HERE'S YOUR CHANCE TO RATE MR. WHIPPLE, OTHER TV "FIXTURES"

Do you think the Pillsbury "doughboy" is the cutest thing since sliced bread? Do you feel like strangling Mr. Whipple instead of squeezing the Charmin? Do you wish the wine would forget?

In short, does television advertising make you mad, infuriated, amused, delighted, ready to buy or ready to boycott?

It is estimated that at least 12 percent of all television time is devoted to commercials and advertisers spend more than $4.5-billion annually trying to persuade television audiences to buy their wares and services.

For some viewers, television commercials mirror the worst elements of American society. They can be witless, sexist, patronizing and insulting. They are often accused of generating unnecessary demand, promoting excessive consumption and materialism and raising anxiety. For others, television commercials are a minor art form. They represent the latest in the application of persuasion and propaganda techniques.

If you are concerned about the impact of television commercials on American society, you have an opportunity to participate in a national survey project at IUPUI on Thursday and Friday. This is your chance to rate the commercials.

The project is called the Television Advertising Perception Project, sponsored by DKG Advertising in New York City. The purpose of the study is to determine if there is any correlation between the perceptions of television advertising by professionals and various consumer "publics."

Twenty-seven of the country's leading advertising agencies have provided their 10 best 30-second commercials from current work for this project. These commercials have been interspersed on five reels of film, each containing 54 commercials (each reel is about a half-hour long).

One reel of commercials will be shown Thursday at 2 p.m. and 4 p.m. in Lecture Hall 100. This same reel will be shown again Friday at 10 a.m., noon, 2 p.m., 4 p.m. and 6 p.m. in Lecture Hall 102.

Audience rating sheets will be provided to survey participants. The completed rating sheets will be collected after each screening and forwarded to the project sponsors to include in a national survey report to be published next fall.

For more information, call Joseph C. Farah, Indianapolis Project Coordinator, IUPUI Office of International Programs and Services, Ext. 7294.

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House Beautiful -- The 19th annual Decorators' Show House is open for viewing through May 11. This year's choice is at 4160 Washington Boulevard, a three-story English Tudor home built in 1919. Almost 40 decorators have applied their talents for the event, which is sponsored by St. Margaret's Hospital Guild for the benefit of Wishard Memorial Hospital. Tickets at the door are $4 per person.

Downtown -- An exhibit of Greentown Glass, produced at the turn of the century by the Indiana Tumbler and Goblet Co. at Greentown, is on display in the rotunda of the Indiana State Museum through July 7. In the museum's art gallery is a one-man show of textiles, wall hangings and sculpture by Earl Snellenberger. It runs through June 22. The museum is at 202 North Alabama Street.

Last Chance -- This is the last week for the "1980 Senior Exhibition" at the Herron School of Art. Drop by the Herron Gallery 9 a.m. to 7 p.m. through Friday (till 9 p.m. on Wednesday).

Forum -- Jim Cummings and Clarence Hodges, Republican candidates for the nomination of their party for the 11th Congressional District, will hold a forum discussion Monday at 1 p.m. in Cavanaugh Hall, Room 201. The event is sponsored by the Black Student Union.

Biochemical -- "Neurotransmitter Release," Biochemistry Seminar by Dr. William J. McBride, professor of neurobiology and biochemistry in the Department of Psychiatry; Medical Science Building, Room 205, Monday at 2 p.m.

Happy Birthday to Us -- University Hospital will mark its 10th birthday on Tuesday and all well-wishers are invited to the main lobby from 6 a.m. to 8 a.m. and from 2 p.m. to 4 p.m. for some appropriately gala celebrating.

Business-like -- Robert M. Bleiberg, editor of Barron's Weekly magazine, will be the luncheon speaker for the 34th Annual Business Conference of the School of Business Tuesday at the Indiana Convention-Exposition Center. The all-day conference customarily draws about 1,500 business people for the program of speakers, panel discussions and workshops. For information, call (in Bloomington) 337-5317.

Transportation Problems? -- The Metro Customer Service Program will come to IUPUI Tuesday from 11 a.m. to 1 p.m. outside the University Hospital cafeteria and in the main lobby of the Union Building. Representatives will be on hand to talk with employees about Metro bus routes and money-saving transportation tips.

Seminar -- "Genetic and Environmental Influences on Human Body Size, Shape and Tempo of Growth," Medical Genetics Seminar by Dr. Sudha S. Sakseha, postdoctoral fellow; Riley Research, Conference Room 138, Tuesday at 4 p.m.

Oncological -- "Retinoblastoma," grand rounds in oncology by Dr. Eugene M. Helveston, professor of ophthalmology; Radiation Therapy Building, Room R104, Wednesday at 11 a.m.

Impossible Dream -- The Repertory Theater at the Christian Theological Seminary will present the musical "Man of La Mancha" Thursday through Sunday and May 15-18 with 8 p.m. performances (Sunday shows at 3 p.m. and 7:30 p.m.). For information, call 923-1516.
Outlook -- Hints on choosing a major and a career will be given in a workshop Thursday from 9 a.m. to 11 a.m. in Cavanaugh 224. On Friday, the Office of Career Counseling and Placement has scheduled three programs: One on resume preparation from 1 p.m. to 3 p.m., one on the personal interview, also from 1 p.m. to 3 p.m., and one on the job search from 3 p.m. to 5 p.m. All Friday programs are in Cavanaugh 226.

Rape -- "How to Combat Rape," a conference sponsored by Medical Nursing Services with the Chaplaincy Department and the city and university police departments, will be held Thursday from noon to 4 p.m. in University Hospital, Room N436. For information, call Ext. 3519.

Council -- The IUPUI Faculty Council will meet Thursday at 3:30 p.m. in the law school, Room 116.

Batter Up, Part I -- IUPUI will host the Women's IAIAW State Softball Tournament Division II school on Friday and Saturday at Metropolitan Stadium on Sherman Drive, starting at 9 a.m. Friday. Besides IUPUI, participating schools are Indiana Central, Franklin, Indiana State-Evansville and the University of Evansville. For information, call Kathy Tucker at Ext. 3764.

Green Thumb Special -- A training workshop for people planning a vegetable garden will be held Saturday from 1 p.m. to 5 p.m. at the Indianapolis Museum of Art. The sessions, sponsored by the Horticultural Society of the IMA, will meet on the lower level of the Lilly Pavilion of the Decorative Arts. The charge is $5 per person, $10 for the entire family. For information, call 923-1331, Ext. 73.

Batter Up, Part II -- Don’t forget that Saturday is IUPUI Night at Bush Stadium. The agenda includes the IUPUI Metros baseball team vs. Marion College at 4:30 p.m., and the Indianapolis Indians vs. Wichita at 7:30 p.m. A mere $2.75 will get you a box seat for both games, and you can get tickets at the Student Activities Office in the Union Building or before the event at the IUPUI window at the stadium.

More Sports -- The IUPUI Department of Intercollegiate Athletics and the Metro Athletic Club will host an all-sports recognition program Sunday at 7 p.m. in the Hoosier Room at the Union Building. Athletes, parents, coaches and contributors will be honored.

Pops -- The Four Freshmen will appear with the Indianapolis Symphony Orchestra for the final 1979-80 Sunday Night Pops concert Sunday at 7:30 p.m. at Clowes Hall.

Coming Up -- "The Action of Angiotensin II on the Colonic Mucosa of the Rat," Physiology Seminar by Dr. Antonio Diez de los Rios, research associate; Medical Science Building, 4 p.m. next Monday (May 5).

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APPLAUSE! APPLAUSE!

Some 200 hospital volunteers from the Indiana University Hospitals will be honored at their Annual Volunteer Recognition Luncheon on Wednesday at noon in the Hoosier Room of the Union Building.

Mrs. John P. Voliva will receive special recognition for accumulating more than 7,000 volunteer hours in nine years of service as an assistant receptionist in radiation- oncology.

Featured speaker will be Carol Krause, co-anchor of WISH-TV News, who will discuss "News Coverage of Human Stories."

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ANNUAL BSU-SPONSORED CONFERENCE THIS WEEK

Historian, author and lecturer, Dr. Yosef ben-Jochannan of Cornell University, will give a keynote address during the ninth annual conference sponsored by the Black Student Union (BSU) of IUPUI. Formerly called the Afro-American Conference, the three-day Afrikan American Conference is set for Friday through Sunday on campus.

Workshops, seminars, entertainment and an art exhibit are planned for the conference which invites community participation for "dialogues" and also for display space. All events are free.

Dr. ben-Jochannan, an adjunct professor at Cornell, will speak Saturday at 11 a.m. during the workshop on "Operation Breadbasket" in the Lecture Hall. His subject will be "African Origins of the Major Western Religions." Another keynote speaker, Dr. Ivan Sertima, linguist, anthropologist and author from Highland Park, New Jersey, will speak Friday on "Strategies for Researching and Identifying Blacks in Literature and History." His address will be given at 1 p.m. in Cavanaugh Hall, fifth floor faculty lounge.

Also on Friday the conference has set a dinner theater from 6 p.m. to 9 p.m. in the IUPUI Union Building cafeteria, featuring the Roots of African American Jazz Class. Tickets are $8.50 for adults, with a special rate for children under 12. For reservations, call the BSU at Ext. 2279. A free dance at 10 p.m., also in the cafeteria, will top off Friday's activities.

Besides Operation Breadbasket on Saturday, conference planners have set the following activities in the Lecture Hall: Parents/Teachers Unite at noon, Children's Workshop at noon, and Organizational Unity Program at 1 p.m. Other Saturday activities include a film series from 2:30 p.m. to 5 p.m. on "Egypt: Cradle of Civilization" and "Black History: Lost, Stolen or Strayed." The African National Prisoner's Organization will present a workshop at 4:30 p.m. and keynoters ben-Jochannan and Sertima will lead a program, "Strength through Unity," at 6 p.m.

Activities for next Sunday are all scheduled in the Lecture Hall. They include: Muslim workshop by the Islamic Teaching Center at 11 a.m. and Zimbabwe Liberation Movement at 1 p.m., featuring Andrew Mtetwa, representative of the Zimbabwe African People's Union. Also on Sunday, several IUPUI students and others from black nations will lead a panel discussion on the conference theme, "Strength through Unity." They will help formulate strategies for a "strong unified African people."

An art exhibit, arranged by Wiliam Taylor, assistant to the associate dean of liberal arts, will be on display in the Lecture Hall May 1-11. Taylor features his sculpture, plus the works of two other black artists, Winford Cork, painter, and William Rasdell, photographer.

Members of black organizations in the Indianapolis and the surrounding areas are urged to participate in the conference so that organizations can be identified and communication among them can improve. The organizations meetings is set for Saturday from 1 p.m. to 4 p.m. in the Lecture Hall. For more information on the conference, call Ramona Hayes at Ext. 2279.

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NEWS 'N' NOTES FROM HERE 'N' THERE

Finishers -- "When I went by Wellesley there was a roar of 'Marilyn!','' said Marilyn Reinhardt (School of Physical Education), the leading Hoosier woman in last week's 26.2-mile Boston Marathon. She placed 49th among the women with a time of 3:02:55.
Dr. Solomon Epstein, associate professor of medicine, finished with a time of 2:33:03, making him 164th among the men. Both said that the extreme heat on marathon day made times a little slower than expected.

Barristers-To-Be -- Two teams from the Moot Court Society of the law school won first and second place at the regional rounds of the American Bar Association National Appellate Advocacy Competition held at the University of Notre Dame this month. The teams will represent the school at the national finals in San Francisco in August. Winning team members were Mike Bishop, Tom Lasterday, John Sharpe and Evan Spangler, coached by Doug Dieterly.

Top-Notch -- Among IUPUI-ites cited at the recent annual Student Activities and Honors Banquet were Edward C. Moore, executive dean and dean of the faculties, who won the Top Administrator Award; Miriam Langsam, associate professor of history and secretary of the IUPUI Faculty Council, who received the Outstanding Educator Award; Frank Brinkman, president of the IUPUI Student Assembly, who received the William L. Garrett Award for outstanding student involvement in university activities, and Patricia Boaz, associate professor of chemistry, who received the Lola L. Lohse Award for going "above and beyond" in helping students outside the classroom.

And They're Off! -- The IUPUI Women's Club has set May 17 for their annual trip to Churchill Downs. The bus leaves the Union Building at 8:30 a.m. sharp and arrives in Louisville about noon. A dinner stop is included on the return trip with ETA at the Union by about 10:30 p.m. Total price for transportation, reserved clubhouse seats and admission tickets is $15 per person. All reservations will be taken on a first-come basis and the final day for receiving reservations is May 12. A check for $15 per person must accompany the reservation. Make check payable to the IUPUI Women's Club and send it to: Barbara McQueen, Krannert Science Building, Room 153A, 38th Street Campus. If you have questions, call Ext. 2438.

Wanted -- Healthy, non-obese volunteers, 35 to 55 years old, for a diabetes research study which lasts five hours and involves infusion of a very small amount of radioactivity and withdrawal of a small amount of blood. Reimbursement for participation is provided ($75). Call Dr. Daniel C. Howey, Regenstrief Health Center, 630-7080, for more information.

Mark Your Calendars -- May 11 is a double-threat (or double-treat) day: Commencement at 3 p.m. at the Convention Center...and it's Mother's Day.

Positions Available -- Anatomy demonstrator to develop and maintain teaching aids and demonstrate special techniques and to coordinate and supervise use of laboratory material. Contact Dr. Sherwin Mizell, Medical Sciences Program, IUB 47405. Research associate: Two positions are open in the Laboratory for Experimental Oncology: (1) for enzyme purification from mammalian tissues, and (2) for studies on elucidation of mechanisms of gene expression and transcription and translation of messages in normal and cancer cells. Send CV and three references to: Dr. George Weber, Riley Research, Room 337.

ONE-DAY CONFERENCE TO FOCUS ON "WOMEN AND AGING"

Being old and female is not the end of the line; there is life after the "empty nest." Area women can learn about and discuss the challenges and problems of mid-life during a day-long conference on "Women and Aging," set for May 10 from 8 a.m. to 5 p.m. at St. Andrew United Presbyterian Church, 3535 Kessler Boulevard, North Drive.
A self-proclaimed "late starter," Ruth Harriet Jacobs, now professor at Boston University who began her teaching career at the age of 45, is keynote speaker for the conference. Former journalist and full-time mother, Jacobs will speak on her firsthand experience in seeking a third career at mid-life.

Sponsored by the Women's Studies Program of IUPUI, the conference has a theme of "Women and Aging: Double Jeopardy or Double Fulfillment."

IUPUI faculty members will lead mini-workshops throughout the day, while "practitioners" (local experts who work directly with women and aging) will share in the discussions. IUPUI project directors are Dr. Gabrielle Bersier from the German department and Dr. Barbara Jackson from the anthropology program.

They have planned the following schedule: Jacobs will present her keynote address at 8 a.m., followed by Susan Conner, editorial editor at WRTV-Channel 6, who will lead a "Phil Donahue-type" interview. Discussion workshops will run from 10:30 a.m. to 3 p.m. and will follow the theme, "Avenues for Change." Workshop topics include roles and responsibilities of social agencies, the displaced homemaker, money matters, legislation, education and the positive and negative images of aging women portrayed by American films.

The conference is funded by a grant from the Indiana Committee for the Humanities. For more information, call Ext. 4457 or 631-8401. There is no charge and no registration is necessary.

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GET ORGANIZED FOR FALL FESTIVAL NOW

Can the future nurses beat the future doctors? Will the dental students be up the creek without a paddle? Can the staffers paddle their own canoes? The answers will come when IUPUI faculty, staff and students convene to vie in the annual Fall Festival sponsored by the Circle City Circuit (CCC).

CCC planners challenge the schools to begin planning now for their six-person teams to compete next fall in the canoe relay race. Schools should choose sturdy paddlers, for when they come off the water, they will compete in a volleyball tournament and other "sports."

The three-day festival is in September and will include a fun run, flea market, ice cream social, concerts and a movie festival. A golf tourney is also planned. Backgammon and bridge tourneys are set.

Schools interested in meeting the challenge can get more information by contacting Dan Hagist, CCC chairman at Ext. 3764 or 638-9779, or call Mike Wagoner at the IUPUI Student Activities Office, Ext. 8264.

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