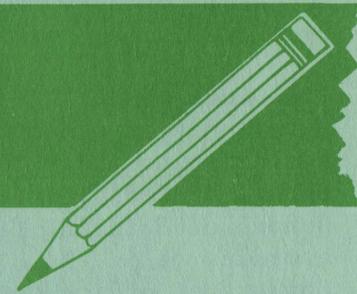


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INDIANA UNIVERSITY-PURDUE UNIVERSITY AT INDIANAPOLIS



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SATELLITE DEMONSTRATION HIGHLIGHT OF HeSCA CONFERENCE

A live satellite demonstration, which will allow persons in a Stouffer's ballroom to take a "fantastic voyage" into a person's lung at Johns Hopkins University, will highlight a five-day national meeting here.

The 19th annual meeting of the Health Sciences Communications Association (HeSCA) will convene at Stouffer's Indianapolis Inn on Friday (May 20), with the I.U. School of Medicine as institutional host.

Dr. Steven C. Beerling, dean of the medical school, will welcome the more than 500 expected participants at a reception Friday honoring Governor Otis R. Bowen, who has proclaimed May 20-27 as Health Sciences Communications Week to coincide with the HeSCA meeting. Dr. George T. Lukemeyer, executive associate dean of the medical school, will extend greetings during the convention's opening session on Saturday (May 21).

The live satellite demonstration from Johns Hopkins, arranged through the National Aeronautics and Space Administration, will take place Monday (May 23) from 9 a.m. to 10:30 a.m. The televised bronchoscopic examination, projected onto a 10-by-10 screen at Stouffer's, will demonstrate the new frontiers in the use of communications technology for medical education. There also will be a live presentation from the National Library of Medicine at Bethesda, Maryland.

Medical specialists from the School of Medicine will consult with physicians at Johns Hopkins during the demonstration. I.U. panelists include Dr. L. Craig Miller, associate professor of medicine; Dr. John F. Phillips, director of continuing medical education; Dr. Charles M. Pollack, assistant professor of surgery, and Dr. Leo R. Radigan, associate professor of surgery.

Other programs on the agenda include five workshops, 45 hours of scientific sessions, extensive exhibits and film and video competitions. All will carry the conference theme: "Interpersonal Human Relations: Biomedical Communications Management and Professional Development."

Twenty exhibits from 18 nationally recognized producers, manufacturers or distributors of audiovisual equipment and learning resource materials are displayed in the 2,000-square-foot exhibits area. Human and technical resource development are featured in the workshops, one of which will be conducted on-site by the learning resources department of the I.U. School of Nursing. Special general sessions begin each day's activities, covering such topics as the need for industry standardization of bibliographic information on audiovisual materials and implications of the new copyright law on Federally-funded programs.

A professional exhibits program includes the HeSCA National Learning Resource Center, an area set aside in the hotel for learning resource material utilization, and film

and video competitions. The separate Film and Video Festivals recognize excellence in education, patient education or public information programs. Admission to individual sessions and exhibits will be by badge only. Since the School of Medicine is host institution, a pool of badges for one-time use by School of Medicine faculty has been made available. Use of the badges will be coordinated in the HeSCA conference office, Room 221 at Stouffer's, 923-9876. Conference office opens Wednesday (May 18) and advance reservation for using a badge is required. Badges are not necessary for admission into the satellite demonstration.

Elmer Friman, director of the Medical Education Resources Program at the I.U. School of Medicine, is program director of the meeting and president-elect of HeSCA, an international organization of health care professionals, educational media design and production specialists and health educators.

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600 EXPECTED FOR MEDICAL ALUM DAY

Dr. Brandt F. Steele, a 1932 graduate of the I.U. School of Medicine and now professor of psychiatry at the University of Colorado Medical Center, will receive the Distinguished Medical Alumni Award at the 30th Annual Alumni Day. The event will be held Wednesday at the Medical Center.

Focus of the meeting will be the huge tent on the Union Building lawn. Registration will start there at 9 a.m., the annual meeting will be held at 11 a.m. in the Roof Lounge, and the traditional roast beef and strawberry shortcake luncheon will start at 11:45 a.m. in the tent.

Dr. Steele, a native of Indianapolis and grandson of the late T.C. Steele, noted Hoosier artist, also is chief psychiatrist for the National Center for the Treatment of Child Abuse and Neglect at Denver, Col., and training analyst and faculty member of the Chicago Psychoanalytic Institute. Since 1960 he has been doing research on the problems of child abuse and neglect and is the author of many publications on the subject.

Some 600 physicians, alumni of the School of Medicine, and their wives are expected to attend the meeting, which will feature a report by Dean Steven C. Beering, election of officers, recognition of the Class of 1927 and presentation of awards.

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CHILD CARE CONFERENCE SET

More than 400 persons from throughout the United States, including Hawaii, will attend the 12th Annual Indiana Multidisciplinary Child Care Conference to be held Wednesday and Thursday at the Marriott Inn. Dr. Morris Green, chairman of pediatrics, is co-ordinator of the conference.

The conference has grown each year since its organization in 1965 by Dr. Green, who also is physician-in-chief for the Riley Hospital. This year it will attract nurses, social workers, occupational therapists, health education specialists, speech pathologists, medical assistants, pediatricians and general practitioners.

A total of 12 three-hour seminars will be given over the two-day period, and each participant will have an opportunity to attend a maximum of four, Dr. Green said.

Authorities from leading institutions throughout the country, including the I.U. School of Medicine, will give lectures and preside over discussions by the participants.

A highlight of the conference will be a banquet at 7:30 p.m. Wednesday when Dr. Robert J. Haggerty, Lee Professor of Public Health at the Harvard University School of Public Health, will discuss "Teaching the Child Healthy Life Styles."

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WHO, WHAT, WHEN, WHERE & SOMETIMES WHY

Exhibits -- Pharmacy displays this week in University Hospital will be Lederle Laboratories on Monday, Upjohn Co. on Wednesday and Searle Laboratories on Friday. Hours are 8:30 a.m. to 3:30 p.m.

Monday -- "Synthesis and Assay of Potential Anti-Tumor Steroids," Biochemistry Faculty Seminar by Dr. Robert Blickenstaff, adjunct professor; Medical Science Building, Room 326, 4 p.m.

Picnic -- The Fourth Annual Art Pollard Memorial Picnic for children from Larue Carter Hospital is set for Tuesday at the Indianapolis Motor Speedway.

Seminar -- Khaled Al-Nassar, graduate student, will deliver this week's Medical Genetics Seminar at 4 p.m. Tuesday in Riley Research, Room 139.

Breast Cancer Course -- "New Developments and Controversies in Management of Carcinoma of the Breast" will be the focus of a two-day continuing education course Thursday and Friday. The Little Red Door (Marion County Cancer Society) and the Indiana Division of the American Cancer Society are jointly sponsoring the program with the Departments of Radiation Oncology and Surgery of the I.U. medical school. Co-directors of the course are Dr. Ned Hornback and Dr. John E. Jessep. I.U. medical faculty members will be joined by other experts from Houston, Cleveland and Minneapolis. All sessions will meet in the School of Nursing auditorium.

For the Affirmative -- An all-day Affirmative Action Conference, which will address general and specific topics, will be held Thursday from 9 a.m. to 4:15 p.m. in Lecture Hall 101. Sponsored by the Personnel Division, the session will cover everything from recruitment to due process to grievance procedures. For more information, call Ext. 8241.

Mass -- Catholic Mass will be celebrated on Ascension Thursday (May 19) at noon in Room C331 of University Hospital.

Coming Up -- "Career Development for Women," a course for I.U. Hospitals employees, will be held May 24 and 26. For more information, call the Office of Hospital Education, Ext. 8119.

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SIGMA XI PLANS INSTALLATION

An address by an I.U. vice-president, recognition of long-time members, installation of new members and the promotion of old ones, and presentation of a research competition award are the highlights of a program to be given by the I.U. Medical Center Chapter of Sigma Xi, the scientific research society, Wednesday night at the Union Building.

JEANNETTE MATTHEW
LIBRARIAN, SCHOOL OF LIBERAL ARTS
420 BLAKE STREET

Citations for their years of active service to the organization will be made to Rolla N. Harger, professor emeritus of biochemistry and toxicology, and William D. Inlow, Shelbyville, for 60 years of active membership; Hazel H. Stevens, associate professor emeritus of psychology, for 59 years, and Julia Herrick, ICFAR, for 58 years.

"Law, Drugs and Federal-State Conflict" will be the subject of an address by Dr. Robert M. O'Neil, I.U. vice-president for Bloomington and professor of law. Mrs. Tsai-feng Wu, a graduate student working on her Ph.D. degree in biochemistry at the Medical Center, will receive the chapter's research competition award.

President of the chapter this year is Robert Wolen, assistant professor of pharmacology; president-elect is Elizabeth B. Solow, associate professor of neurosurgical research.

Those who will be installed as members and associate members hold faculty positions or are graduate students at the I.U. Medical Center.

The new members include Nils U. Bang, Angenieta Anne Biegel, Ralph H. Carmichael, Robert E. Cleary, June Marie Cole, John Russell Eastman, James Williams Edmondson, Richard S. Griffith, Jay L. Grosfeld, Hugh Curtis Hendrie, Lawrence Marcus Lampton, Max M. Marsh, Suzanne M. Morris, Tjien O. Oei, Nicholas A. Purichia, Judith Anne Richter, Roger Joseph Ware, David D. Weaver, Robert M. Weetman, Emily Allyn Yount.

Promoted to full membership are Kenneth Frederick Atkinson, Zacharie Brahmi, William John Buesching, and Sheila Dye Ward. New associate members are Rex G. Bickers, Georgia Kay Buchanan, James J. Burgun, David W. Craig, Daniel John Driscoll, Larry C. Griffis, Emily Louann Harris, Connie J. Stone, and Lillian Yu Wang.

The meeting will open at 6 p.m. with registration of members and guests and a social hour, with the installation banquet beginning at 7:30 p.m. in the Hoosier Room.

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CAR-POOLING

Ride needed from Indianapolis to Adams-Allen-Wells County area on May 26 or May 27. Call Ext. 3481 or 3482. . Ride wanted from Irvington area to Medical Center and back, 8 a.m. to 5 p.m. Call 356-7806 after 5:30 p.m. . Want riders to commute from Bloomington to Indianapolis, Monday through Friday, prefer those working on 38th Street Campus, timing flexible. Call Ext. 4644. . Arizona-bound, moving late June by truck, If interested in driving or sharing move, call 631-9731. . Ride wanted from Bloomington to IUPUI, 8 a.m. to 5 p.m., beginning about June 1. Call Ext. 3986 or Ext. 8857. . . Want ride to share daily trips to Bloomington from IUPUI, Intensive Session II, afternoons, June 13-28. Call Ext. 7668.

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