

Journal

Volume I, Number 6

April-May 1986

TV or Not TV: Students Face A Career Field Changing Daily

An electronic impulse bounces off a satellite, and 1.4 seconds later a clear picture appears on television sets half a world away.

The U.S. Treasury Department transfers 10 billion dollars to the Social Security Administration and in a fraction of a second receives an electronic confirmation of the transaction.

A University of Tampa senior composes a picture on a video screen, prints it out and hangs a piece of electronic art on a wall.

Tel-e-com-mu-ni-ca-tion: "The science and technology of communication by electronic transmission of impulses." The word first appeared in the dictionary in 1962, but it is still being defined. The word is alive.

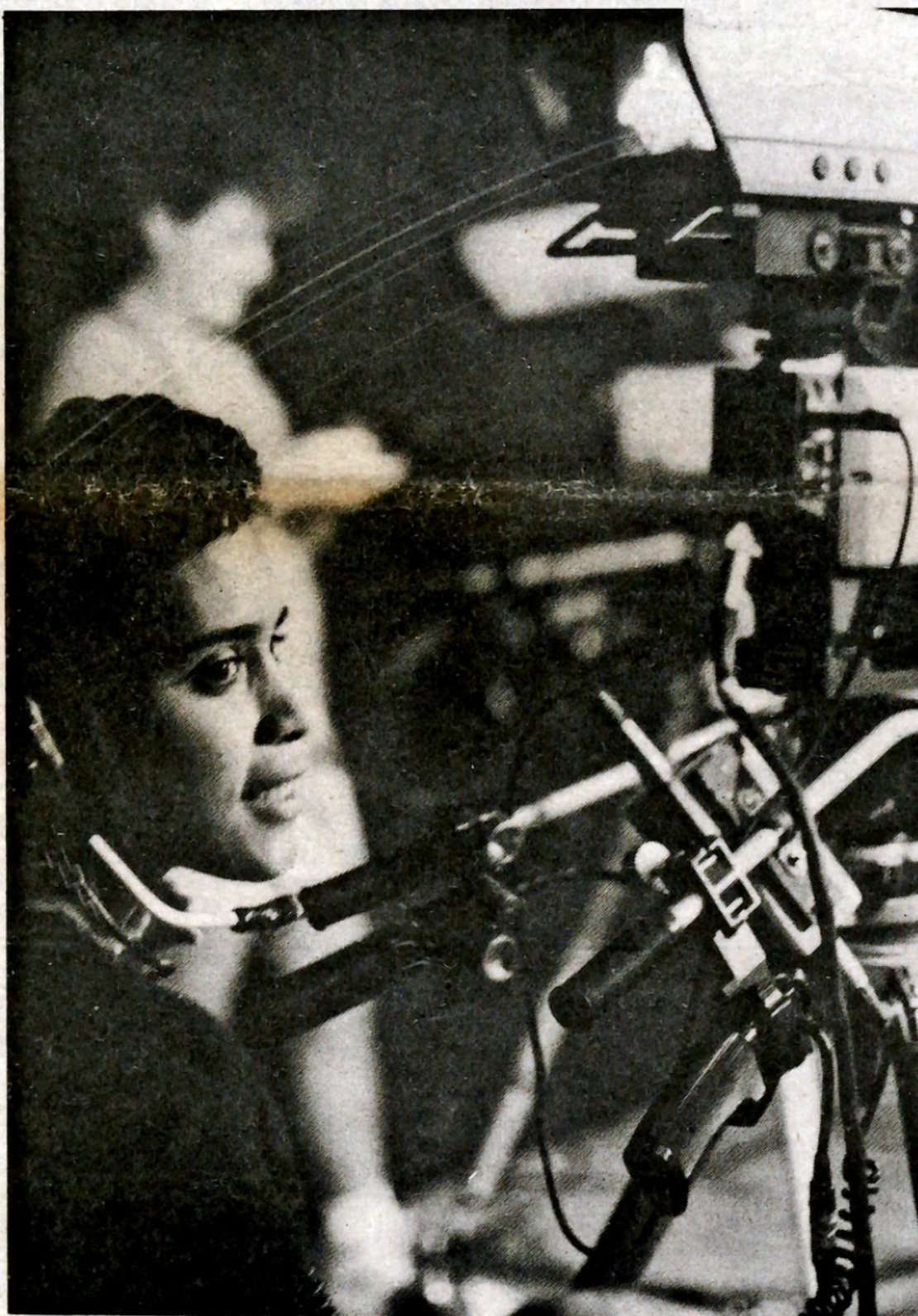
To the average person today it means more television program variety. To John Giancola and JoAnn Valenti, its implications are so overwhelming as to be mind boggling.

Today's generation of college students will extend the definition. Telecommunications is changing many aspects of our daily lives. It is a new and better wheel, and it's already rolling. Along the way it will raise ethical issues. Its applications will pose moral questions. Major battles will rage over who is to control it, and who will profit from it.

And those are some of the reasons it is a new major at The University of Tampa.

"Everything that happened in this field from 1885

see **New Major** page 2



Intern Stella Williams '86 monitors the camera during the Wednesday night live broadcast called *Open Circuit* at Tampa Cable Co. on campus.



John Giancola (left) and JoAnn Valenti discuss the production of an upcoming program.

How do you teach students that the field they are entering now will be vastly different when they graduate in just four years, that its only limits are the boundaries of human imagination?

Swan: U.S. Should Export Knowledge

Now that America has rebuilt Western Europe and Japan, it should turn its attention to the third-world nations in South America and Africa, says the Premier of Bermuda, John W. Swan.

The best way to stabilize third world economies and their political systems, said Swan, Bermuda's second black Premier, is for the U.S. to export its technology and information.

"We in Bermuda are the American dream personified," Swan told a public gathering during a visit to Tampa as a guest

speaker in the University's International Issues Forum in February.

He said Bermuda's free enterprise system has created a billion dollar economy which translates into a per capita income of some \$18,000, one of the highest in the world, for a country of only 56,000 people, 60 percent of whom are black.

"I, like President Reagan, support and endorse the thrust of the North/South Dialogue in its attempt to reduce economic management by cartel and to return to the concept of free-mar-

ket, free-enterprise systems which offer the best democratic solutions to national stability and prosperity," said Swan.

He compared the development of American telecommunications, notably television, to the invention of the "lead pencil," and urged the transfer of information and technology to countries on a global basis.

Television has taken the English language and American culture around the world, said Swan, "And young people are now looking to the West for answers."

The U.S. is now a "global information society," and though it consumes 40 percent of the world's goods, it is creating 80 percent of the technology.

"I don't think you should feel threatened. You should now look at South America and share the technology and information to reduce poverty and provide economic stability," said Swan, adding, "I think enormous change is about to take place in the world."

Premier Swan received an Honorary Doctorate of Laws degree from the University.



John W. Swan

U.T.



J. Ross Parker, Chairman of the Board of Trustees

The Tampa Partnership

The University of Tampa is owned and operated by Tampa civic leaders and benefits daily by their active involvement on behalf of the University on campus and in the community. As the academic year nears the end and many volunteer leaders end their term in office, we salute them all. Some are pictured here.

(near right) Board of Fellows Chairman Hilliard Eure (center) with John Page and Tony Maue, participants in the New Business Introduction Program sponsored by the Fellows.

(far right) Board of Counselors Chairman James Kynes with student Lisa Sbetter at the annual Career Day sponsored by the Counselors



(above) At the opening of Harbour Island's Seddon Cove, sponsored by U.T.'s Chiselers and the Junior League: former Board of Counselors Chairman Gyne Young of the Junior League; Harbour Island President Charles E. Smith, a U.T. Trustee and alumnus; Brenda Ketchey, Junior League; Finn M.W. Casperson, chief executive officer of Beneficial, Inc., developers of Harbour Island; Chiselers President and Trustee Bertha Nelson; and Susan Taylor, Chiseler and Trustee.

(right) U.T. President Richard Chesbire (right) congratulates Trustee Emeritus Max H. Hollingsworth and Trustee James Ferman Jr., chairman of ULTRA, U.T.'s comprehensive gift income program, on the successful conclusion of its first phase. Former Trustees Chairman Robert Thomas was the founding chairman of ULTRA.



(upper right) Minaret Society Chairman Helen Davis presides at a meeting of the Society.

(middle right) Former Board of Trustees Chairman John Germany receives the C.H.I.E.F. award (Champion of Higher Independent Education in Florida) from the Rollins College President Thaddeus Seymour, representing the Independent Colleges and Universities of Florida.

(bottom right) Athletic Director Fran Curci (right) congratulates alumnus Bill Miller on his work as chairman of Sword and Shield.

New Major continued from page 1

to 1985 is being discussed as equal in technological import to the previous 500 years, in terms of message making. That's everything from Gutenberg to Morse code.



2

Lorianne Szafraniec '86 (left) and Kim Cremona '88 are seeing first hand how a cable television station operates.

"And the next 15 years will be equal to the last 100 years," said Giancola, Director of U.T.'s youthful Telecommunications (telecom) major program.

In just seven months since it was established, the department has attracted 46 majors, 27 of them freshmen. Within five years Giancola estimates that there will be 160 to 180 majors.

The challenge is how to teach a discipline that is changing so fast, a discipline that cuts across all others, from social science, to biological science, to the arts, to the humanities. Telecommunications is like a precocious child. It wanders everywhere.

How do you teach students that the field they are entering now will be vastly different when they graduate in just four years, that its only limits are the boundaries of human imagination?

If you want to turn out students who are more than mere technicians, you base it in the Humanities Division.

"We will work with our mother division, humanities, and explore with professors there the language which

has so much to do with telecommunication. That's really important. You have a foundation in good writing. Another thing that makes this a special curriculum is that it's interdisciplinary," said Giancola.

Social science offers one example of its interdisciplinary application because telecommunications has already changed the definition of politics so much. There will be artists because telecom has its graphics components, its own artistic expressions. There will be majors from every field.

"We move information. Communication is the extension of people to speak or reach with a message," says Giancola, "in much the same way as a car extends people's ability to move."

We already have the telephone, the television, books, letters, but telecommunication is about to effect profound change on society through a merger of several media.

The visual technologies like television, the interactive ones like telephones, and the sophistication of computers are all coming together in a single field within the next 15 years.

Telecommunications is like a precocious child. It wanders everywhere.

"Don't ask us how exactly. We don't know. The emphasis is on system design. We can't show it as a fait accompli. We can only show it to them as something in progress, an attitude," says Giancola.

The telephone, computer and video screen are destined to be one unit. The medium will also become a two-way system, interactive.

People will be able to sit at home and roam the world. They will pay their bills, shop, peruse a library or record store in New York, rent a movie in Los Angeles, speak at political or social gatherings...from home.

"You hear that this is an Information Age. It's not. It's a Communications Age, two-way communication. It acknowledges senders and receivers," says Valenti, who teaches many of the communications theory courses.

But theory is only one facet of the program. U.T.

students get a solid grounding in video production, from production to broadcast. They have to learn what the medium will or will not do, by hands-on mastery.

Students are equipped with state-of-the-art video equipment. They learn to use fades, add music, make decisions about cuts. They learn to conceive in a new medium.

"They have to do that. There's no way around it in the curriculum, there's no cop out," said Giancola.

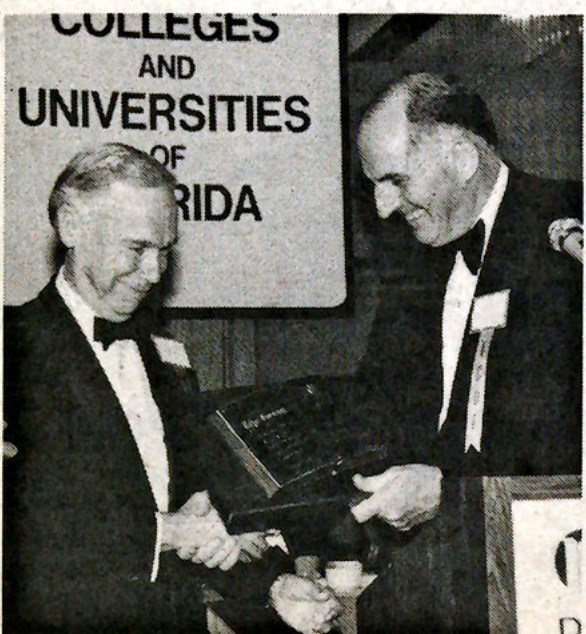
And when a student is finished with a project, he or she can broadcast the tape to the 15th largest market in the country, an opportunity almost unheard of on a college campus.

There are now 30,000 people wired to the broadcast origination points on the U.T. campus.

U.T. is what is called a community node, a watering spot, a place where you stop.



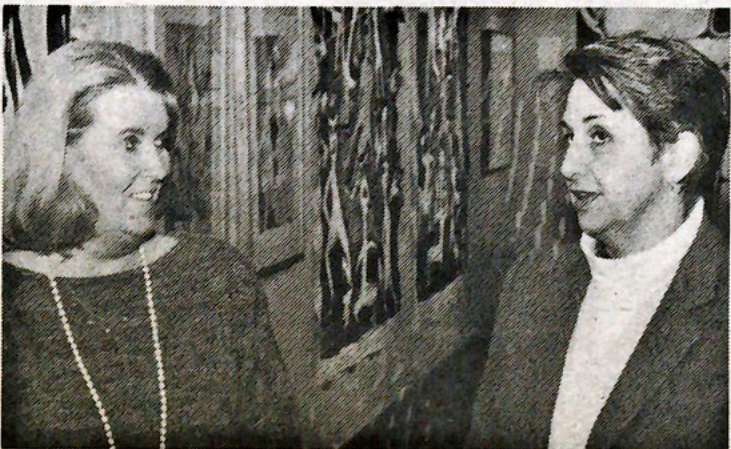
Ed Hampden and Sebon "Bo" Cooksey leading a meeting of the U.T. Ambassadors, a new group representing the University to businesses in the Tampa area that caused close to 100 companies to become new supporters of U.T. this year.



Jack Rodriguez, president of the Tampa Alpha chapter of the Alumni Association, with Bill Ebsary, president of U.T. Properties, Inc.



Sam Guinta, president of the National Alumni Association, and Dr. Chesire lead the celebration of the University's fiftieth Homecoming.



Judy Dato, president of Friends of the Gallery, with Dorothy Cowden, director of the Scarfone Gallery.



Merl Kelce Library Director Lydia Acosta with Friends of the Library President Carolyn Fisher.

It has become an electronic node as well.

Tampa Cable Co. sunk about \$1 million into its facility at the Spartan Sports Center. The firm's foundation gave \$150,000 to the University to be used for start-up funds for the telecom major.

There are two distribution channels: one educational channel and one Public Access Channel, both on campus.

Twenty of the bay area's educational and other non-profit institutions come to U.T. to air their programs on Educational Access. As many as twelve student interns per

semester work at Tampa Cable, helping the community produce its programming.

"So you can see we are in an excellent position when it comes to introducing students to the available tools. They are becoming media consultants in the control room," said Giancola, adding, "we are witnessing the rise of public access television."

Public access is the key. "Open access to electronic distribution for college students is not common. Students can be interns at all kinds of distribution points, but rarely is it that they get to produce programs that

are distributed in any kind of social context. That's one of the things that brought me here," he says.

The second organization point on campus is in the Merl Kelce Library, Channel 39.

U.T. has the 7:30-8 p.m. time slot week nights on Channel 39. "We're on after dinner and before prime time. It's a good slot," says Giancola.

Another on-going Access program is called Open Circuit. It features some far-out topics such as "Mega Art Projects," "The Next Stage of Consciousness," and other "visionary" discussions aired live three hours (6:30-9:30) every Wednesday night. Valenti produces Open Circuit with a USF colleague.

"Cynically," says Giancola, "you could say well, who's watching? But that's not the point."

The point, adds Valenti, is that the medium of television is now moving into the hands of the public, like the telephone.

This fact has a profound social implication for the "Post-Industrial or Electronic Age," Giancola added.

"Anyone can be on the program. It isn't a produc-

tion like you see on network television. It's a new format, a new use of the medium. We simply turn the camera on and allow natural communication to happen," says Valenti.

A similar concept, the Cable Satellite Public Affairs Network (C-SPAN), has been broadcasting Congressional proceedings from Washington for seven years. The 24-hour-a-day channel is available on cable systems in 23 million homes.

"I don't want to fault good universities. There are a number who have excellent telecom programs: NYU, the University of Nebraska, MIT," said Giancola.

"How we depart is that we don't try to prepare people for the television industry per se. The career emphasis here is to give them as much information and skill as we can relative to how generic this is all going to be."

U.T. students do a number of internships: at AT&T, GTE, Channel 8 and Channel 13.

"Tampa is totally fertile; everybody wants to help. They take us on tours, send people over to speak to classes. Help is just a phone call away," said Giancola.

"The point is that telecom-

munications can't be categorized and that's the vision that other institutions are afraid to take a chance on, but we will. It's an explosion people can't yet see the dimension of. Young people today will have to decide where to place themselves in this new development." U.T.

Journal

The University of Tampa Journal (USPS 748-810) is published seven times a year by The University of Tampa, 401 West Kennedy Boulevard, Tampa, Florida 33606-1490, with issues in July, August, October, December, February, April, June. Second-class postage paid at Tampa, Florida.

Karl Funds
Editor

Grant Donaldson
Writer

Lyne Hays
Art Director

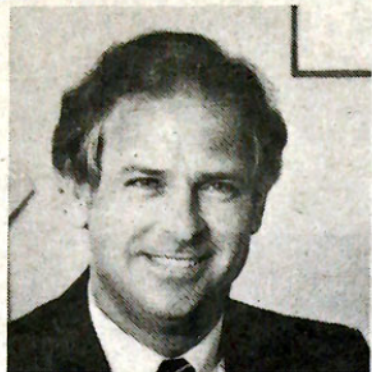
POSTMASTER: Send address changes to The Journal, The University of Tampa—Box 84F, Tampa, Florida, 33606-1490

The University of Tampa is an Affirmative Action/Equal Opportunity Employer.



Brad Wade '87 keeps the camera on a guest during a live broadcast on Tampa Cable.

Alumni News



By Tom Feaster, '76 M.Ed.,
Director of Alumni Affairs and
Parent Relations

Dear Alums:

Coach **Gene King, Jack Rodriguez** and Tampa Alpha alumni have done it again...the fourth successful U.T. Athletic Hall of Fame Banquet in the past four years.

More than 500 alumni and friends came to watch seven alumni be inducted.

Bob Martinez '57, Mayor of Tampa, was chosen for his effort in helping convince the city to contribute \$300,000 in 1983 for the world-class track and field facility on our campus.

Other inductees included **Dixie Howell '43**—cited for his oarsmanship on the first U.T. Crew in 1941, as well as his abilities on and off the football field.

Inducted for football were **Armando Flores '67**, **Eddie Caldwell '72**, **Alex Edlin '72**, **Paul Orndorff '72** (WWF's "Mr Wonderful"). **Richard Pusins '67** was cited for basketball.

Their portraits join their predecessors and are now displayed on the Wall of Fame in the Sword & Shield room at the Spartan Sports Center. The membership in the Hall now stands at 96—and all 96 are pictured in the display.

A special Hall of Fame tribute was given in honor of

One of U.T.'s most distinguished alumni, Tampa Mayor Bob Martinez (left), is inducted into the Hall by Ed Rood.

the all time great Spartan, **Marcelino "Chelo" Huerta**, as father, humanitarian, citizen, leader and coach. His family was on hand to share in his memories.

Todd Linder, the current basketball superstar of U.T., was unanimously chosen Athlete of the Year; and as reported in our last Journal, a surprised **Hampton Dunn** was selected 1985 Alumnus of the Year.

Other highlights of the weekend included the Gaspariphilis picnic in Lowry Park, the "Spartan Scream" coached by new V.P. of Business and Finance, **Mike Leding**, the unveiling of the Hall of Fame by Athletic Hall of Fame Chairman **Gene King**, and a memorable basketball victory over the Florida Institute of Technology.

Sam Guinta '60 conducted the annual meeting of our National Alumni Association; and 200 of us participated in the alumni cruise which joined the pirates in the invasion of the City of Tampa on Gasparilla Day.

I would like to thank Sam Guinta, President of our National Alumni Association, as well as all of those who made Homecoming 1986 one to remember. U.T.

Tom



"Mr. Wonderful" (Paul Orndorff '72) receives a welcoming handshake in the Hall.



Sam Guinta '60 (left) presents the outstanding Alumni Award to a surprised Hampton Dunn '35 at the U.T. Athletic Hall of Fame Banquet.

Alumni Director Feaster Leaving

Tom Feaster, U.T. Director of Alumni Affairs and Parent Relations, left the University March 31 to take a position with the Southmark Management Corp., a real estate conglomerate.

Feaster will be based in Tampa as the Florida Marketing Director of Southmark's office and industrial division.

Alumni director for the last four years, Feaster first came to the University in 1975 as a rowing coach. He initiated the President's Cup Regatta, served as coordinator of intercollegiate athletics and was an assistant director of admissions.

"Tom has been an important member of the University community for many years, first as the crew coach and an admissions representative and, for the past four years, as our alumni director," said Mark Lono, Vice President for Public Affairs.

"Some of his accomplishments in his recent assignment have been obvious—playing a key role in the

birth of the Diplomats and the rebirth of the Hall of Fame program, getting the boathouse project launched, and running the successful Forward Fund phone/mail program among alumni and parents.

"But even more valuable has been the persistence and patience with which he has built a strong working relationship between alumni leadership and the University staff. We now have a partnership in place that is the base on which many good things will be built in the years ahead," added Lono.

Feaster said he plans to keep in close touch with the University.

"Not much will change. I will continue to help the University as a volunteer. My new vocation is real estate and my avocation will be U.T.," said Feaster.

He will have offices in Southmark's Corporate Square, Suite 875, 7402 56th St. N., Tampa, 33617. Phone 988-5050. U.T.



Charter members of the Hall chat during the reception before the unveiling of the new Hall of Fame Wall. From left are: Bill Stalnaker '53, Paul Straub '48, and Gene King '56.

(below) The newest members of U.T.'s Hall of Fame at their formal induction. From left (front row) Dick Pusins '67, Eddie Caldwell '72, Mayor Bob Martinez '57.

From left (back row) Dixie Howell '43, Paul Orndorff '72, Alex Edlin '72, Armando Flores '67.

Welcome University of Tampa ATHLETIC Hall of Fame



Use this Form to notify the Alumni Office of your change of address.

Alumni Office
The University of Tampa
Tampa, Florida 33606-1490
Please change my/our address on your records

From: _____

To: _____

(Signed)

(Class)

Use other section for news of your progress.

The University of Tampa is vitally interested in the progress of its alumni. Use this form to keep the Alumni Office posted. I am happy to report the following:

☐ New position
☐ Promotion

☐ Civic or church post
☐ Recent book or article

☐ Graduate study
☐ Recently married

(date)

(spouse's name)

(Class)

Addition to family

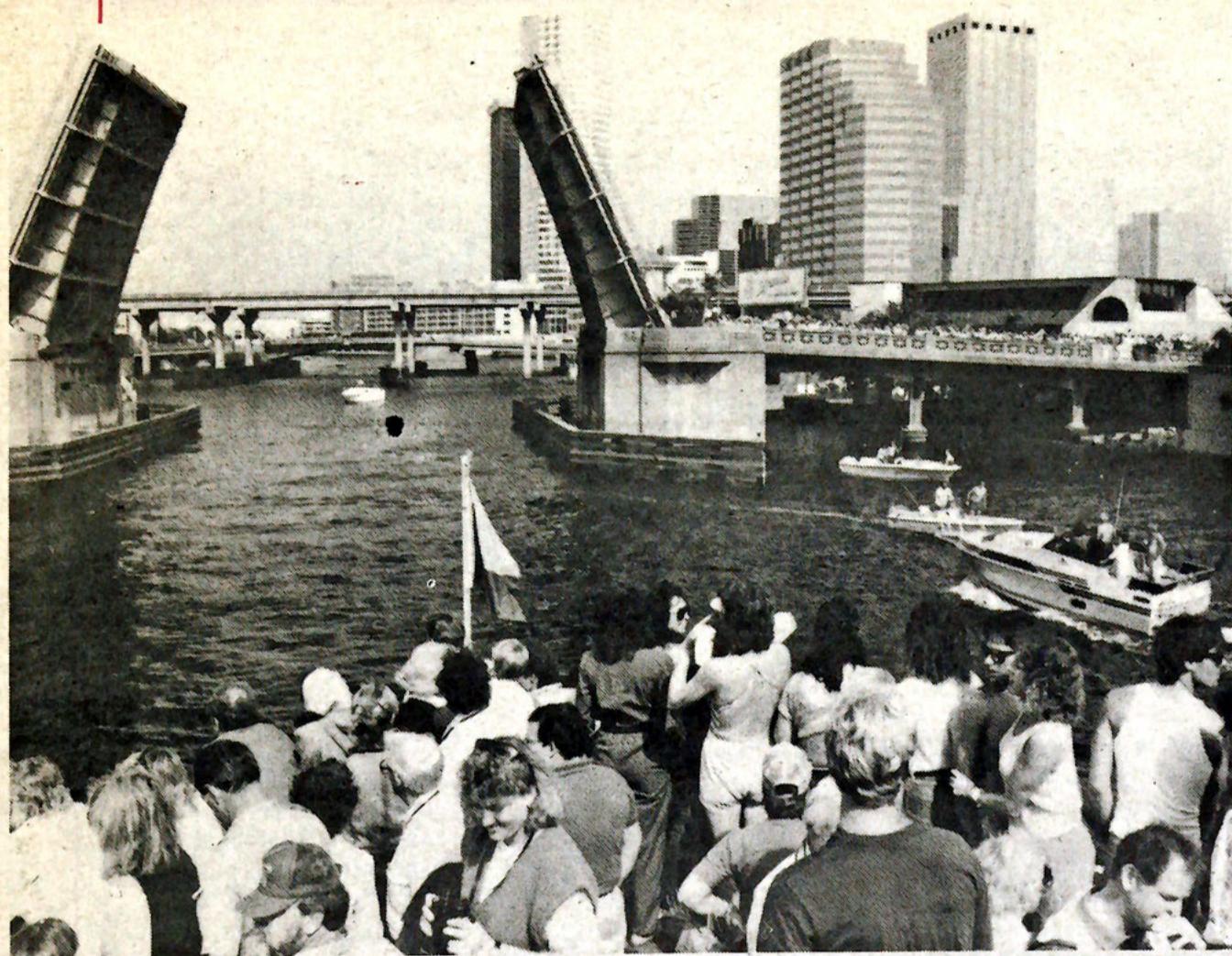
(birth date)

(name of child)

Please give further details:

(Signed)

(Class)



A throng of U.T. friends and supporters (above) boarded the Spirit of Tampa for the annual Gasparilla Invasion.

(right) Katie '49 and Penz Keene '51 enjoyed the balmy weather on the cruise.



(above) Also part of the Homecoming festivities was an alumni gathering at a Gasparifalis party at Lowry Park.



Tom Pignataro '86 (center) with alumni and friends during the cruise.



Lining up for the buffet during the annual meeting of the U.T. Alumni Association meeting are Sam Guinta '60, Judy Rodriguez '68, Charles Lawton and Alice Lawton '64.

CLASSES

'35

Hampton Dunn's 12th book entitled "Tampa—A Pictorial History" has been released by the Donning Publishing Company. Dunn, a recent executive of Peninsula Motor Club (an affiliate of the American Automobile Association), possesses what is probably the most extensive Florida picture file ever amassed by a private collector. "Tampa—A Pictorial History" is available in paperback for \$14.95 and in hardcover for \$20.95. Send check or money order to Hampton Dunn, 10610 Carrollwood Drive, Tampa, Fla., 33618.

'61

Dom Cassano has been named Marketing Director of *Tampa Bay Business*, as announced in January of this year.

St. Joseph's Hospital's cardiac program, supervised by Director of Cardiovascular Surgery **Dennis Pupello M.D.**, is now equipped to offer heart transplant services. Pupello hopes that the program produces results comparable to those at Stanford University, which has the highest transplant success rate of any institution in the country. He says he expects to perform "half a dozen" transplants during the first year of the program.

'68



Al Waters was elected national president of the Society of Risk Management Consultants at its fall meeting in Toronto, Canada. Through Waters Risk Management, he provides independent consulting services throughout the state of Florida. Waters resides in Seminole.

'70

Louis E. Taylor was sworn in as police chief of Avalon Police Department. Taylor is a 14-year Police Dept. veteran, and has served as a lieutenant for over 5 years.

Stuart A. Williams was recently named senior vice president of corporate banking for Sun Bank North Florida N.A. in Jacksonville. Previously, Williams was vice president of national accounts for Atlantic National Bank of Florida.

'71

Francis John "Jack" Connors was named vice president of the Jamaica Savings Bank in Lynbrook, New York.

Dr. Eileen Fernandez married Mark J.A. Self August 23, 1985. She is a professor at Wright State University in Dayton, Oh.

Dominic Moresco, alias "Dr. Doom," returned to the mats this past December. He has become a wrestling official with his first match being held at the Brooksville Kiwanis Club.

'72

Ron Peskin recently transferred from Fort Lauderdale to Palm Harbor, where he joined Cigna as a senior production casualty underwriter.

'73

Stephen Newcombe was promoted in Sept. 1984 to Lieutenant Colonel and, in July 1985, was selected to command the Caerwent Ammunition Depot in Wales. He has had numerous ammunition and supply jobs since 1973, and attended the Command and General Staff College in 1984.

'74

SM Sgt. Gary T. Schott has been promoted to Chief Master Sergeant and will be stationed at Rhein Main Air Base in Frankfurt Germany.

'75

Marine Captain **Gary M. Reinhold** recently reported for duty with Third Marine Aircraft Wing, Marine Corps Helicopter Air Station in Tustin, Calif. Reinhold joined the Marine Corps in 1972.

'76

Chester Czapinski and his wife, **Joy '75**, proudly announce their new addition to the family—their son, Christopher, born Nov. 14, 1985. The Czapinskis also have a 4-year-old son, Daniel.

Thomas M. Wich and Pamela J. Waldo were married March 22nd. He is presently an associate of Sullivan, Wich & Stockman, P.A. in Pompano Beach, Fla.

'79

Cpt. **David W. Chandler** was promoted to Major in May '85, and became Deputy Defense Supply Advisor, U.S. Embassy—New Delhi, India, in Aug. '85. He was also awarded an M.A. from Naval Postgraduate School in Monterey, Calif. in June '85.

Carol L. Hinds took her bar exam this past summer and is now working for the Hillsborough County Prosecutor's Office.

Mitchell Weiss has accepted a new position with Citicorp Services Inc. as manager of corporate accounting and control. He and his wife, Andrea, have two daughters, Sarah and Stacy.

'80

Axia Q. and Robert E. Del Torro are administrators in charge of accounting, personnel, sales and marketing for a paint manufacturing company. He is attempting to develop and implement a local area network in the business, using micro-computers with long-term planning for industrial robots.

Charles L. Eller has been promoted to First Lieutenant in the U.S. Air Force. He is a missile combat crew member at Ellsworth, AFB, SD with the 67th Strategic Missile Squadron. His wife, Debbie, is from Tampa.

'81

Thomas A. Meachum received a promotion and transfer to the home office of Hospital Corporation of America (HCA) in Nashville, Tenn. He is coordinator of information systems for the HCA management company. Meachum had been HCA's Director of Business Services at Central Florida Regional Hospital in Sanford, Fla. since graduation.

'82

U.S. Army Military Police Officer **Shannon P. Brown** is currently concluding her assignment in West Germany, and will be attending the MP Officer Advanced Course at Ft. McClellan, Ala., until Oct. '86. She wishes to extend her greetings to all of her classmates and professors and to the Delta Gamma Chapter, of which she is a founding sister, and says that she is eager to hear news of Delta Gamma's activities and progress.

'83

William Preston Billig of Yardley, Pa., has been elected chairman of the 1987 American Optometric Student Association National Congress. The congress, which will be attended by over 1,000 optometrists from across the U.S. and Canada, will be held in Philadelphia Jan. 7-10, 1987. Billig is currently a third-year student at the Pennsylvania College of Optometry.

Alan Pollock is a trust analyst officer in the Trust Accounting Dept. of Fidelity Federal Savings & Loan in Sherman Oaks, Calif.

Victoria Wilson is working for Visiting Nurse Association as a medical social worker.

'84

Carliss A. Gambrell and her husband, Tyrone Gitten, have a 10-month-old daughter, Carletta Joyce, born May 11, 1985. The Gittens presently reside in New York.

Army Private First Class **Dean A. Reed** has arrived for duty with the 19th Signal Company, Fort Huachuca, Ariz. He is a stock control specialist.

'85

Joseph Abrahamsen and Julie Ann Bryne will wed this April in the Church of St. Brendan's, Island Estates. The groom is presently employed with Sun and Fun Printing Co. in Clearwater, Fla.

Ellen D. Baker will complete her first year as a medical student at East Tennessee State University, Quillen-Dishner College of Medicine this May.

Joe Gennusa has accepted a new position as area sales representative with Wallace Computer Services in Bethlehem, Pa.

Larry Arlen Harvey and Theresa Jane Turner have announced their engagement and plan to wed Dec. 21st at the Port Charlotte United Methodist Church. A reception will follow at the Port Charlotte Beach Complex. Harvey is a district representative of Lutheran Brotherhood in Tampa.

Air Force Reserve Second Lieutenant **Carol M. Moses** has graduated from the U.S. Air Force administrative management officer course at Keesler AFB, Miss. She is scheduled to serve with 438th Air Base Group at McGuire AFB N.J.

Arthur D. Peffer III is the third quarter of Jacksonville University's Executive M.B.A. program. He expects to graduate in Sept. '86.

Capital Ideas

Go Ahead—Make Our Day



Robert H. Grimsley, '50
Estate Planning Counselor

We like surprises. And every so often you do surprise us.

An estate is settled, and a short while later we receive a check in the mail from the court or law firm handling the estate. The deceased had bequeathed a sum of money and had not let us know about it. For example, we recently were surprised to receive:

August 1985 \$ 35,000
November 1985 38,000
January 1986 110,000

Hey, we're grateful! These are pleasant surprises and the money is a big assist in helping us accomplish some of the good things we're trying to do over here. Honestly though, it would be even more helpful if we knew in advance what to expect.

We're confident that there are many more friends of The University of Tampa who

have made similar arrangements and have not let us know. Since it would be possible to project with reasonable accuracy such future income, we could do a better job of planning if we had more information.

So don't be bashful. If you have made such an arrangement, or plan to, please take a moment to clip and return the coupon at the bottom of the page. It will be a big help to us and we will maintain confidentiality if you desire.

Let me show you why complete information on expectancies is so helpful. ("Expectancies" is a broad term encompassing all categories of gifts which mature at the death of the donor—bequests, life insurance and trust remainders.) We keep pretty good records here and many of our friends do inform us when such plans are made.

This is what has happened in the last five years.

In January 1981 a search of our files revealed twelve expectancies for a total of \$473,000. The amounts ranged from \$5,000 to \$100,000 each. Since that

time, we have made a diligent effort to "uncover" existing plans we didn't know about and add to that total with new arrangements. This is the way it looks:

WHERE ARE WE NOW?			
Expectancies			
January 1, 1981		January 1, 1986	
Number	Amount	Number	Amount
12	\$473,000	104	\$8,430,000

Now let's see what that is going to mean to U.T. in the future. A quick look shows us we will receive, over the next twenty years, \$4.8 million dollars. That's just from what we know about now. Almost five million dollars to help ensure the future of this University which is so important to our city and this area of our state—and to the future of our students and faculty.

If we continue to increase the number and amount of expectancies at our present pace for the next twenty years (and we should get better), it will look like this:

Number	Amount
520	\$42,150,000

This means that we will have received not \$4.9 million, but \$11.4 million. And best of all we will be receiving \$1.5 million each year. That's one and a half million,

"in the bank" so to speak, each year, to pay for scholarships, tuitions, fees, books, better faculty, better facilities—a better University! If you're planning to make

A memorial to a loved one, or to the family, is often established. "The Nancy Jones Music Scholarships." "The John Jones Family Language Scholarships."

If there are no instructions the money will go into the Endowment Fund.

In any event you can be sure that your gift will continue to live as long as The University of Tampa lives.

That's a civic leadership contribution worth thinking about. And we will be happy to assist you in your planning. Exact wording and instructions to be included are important and we can provide you with any materials or guidelines you might need. **U.T.**

An Alternate—
Give Life
Insurance

Many of our friends have given life insurance to the University. In fact more than a quarter of our expectancy donors use life insurance instead of, or in addition to, a bequest.

Most are new policies pur-

chased just for that purpose. But some are not.

Quite often donors presently own life insurance that is no longer needed. The children are educated, the mortgage is paid off, the original beneficiary arrangement is no longer appropriate, etc. Many can make substantial gifts without ever purchasing one dollar's worth of new life insurance.

- Here are a few of the ways to do this:
1. You can give a paid up policy or one you are still paying for.
 2. You can assign policy dividends to the University.
 3. You can name us for part or all of the proceeds as primary beneficiary at death.
 4. You can name us as secondary beneficiary for part or all of the proceeds.
 5. You can name us as the final beneficiary for part or all of the proceeds.
 6. You can name us as the remainder beneficiary in lifetime payment agreements between companies, policyholders and or beneficiaries.

Take a good look at all the life insurance you already own. Chances are there is a policy you no longer need and giving it to U.T. could provide you with a nice income tax deduction. Call me for details.



The University Of
TAMPA

I/We _____ have included the University in our will/estate plan.

I/We _____ intend to include the University in our will/estate plan.

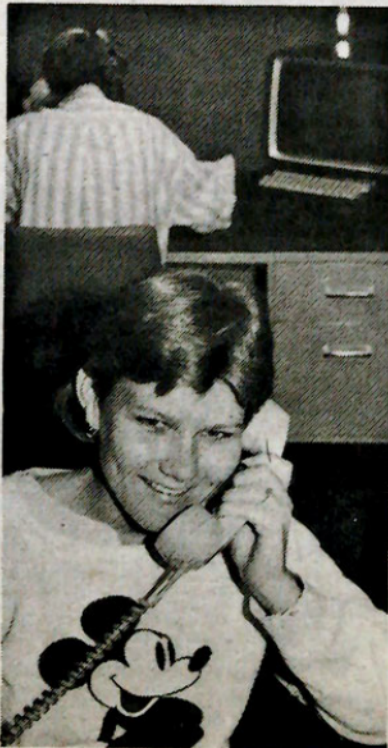
_____ You have my/our permission to include my/our name as members of the Legacy Associates.

I/We _____ want you to know about our intent, but please to not list me/us as members of the Legacy Associates.

PLEASE PRINT NAME

ADDRESS

PHONE



Lucile L. Lawson '86 makes a call during U.T.'s highly successful parent phone-mail campaign in March. The week-long effort raised \$35,000.

Spartan Sports

Spartans Post Enviably 23-7 Season

For most college basketball teams, finishing a season with a 23-7 record is not just respectable, it's admirable, if not enviable. What would typically follow would be a summer of bragging and boasting on hometown playground courts and gymnasiums, local attention and general good feeling.

But when The University of Tampa's basketball team went down to defeat in the finals of the NCAA Division II Men's Basketball South Regional Tournament at the Spartan Sports Center in early March the initial feeling for all involved—not just the players—was disappointment.

Because at Tampa, where a rather remarkable, three-year history has laid the ground work for such thinking, the Spartans are not expected to lose—even when they take on bigger, better and much more talented Division I clubs like those of North Carolina State University and the University of Iowa (both of whom U.T. played this season and both of whom received invitations to the biggest college basketball party in the land—the NCAA Division I Tournament).

But lose the Spartans did, on their home court where they had lost only three times in the last 35 games.

When that happens to a team with grandiose preseason expectations, it is very easy to lose sight of what these young and still-developing student-athletes accomplished under the watchful and caring eyes of Head Coach Richard Schmidt and Assistant Coach Don Bostic.

It mustn't be forgotten that being invited to (much less hosting) the prestigious NCAA Tournament, the Spartans added yet another year to their NCAA-record of consecutive appearances in initial years of basketball. Tampa is now the only team in NCAA history—at any level, in any sport—to compete in post-season play in each of its first three seasons of competition.



A crowd of 2,200 showed up at the Spartan Sports Center to watch U.T. win against the Florida Institute of Technology during the Homecoming game.

In November, the Spartans basked in the national publicity spotlight: two pages of coverage in "Sports Illustrated," a magazine which reaches some 13 million readers.

In December, the team added yet another entry onto its long computer printout of illustrious accomplishments when it competed in the prestigious Far West Classic in Portland, Oregon, an eight-team tournament reserved for some of the best talent in the nation.

The Spartans not only became the first Division II team ever to participate in one of the greatest holiday basketball showcases in the 30-year history of the event, but they upset co-host University of Oregon and were barely edged out of fourth place by Kansas State University (69-68) in a controversial overtime contest.

That loss, while heart-

Trio Stood Out

Three players rose above the rest to provide the on-court leadership necessary to attain the success the Spartans were enjoying.

It was obvious to all that juniors Todd Linder and John Jones and sophomore Nate Johnson made the Spartans an almost-unstoppable three-pronged attack.

At season's end those three Spartans would be recognized by the college basketball coaches in the states of Florida, Georgia, Alabama, Mississippi, Tennessee, and South Carolina as three of the top 10 players in the South—no other team had more than one, and only one other player came from the State of Florida.

They dominated and impressed nearly everyone they played, and made their way on to the National Association of Basketball Coaches' All-America ballot as three of the top 80 players in the country.

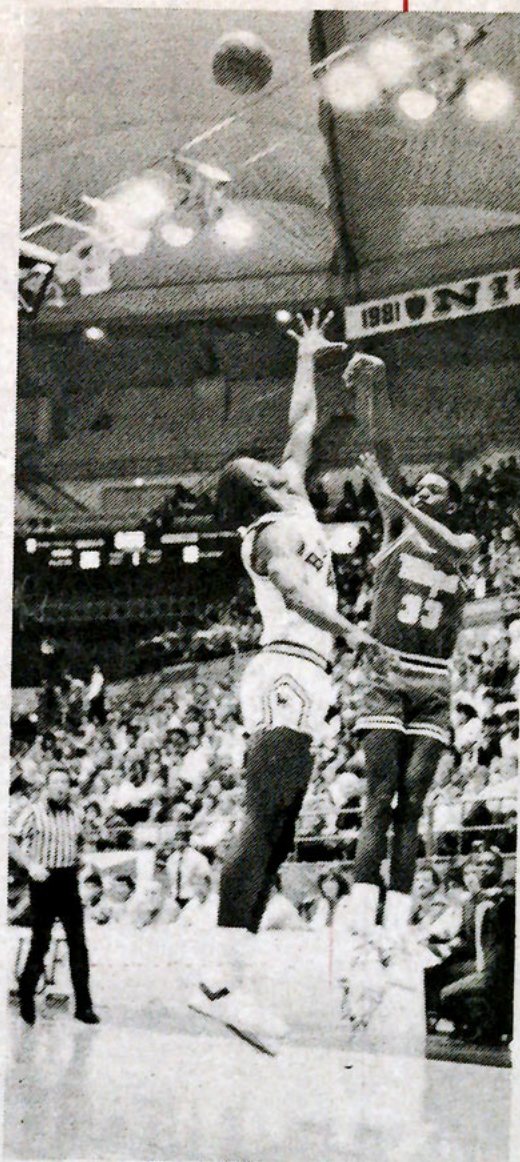
- Linder, an NABC First Team All-America as a sophomore, and more-than-likely selection for the 1985-86 season, repeated as the NCAA's regular-season field goal percentage champion by shooting 69.9 percent from the field as a junior. Selected the NABC's First Team All-South in 1986 for the second consecutive season, he also led the team in four overall statistical categories, including scoring, as he pumped in 18.3 points per game.

- Johnston, also an NABC First Team All-South performer this season, finished the regular season as the sixth-highest rebounder in the nation, averaging 11.7 rebounds per contest, while canning 14.3 points per game.

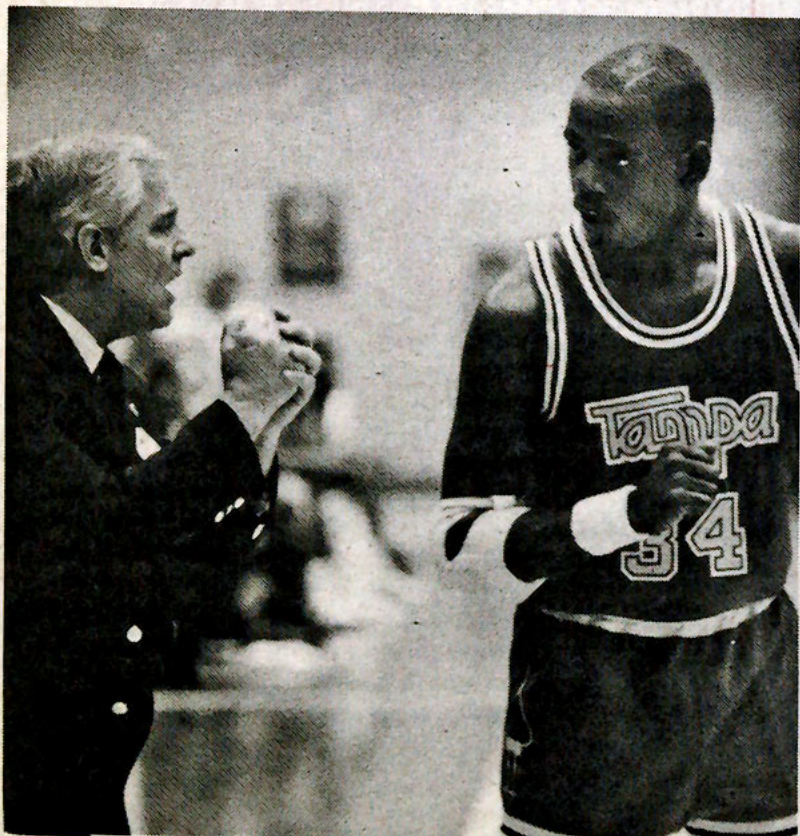
- Jones, an NABC Second Team All-South selection, led the Spartans in minutes played for the third consecutive season while proving his versatility in playing each position on the floor, and also lead the team in assists with 111.

Jones' scoring average of 15.5, and rebounding average of 7.7, were second on the club to Linder's and Johnston's in those categories.

Despite the Spartans' loss in the South Regional, Linder, for the third consecutive time in his career, and Jones were named to the NCAA Division II South Regional All-Tournament Team for their outstanding tournament play.



U.T.'s Nate Johnson goes up against a USF player during the hotly contested game at the USF Sun Dome in February.



U.T. Coach Richard Schmidt gives instructions to an intent Johnny Jones during a game at the Spartan Sports Center.

breaking to everyone involved, would be the last time the Spartans would go down to defeat until February 19. In the 52 days that followed, Tampa could do little wrong. They won a

school-record 12 consecutive games, were undefeated in the nationally-competitive Sunshine State Conference, attained the highest regular-season basketball ranking in the school's history, and for

the third time in three years, received an invitation to the NCAA South Regional—and for the first time, the right to host it.

Though it may have looked easy from the outside, it was the coaches' and players' day-to-day dedication, drive and determination that kept the Tampa machine well-oiled.

So a record of 23-7, all of those awards, all that recognition, and all of that attention. Maybe it won't be such a bad summer after all. **U.T.**



(Above) Entertainers Jack and Sally Jenkins '61 returned in January to introduce their friend and colleague, musician Mac Frampton, at the gala Minaret Society dinner.

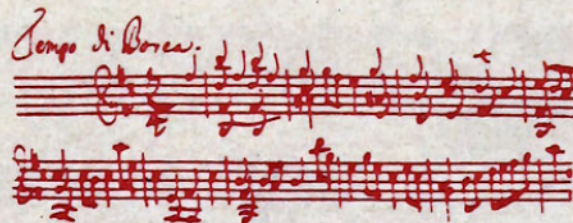
(Below) CBS Network President Tony Malara talks with a group of U.T. students who came to hear him speak at the downtown Tower Club during the visiting speakers series.



THE UNIVERSITY OF TAMPA

Journal

CALENDAR



Musical Notes...

For further information on U.T. musical events, please contact the U.T. Music Department, Fine Arts Division, 253-3333, exts. 353/217. Florida Orchestra ticket information may be obtained by calling the Orchestra's box office, 877-1013.

April 12. U.T. music major **Tasha Lane Lohman** perform selections by Mozart, Schubert and Wagner in a free voice recital at 8 p.m. in the Ballroom.

April 16. A free joint concert featuring **The U.T. Jazz Band** and **U.T. Select Winds** ensembles will be held at 8 p.m. in McKay Auditorium. Works to be performed include Sonny's Blues by Al Cobine, Emerald Eyes by Larry Kerchner, La Boutique Fantasque by Rossini, and Jalousie by Jacob Gade.

April 17. The Florida Orchestra, featuring guest conductor Maxim Shostakovich, perform Symphony No. 1 by Dimitri Shostakovich and the Manfred Symphony by Tchaikovsky in McKay Auditorium at 8 p.m.

April 19. Concerto pieces by Haydn, Mozart, Schumann, Mussorgsky, Dittersdorf, and Polenc, played on two concert grand pianos, highlight a free Concerto Recital by **Pre-College Music** students at 2 p.m. in the Ballroom.

April 19/May 17-18. Pre-College music students perform in a series of free recitals at 2 p.m. in the Ballroom. Immediately following all recitals, artist-in-residence **Esther Glazer** offers a violin master class for pre-college students in the Fine Arts Center Band Room.

April 20. U.T. music majors **Cindi Davis**, **Walt Bitner** and **Deanna Buttorff** are the featured pianists at the 12th Annual Piano Concerto Recital at 3 p.m. in the Ballroom. This free program includes Symphonic Variations by Franck, Piano Concerto in A Minor by Grieg, Concerto in D Minor by Brahms and Piano Concerto No. 3 by Prokofiev.

April 22/May 25. Students in U.T.'s **Suzuki Talent Education Program** (part of the Pre-College Music Program) showcase their musical skills in a series of free, 4 p.m. recitals in the Ballroom.

April 23. Violinist **Ben Markwell** accompanied by pianist **Stefanie Jacob**, performs works by Bach, Bartok, Stravinsky and Hindemith in the Ballroom at 8 p.m. Tickets are \$2, \$1 for U.T. students, faculty and staff, available at the door.

April 26. One of America's best-loved lyricists, Oscar Hammerstein—and his collaborations with composers Rudolf Friml, Sigmund Romberg and Jerome Kern—is remembered in this **Florida Orchestra** Super Pops concert. Conducted by Skitch Henderson and featuring the Clearwater Community Chorus, the program includes such well-known melodies as "Indian Love Call," "The Last Time I Saw Paris" and "Stout-Hearted Men." The performance begins at 8 p.m. in McKay Auditorium.

May 1. **Scott Tisdell**, principal cellist of The Florida Orchestra and instructor in U.T.'s Pre-College Music Program, performs Bach's 4th Suite for solo cello and other selections at 8 p.m. in the Ballroom. He will be accompanied by pianist and U.T. music instructor, **Stefanie Jacob**. Tickets are \$2, \$1 for U.T. students, faculty and staff, available at the door.

Playbill...

April 3-27. The Tampa Players offer spring time theatre-goers a delightful double bill (presented in rotating repertory)—the zany play-within-a-play, "Footlight Frenzy," and a wickedly funny look at the backstage intrigues of a famous regional theatre company, Paul Zindel's "Ladies at the Alamo." ("Footlight Frenzy" replaces the previously-announced musical, "Pump Boys and Dinettes") For curtain times and ticket information, call 254-0444.

May 9-11. Class Act Productions, a young people's theatrical ensemble, presents the lively musical comedy, "Bye Bye Birdie," at David Falk Theatre. Curtain times are 8 p.m., Friday through Sunday, and 2 p.m. on Saturday and Sunday. For ticket information, call 961-3347.

May 16-June 1. Marsha Norman's powerful, two-character drama, "Night Mother" is the **Tampa Players'** final production of the season. A 1983 Pulitzer Prize winner, the play tells of a woman fighting to keep her daughter from committing suicide, and will be performed at the Lafayette Arcade Theatre. For advance reservations, call 254-0444.

May 17. The Spanish Lyric Theatre concludes its season with "Viva Ybor"—a musical salute to Tampa's Cigar City. Conceived especially for this year's Ybor City Centennial festivities, the production traces the history of this historic Latin quarter through the songs and dances of its three founding cultures—Spain, Cuba and Italy. Curtain time is 8 p.m. in McKay Auditorium. For tickets, call 248-3594.

In The Gallery...

(For more information on exhibits, contact The Lee Scarfone Gallery, 253-3333, ext. 217. Gallery hours: Mon.-Fri. 9 a.m.-4 p.m.; Sat. 1-4 p.m.)

April 4-18 Annual U.T. Student Exhibition, Mixed Media

May 9-20 High School Arts, Mixed Media



Go Spartans!!!

The following schedule is for home games only. All games are played at Sam Bailey Field. For ticket information, contact the Spartan Sports Center, 253-3333.

Spartan Baseball: Catch spring baseball fever at Sam Bailey Field as the Spartans face these opponents: Eckerd (4/12, 1:30 p.m., and 4/30, 3 p.m.), St. Leo (4/15, 3 p.m.), Florida Atlantic (4/19-20, 1:30 p.m.), Rollins (4/22, 3 p.m.), Florida Southern (4/26, 1:30 p.m.) and Florida Institute of Technology (5/4, 1:30 p.m.).

