany, sponsored jointly by the University and the New York State Education Department.

As part of a national movement to improve the teaching of English, these high school teachers studied new approaches to literature, composition, and language. They have had an opportunity to work with and develop new concepts and materials for use in their English classes. During workshop sessions they developed plans for teaching which they will use in their schools this fall.

- 30 -

August 19, 1963

\* - See ATTACHED LIST  
FOR GRADUATES AND  
DISTRIB. OF RELEASE

STATE UNIVERSITY OF NEW YORK AT ALBANY  
ENGLISH INSTITUTE  
Summer 1963

ANDERS, Karol *The Bath Steuben Advocate*  
329 East William Street  
Bath, New York

Haverling Central School  
Bath, New York

BEAULIEU, Maurice L. *Hoosick Falls Standard Press*  
43 Wilder Avenue  
Hoosick Falls, New York

Hoosick Falls Central School  
Hoosick Falls, New York

CARROLL, Jane Z. (Mrs.) *Glens Falls Post-Star*  
Indian Lake, New York

Indian Lake Central School  
Indian Lake, New York

CHRISMAN, David F. *Buffalo Courier-Express*  
41 Lafayette Avenue  
Buffalo 13, New York ~~*Buffalo Evening News*~~

Hutchinson Technical High School  
Buffalo, New York

~~CLARKE, Delia C. *Schenectady Gazette*  
RD 2  
Delanson, New York *Union-Star*~~

~~Scotia Glenville Central School  
Scotia, New York~~

EVANGELISTA, Judith H. (Mrs.) *Paulsboro Record*  
420 Billings Avenue  
Paulsboro, New Jersey

Paulsboro High School  
Paulsboro, New Jersey

FOX, Robert A. *Sayre Evening Times*  
327 Cheung Street  
Waverly, New York

Mary Muldoon High School  
Waverly, New York

GRIPPEN, Pauline (Mrs.) *Times-Union*  
West Berne, New York

Berne Knox Central School  
Berne, New York

Hopen, Harold M. *Newsday*  
414 Beach 27th Street  
Far Rockaway 91, New York

Memorial Junior High School  
Wiley Stream, New York

LAIL, Evelyn L. (Mrs.) *Times-Union*  
22 Crosby Street  
Albany, New York

Colonie Central High School  
Albany, New York

LAING, John B. *Evening News (Beacon)*  
2 Birch House  
Hudson View Park  
Beacon, New York

Beacon High School  
Beacon, New York

LANGDON, Linda L. *Victor Herald*  
Church Street  
Victor, New York

Victor Central School  
Victor, New York

MONROE, Juliette (Mrs.) *Times-Union*  
306 Hudson Avenue  
Albany, New York ~~*Knickerbocker News*~~

Guilderland Central Junior  
High School  
Guilderland, New York



1963  
Summer Institute - 2

O'BRIEN, Joseph P. *The Troy Record*  
726 Third Avenue  
Troy, New York

Troy High School  
Troy, New York

WILLIAMS, Lloyd G. *Hudson-Register-Star*  
P.O. Box 3  
Copake Falls, New York

Roeliff Jansen Central School  
Hillsdale, New York

PORTER, Patricia (Mrs.)  
P.O. Box 222  
Saugerties, New York

*Catskill Mountain Star*

Saugerties High School  
Saugerties, New York

PERRY, Marden L.  
R.F.D.  
Pine Plains, New York

*Pine Plains Register Herald*

Pine Plains Central School  
Pine Plains, New York

RICE, Patricia (Mrs.)  
104 W. Bridge Street  
Catskill, New York

*Catskill Daily Mail*

SNYDER, Grace (Mrs.) *Pine Plains Register Herald*

*R.F.D. Ancramdale, N.Y.*

Pine Plains Central School  
Pine Plains, New York

STENCEL, Frances (Mrs.)  
3117 North Monitor Street  
Chicago, Illinois

*Elgin Courier*

Dundee Junior High School  
Dundee, Illinois

WHITAKER, Betty J.  
11 Jobsen Blvd.  
Hudson, New York

*Hudson Register Star*

Ookawamick Central School  
Philmont, New York

Second Annual

of Secondary  
Teachers of Wm. Kraus

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~~Linguistics~~

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develop

STATE UNIVERSITY OF NEW YORK AT ALBANY

James M. Lewis, Assistant to the President  
HO 3-1254, Ex. 73

Prepared by Nathalie Lampman, Ex. 73

Clips on Faculty Dining  
Room Bulletin - 9/19/63

Irving Bluestone, executive assistant to Walter Reuther, United Auto Workers Union president, and lead-off speaker at the Curriculum Workshop for School Administrators next week at State University of New York at Albany, will address an open meeting at the university Monday afternoon, July 22, at 2 o'clock in Draper 349. His topic will be "New Challenges for the Labor Movement."

At the meeting, to which all interested school administrators are especially invited, Mr. Bluestone will discuss not only the specific challenges faced by the labor movement internally but also the broader aspects of labor's stake in new problems.

Forty educators, from New York, three neighboring states and Ontario, are scheduled to attend the seminar next week at the opening session of which Mr. Bluestone will speak on "The Claims of Technology on the Schools." The seminar will be concerned with what local schools are doing in the light of technological developments, societal dislocations, and cultural trends. Its overall aim is to develop vocational competence, esthetic expression and citizen responsibility.

The first day's deliberations at the seminar at Brubacher will be devoted to technical and technological pressures. Following Mr. Bluestone's address in the morning, Mr. A. Welk Foshay of Teachers College, Columbia University, will take about "A Structure Approach to Teaching the Disciplines." At the luncheon meeting, Dr. John C. Fischer, physicist in the materials studies section of the metallurgy and ceramic research department, General Electric Research Section, will discuss "Horizons in Electronics".

(more)

From STATE UNIVERSITY OF NEW YORK AT ALBANY

Press Release continued -2-

ETHER'S ASSISTANT ....

In the afternoon William Loughery, school principal of Middletown, R. I., will describe "A Non-Graded High School Program for Concept Teaching" which has received national attention. In the evening, Max Bildersee, educational consultant, will be guest speaker.

Other specialized topics for daily discussion include vocational and practical education problems on Tuesday; art, esthetics and the culture on Wednesday; societal changes on Thursday, and views from abroad on Friday.

An international faculty has been assembled and the speakers will come from labor and industry as well as education.

Bernard S. Braithwaite, chief education officer of Sussex, England, will speak on Tuesday, and then take part Friday in an international reaction panel. Others in Friday's panel are Jean Auclair, professor of political economy in the university's Center for Inter-American Studies, with the French view; and Jack McCarthy, Ontario superintendent for curriculum, the Canadian view.

Thursday's program will offer the schoolmen a chance to compare the morality of youth in the United States and Russia. Seward Salisbury, professor of sociology at State University College at Oswego, will speak on "Religions and Morals of American Youth," and Allen Kassof of Princeton will talk on "Soviet Morality and Youth".

Dr. John Ether and Dr. Joseph Leese, both of the Albany State education faculty, arranged the program.

NOTE FOR EDITORS: A program is enclosed and the press is invited to attend any of the sessions. Arrangements for photographs and interviews may be made with Dr. Ether or if he is not

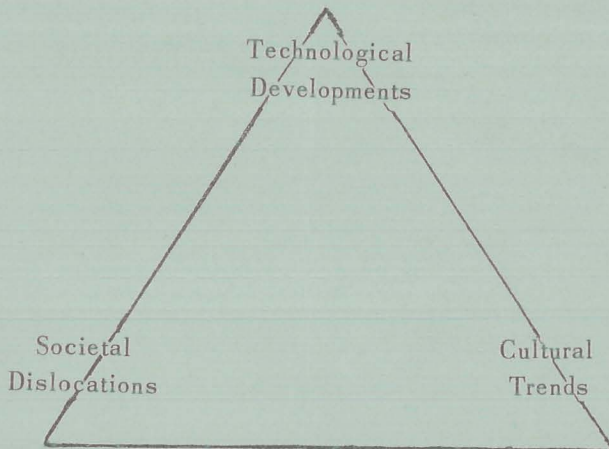
STATE UNIVERSITY OF NEW YORK AT ALBANY

*Mr. Ether*

CURRICULUM WORKSHOP FOR SCHOOL ADMINISTRATORS



What Does The Local School Do  
In The Light  
of



To Develop

Vocational Competence

Aesthetic Expression

Citizen Responsibility

STATE UNIVERSITY OF NEW YORK AT ALBANY

OFFICE OF THE PRESIDENT

February 28, 1963

Fellow Administrators:

State University at Albany looks forward enthusiastically to this Second Annual Workshop for Superintendents. We hope your discussions here may contribute significantly to the resolution of your professional problems.

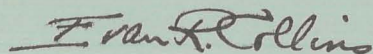
This relatively new project is now an established part of the University's program of service to the state which finds effect through the schools and other major agencies and offices in your communities, as well as through the education of individual students.

As the State University of New York grows at this and other centers, we look forward to the extension of our present programs, such as these, and to the opportunity to render additional services.

Those activities will, of course, be greatly facilitated by the new buildings already under construction. The completion of the new campus at Albany, illustrated in part on the back page, will permit a significant increase in both size and complexity of program and, consequently, in the variety and importance of our services to the schools and communities of the state.

We will be glad to have you with us.

Sincerely yours,



Evan R. Collins

LOCAL CURRICULUM ACTION?

WRITING in the January *NEA Journal*, Paul Hanna reiterated his proposal for a National Curriculum Commission and emphasized its need in the light of broad techno-cultural movements that must be constantly examined to give direction to choices to be made in the purpose, content, and methods of instruction. Needless to say, his provocative claims about the contribution of such a Commission have aroused widespread debate.

Regardless the side one is on, however, it is all too clear that school programs cannot remain isolated from societal change and unaffected by it. If our schools are to be instruments of national growth, somehow they must shift and adapt their programs to meet the impacts of our time.

We can hardly expect, custom and state regulations being what they are, that any local school will make certain radical departures over a short period of time. On the other hand it is entirely clear that schools can, if they will, accept a much more substantial role than they have played in adding, subtracting, and adjusting to shortages in skills, shortcomings in personal behavior, gaps in knowledge, etc.

But it is true that no Board of Education, no group of citizens, no professional staff itself wants to step out and bring about structural changes or more detailed adaptations in the teaching procedures themselves without reference points that are clearly seen and fully understood. Tampering with the curriculum without a full grasp of the situation would be unacceptable. At the same time, improper at the least, also would be precipitant action locally brought about by pressures from power groups and individuals outside, who read with fright and propose with frenzy.

Obviously, then, responsible local officers of education cannot escape the difficult task of looking hard and long at the conditions of our times and of making up their own minds about what should and could be done to cause school programs to serve more effectively both student and society. Once having decided, their job, however, is not done; for the strategy and procedure by which productive educational changes are accomplished are complex. They call for leadership that is informed and sure-footed.

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## A CONFERENCE TO HELP

THE CURRICULUM Conference for School Administrators seeks —

### To present analyses of significant societal problems

- The influence of the technological revolution on the reservoir of technical skills. *What does automation mean? What changes are implied for the work force? What knowledge and attitudes will be required? What specialists and what specialized training will be needed?*
- The status and future of aesthetics in our culture. *Where are the gaps in our culture? How are we growing in the extent and form of our expression? How ably have we captured the music and art heritage available to us? What problems do Americans have with development of sensitivity?*
- The dislocations and dissonance in our societal life. *What are the trends in group life? What is the nature of community dysfunction? With what social ills are we faced? How are youth buffeted in our time?*

### To provide a forum for sharing reactions to those problems

- The views of other superintendents and their staffs. *What is the role of the educational leader? How should the staff organize? What structural and teaching changes are appropriate?*
- The ideas of service agencies and the Department. *How much can be done locally? What can be reduced to routine? What is basic and minimal?*
- The views of other systems and countries. *Are the same problems prevalent in Europe? What share should the schools have? How can they make a difference?*

### To describe varied approaches to problem solution

- The ferment and promise in the disciplines. *How can we employ the structure of knowledge? What strategy will bring meaningful learning? How will inquiry develop adequacy?*
- The un-graded high school and the specially organized. *Is multi-level progress possible? Can the slower get individualized instruction? Will a school respond to a community's needs for skills?*
- The enrichment and enhancement of expression. *What organization will promote aesthetic development? How should sensitivity be promoted? Will a depth and breadth approach work?*

## ARRANGEMENTS

The facilities of Brubacher Hall have been made available for the Conference. Brubacher is a large comfortable student union building in the College Quadrangle containing varied meeting rooms, special dining rooms, a snack bar, and appropriate accommodations for intensive study as well as relaxation. These arrangements permit Conference proceedings and evening visiting and informal discussions to be comfortably consummated.

Conference registration cost is \$90. Room and three meals a day for the five scheduled days will cost \$45.

It is anticipated that many districts will wish to have a secondary school principal and an elementary school principal to join the superintendents at the Conference. Special registration is available for such administrative teams. The second registration will cost \$45; the third registration will cost \$15. Room and meals will remain constant. Total cost for an administrative team of two is \$225. For three, it is \$285.

While arrangements can be made for administrators who wish to commute, it is hoped that all Conference participants will remain in residence for the week so that they may participate in the many informal sessions so important to the success of the group.

A Report of the Conference will be published. Supplementary and resource materials will be supplied to each participant.

Checks should be made payable to the Faculty-Student Association, State University at Albany.

Further details about the program and Conference arrangements may be obtained from:

Professor Joseph Leese or Professor John Ether  
State University of New York at Albany  
135 Western Avenue  
Albany 3, New York

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	MORNING 9 - 12	LUNCH 12 - 2	AFTERNOON 2 - 5	EVENING 7 - 8
Technical Technological Pressures	<p><b>M</b> The Claims of Technology on the Schools</p> <p>Irving Bluestone Executive Assistant United Automobile Workers</p> <p>A Structure Approach to Teaching the Disciplines</p> <p>Joseph Schwab Professor of Biology University of Chicago</p> <p><i>A Wells Kashay TC. Columbia</i></p>	<p>Horizons in Electronics</p> <p>Dr. John C. Fischer Physicist in the Materials Studies Section of the Metallurgy and Ceramics Research Department General Electric Research Section</p>	<p>A Non-graded High School Program for Concept Teaching</p> <p>William Loughery Principal Middletown, Rhode Island</p> <p><i>NAT'l Institute</i></p>	<p>Programming and Programs</p> <p>Max Bildersee <del>The Grollier Society</del></p> <p><i>Administrative Consultant</i></p>
Vocational Practical Education Problems	<p><b>T</b> New York State's Practice and Plans for Vocational Education</p> <p>Donn Billings, Supervisor Trade and Technical Education New York State Education Department</p> <p>What Should Our Schools Do? Conference Discussion Groups</p>	<p>Streaming: The English Way</p> <p>B.S. Braithwaite Chief Education Officer Sussex, England</p>	<p>School Adjusted to Vocational Pressures</p> <p>W.K. Dunton, Director Vocational and Trade Education Warren, Ohio</p>	<p>Minimum Competence for Diplomas</p> <p>The Commissioner's Office</p> <p><i>Warren Knox Assoc. Com. of Ed. NY State</i></p>
Art, Aesthetics and the Culture	<p><b>W</b> Art, Culture, and Our Times</p> <p>Charles Stokes Professor of Music State University of New York at Albany</p> <p>What Should Our Schools Do? Conference Discussion Groups</p>	<p>Paint, Paintings, and Painters</p> <p>Edward Cowley State University of New York at Albany</p>	<p>The Cultural Enrichment of the Curriculum</p> <p>Vivienne Anderson Cultural Enrichment Project New York State Education Dept.</p>	<p>Arena Theatre</p> <p>State University of New York at Albany</p> <p><i>Allen Kassof</i></p>
Societal Change and Dislocations	<p><b>TH</b> Society in Transition</p> <p>Robin Williams Professor of Sociology Cornell University</p> <p>What Should Our Schools Do? Conference Discussion Groups</p>	<p>The Religion and Morals of American Youth</p> <p>Seward Salisbury Professor of Sociology State University College, Oswego</p>	<p>Teaching the Social Studies as Inquiry</p> <p>Erling Hunt Professor of Social Science Education Columbia University</p>	<p>Soviet Morality and Youth</p> <p><i>Princeton</i></p> <p>Urie Bronfenbrenner Professor of Child Development State University College of Home Economics, Ithaca</p>
Views from Abroad	<p><b>F</b> The English Reaction</p> <p>B.S. Braithwaite Chief Education Officer Sussex, England</p> <p>The French Reaction</p> <p>Jean Auclair Professor of Inter-American Studies State University of New York at Albany</p> <p>The Canadian View</p> <p>Jack McCarthy Superintendent for Curriculum The Province of Ontario</p>	<p>The University and International Education</p> <p>John Slocum Director, Indonesian Project State University of New York, Albany</p>	<p>1 - The period from 4 - 5 on Monday and Tuesday will be devoted, as participants wish, to small group discussion with members of the faculty on topics of concern to local schools.</p> <p>2 - The morning groups on Tuesday, Wednesday and Thursday will be organized for interaction among secondary and elementary representatives. The 4 - 5 groups on Wednesday and Thursday will be organized to bring together groups of representatives at either the secondary or elementary level.</p>	



## THE CONFERENCE STAFF

PERSONNEL, to provide leadership for examination of the various topics included on the agenda come from the State University, public schools within and outside the state, the State Education Department, several private institutions of higher learning, and organizations keenly interested in the development and quality of school programs. Members of the staff of the State University at Albany will be available throughout the week for conferences on various topics and for meetings with small groups.

Participants are encouraged to write directly to Professor John Ether, Lake Annex, State University of New York at Albany, to make arrangements for conferences and discussions on matters of particular local concern. Early attention to this on the part of chief school officers will tend to insure staff opportunity for more careful examination and preparation.

**Dr. Douglass Roberts**, Superintendent of Schools at Glens Falls, is General Chairman of the conference and has participated closely in planning the scope and organization of the conference. Requests for adaptations or special arrangements should be directed to him.

**Irving Bluestone**, the lead-off presenter for Monday morning, brings to the Conference quite a unique background. Executive Assistant to Walter Reuther, he is in the opinion of his colleagues in labor union work, eminently equipped to describe what technology is doing to industry, the work force, the labor market, and society. Intimately connected with manpower supply, he brings the keen viewpoint of the sociologist to labor problems.

**Joseph Schwab**, author of the 1961 Inglis lecture at Harvard on *The Teaching of Science*, has for more than a decade at Chicago been actively promoting attention by public schools to the teaching of the disciplines. Interested in the structure of biology as a discipline, he has championed a new approach to that field as Chairman of the BSCS committee on teacher preparation. Geneticist, fellow at the Center for Advanced Study of the Behavioral Sciences, University of Chicago Examiner, Schwab stands foremost among those seeking a more effective method.

**William Loughery** is principal of a school where they have tried to meet head-on the perennial headache of individual differences. In Middletown there has been a radical revision of usual high school program with full involvement of the staff. After four years of what might easily be called an ungraded high school, Mr. Loughery has a rich experience to bring practicing administrators.

**Max U. Bildersee**, an acknowledged expert in the area of audio materials, began a new career as trouble shooter and programmer for T.M.I., Grolier Society. As the founder of the F.M. School of the Air and author of the Education Department, "Round-Ups" on Dancing and Modern Foreign Languages, Mr. Bildersee has demonstrated his scholarliness and his productivity.

**Bernard Braithwaite**, graduate of Cambridge and the University of London, has had many years of teaching and administrative service in English public education. Interested in television and radio education, he has been several times a delegate to UNESCO meetings and recently Ford Foundation Fellow to United States. His articles in the *Times Educational Supplement* focus attention on adaptations needed for our times.

**Charles Stokes** has for many years held an esteemed place amongst the music supporters in the Capital District. Through his work with the Albany Symphony, the Chamber Music Group, the Civic Music Association, he has contributed significantly to the ever increasing public attention to aesthetics in this area.

**Vivienne Anderson**, an active member of the Governor's Council for the Arts, has been closely involved in the organization of the Project in Cultural Enrichment, a nationwide effort to infuse the whole school program with greater attention to expressions of sentiment and feeling. Plans for New York State's 12 pilot schools have now been substantially drawn and the action steps determined.

**Urie Bronfenbrenner's** firsthand acquaintance with European education and his especial recent and rich tours and studies in Russia provide a resource increasingly needed in American education. Bronfenbrenner's reports, articles, and speeches on sources of attitude and behavior in the Russians have grown from careful and extended face to face study.

**Seward Salisbury** has for a period of twenty-five years studied and examined the problems of American youth in a time of rapidly and radically shifting values. At Oswego he has focused his attention on religion and its growth and meaning for youth.

**Robin Williams**, author of the volume, *American Society*, and numerous articles and reports, is an eminent sociologist who has provided significant leadership in analyses of societal trends and development. Consultant for the National Institute of Mental Health, he has worked closely with the U.S. Air Force and authored parts of the *American Soldier*. His work on the reduction of group tensions is widely known.

**Dr. Donn Billings** combines experience as an industrial art teacher, vocational instructor for the U.S. Navy and Veterans Administration and supervisor for the New York State Department of Education. His fourteen years with the Department had lead him to supervision and development of the industrial-vocational training in the State.

**John Slocum**, for ten years vice-president for administration in the State University, now Director of the Indonesian Project, is responsible for coordination and further development of Indonesian teachers and administrators under a grant from the Ford Foundation. Intimately a part of the emergence and growth of the State University, Mr. Slocum is well-prepared to discuss the role of education in behalf of the state and national welfare, here and abroad.

**Jack McCarthy**, long active in Ontario curriculum groups, has the unique job of getting into Ontario textbooks and resource materials the information appropriate to Canada's expanding and developing economy. A graduate of Columbia University he has sound acquaintance with the schools in the United States and has carried forward local community involvement in course of study improvement. Presently he is also secretary of the Advisory Council on University affairs.

**Jean Auclair** is a political scientist who recently has joined the Institute for Inter-American Studies at the State University at Albany. He brings to us extensive experience in French education and wide acquaintance with the political problems of the Romance language societies. Recently he has been working closely with Central and South American teachers and administrators.

**Edward Cowley's** paintings have been widely exhibited during his period of service in Albany. Winner of numerous prizes, he continues to paint vigorously while actively stimulating art interest in the Capital District. Professor Cowley fortunately brings a high school teacher's acquaintance with the problems and pleasures of art education as well as the experience of an artist working with the aesthetic development of college students and adults.

**Erling Hunt** has over many years been a foremost spokesman on the social studies. Author chairman of several yearbooks of the National Council for the Social Studies and past president of that organization, he has worked closely with geographers, historians, economists and other social scientists in building a bridge for the college scholars to the elementary and secondary schools. He has been high school and college teacher of history, editor and author of textbooks, and now is deeply involved in a research approach to history teaching.

**W.K. Dunton**, Director of Vocational and Industrial Education for the Warren City Schools, Warren, Ohio, brings long and extensive experience as an analyst and director of vocational programs. His service as chairman of the Joint American Vocational Association lead to the publication of *Developing Educational Specifications for Vocational and Practical Arts Facilities*, by the American Institute of Architects. He has been published in "American School and University," "School Board Journal," "American Vocational Journal" and many others..

## INDIVIDUAL CONFERENCES

Throughout the week staff members of the Department of Educational Administration and of the Department of Curriculum and Instruction will participate as group leaders and consultants. Arrangements for conferences during the period should be made directly with persons listed or through Dr. Ether.

### EDUCATIONAL ADMINISTRATION

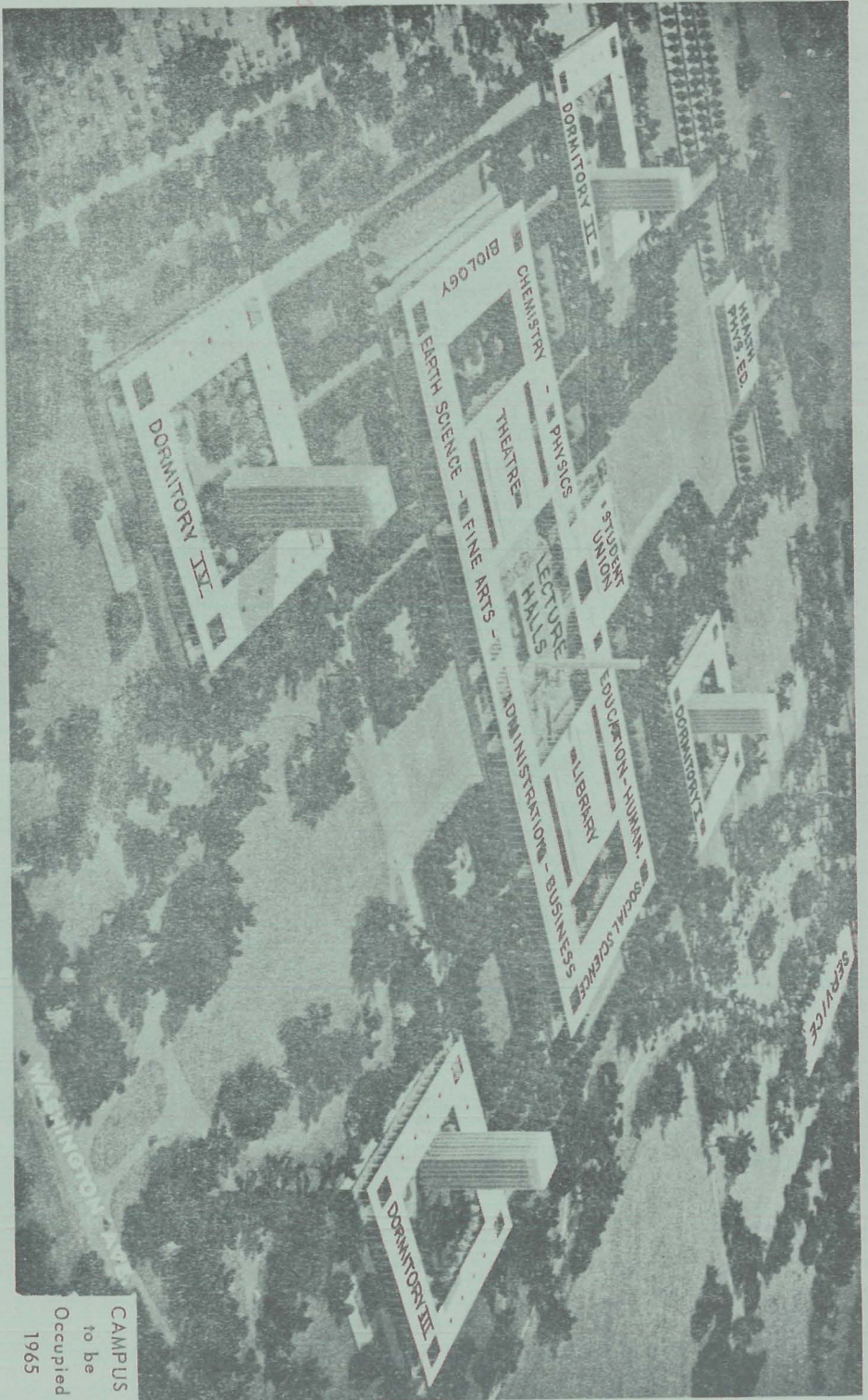
- Community Problems and Public Relations . . . Professors Donley and Van Cleave
- Organization and Administration of Schools . . . Professors Edinger, Leese, Cali, Frasure and Frederick
- Funds and Facilities Management . . . . . Professors Lorette and Edinger
- Testing and Evaluation . . . . . Professor Rosenbach
- Elementary Administration . . . . . Professors Ether and Cali

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### CURRICULUM AND INSTRUCTION

- General Planning and Supervision . . . Professors Leese, Cochrane, Frederick and Smith
- General Secondary Curriculum . . . . . Professors Smith, Leese and Anderson
- General Elementary Curriculum . . . . . Professor Ether
- Academic Subject Areas . . . . . Professors Oakes, Moose, Snyder, Bayer, Wasley, Norton and Cochrane
- Audio-visual and Television Education . . . . . Professors Henrickson, Rowe, Rice and Angus
- Adult and Community Education . . . . . Professors Sargent and Frasure
- Student Activities and Extra Curriculum . . . Professors Frederick and Fossieck

Challenge & Labor Movement



CAMPUS  
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1965

STATE UNIVERSITY OF NEW YORK AT ALBANY

James M. Lewis, Assistant to the President  
HO 3-1254, Ex. 73

Prepared by Nathalie Lampman, Ex. 73

Irving Bluestone, executive assistant to Walter Reuther, United Auto Workers Union president, and lead-off speaker at the Curriculum Workshop for School Administrators next week at State University of New York at Albany, will address and open meeting at the university Monday afternoon, July 22, at 2 o'clock in Draper 349. His topic will be "New Challenges for the Labor Movement."

At the meeting, to which all interested school administrators are especially invited, Mr. Bluestone will discuss not only the specific challenges faced by the labor movement internally but also the broader aspects of labor's stake in new problems.

Forty educators, from New York, three neighboring states and Ontario, are scheduled to attend the seminar next week at the opening session of which Mr. Bluestone will speak on "The Claims of Technology on the Schools." The seminar will be concerned with what local schools are doing in the light of technological developments, societal dislocations, and cultural trends. Its overall aim is to develop vocational competence, esthetic expression and citizen responsibility.

The first day's deliberations at the seminar at Brubacher will be devoted to technical and technological pressures. Following Mr. Bluestone's address in the morning, Mr. A. Welk Foshay of Teachers College, Columbia University, will take about "A Structure Approach to Teaching the Disciplines." At the luncheon meeting, Dr. John C. Fischer, physicist in the materials studies section of the metallurgy and ceramic research department, General Electric Research Section, will discuss "Horizons in Electronics".

(more)

From STATE UNIVERSITY OF NEW YORK AT ALBANY

Press Release continued -2-

RETHER'S ASSISTANT ....

In the afternoon William Loughery, school principal of Middletown, R. I., will describe "A Non-Graded High School Program for Concept Teaching" which has received national attention. In the evening, Max Bildersee, educational consultant, will be guest speaker.

Other specialized topics for daily discussion include vocational and practical education problems on Tuesday; art, esthetics and the culture on Wednesday; societal changes on Thursday, and views from abroad on Friday.

An international faculty has been assembled and the speakers will come from labor and industry as well as education.

Bernard S. Braithwaite, chief education officer of Sussex, England, will speak on Tuesday, and then take part Friday in an international reaction panel. Others in Friday's panel are Joan Auclair, professor of political economy in the university's Center for Inter-American Studies, with the French view; and Jack McCarthy, Ontario superintendent for curriculum, the Canadian view.

Thursday's program will offer the schoolmen a chance to compare the morality of youth in the United States and Russia. Seward Salisbury, professor of sociology at State University College at Oswego, will speak on "Religions and Morals of American Youth," and Allen Kassof of Princeton will talk on "Soviet Morality and Youth".

Dr. John Ether and Dr. Joseph Leese, both of the Albany State education faculty, arranged the program.

NOTE FOR EDITORS: A program is enclosed and the press is invited to attend any of the sessions. Arrangements for photographs and interviews may be made with Dr. Ether or if he is not

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