

# Dinner to feature feminist

"The Empowerment of Women: From a Women's Health Perspective" is the title of the 3rd Annual Women's Health Award Dinner to be held Oct. 19 at Corey Union. The dinner will begin at 6 p.m. Colleen Craven, a well-known local singer, will provide several musical pieces. She will be accompanied by Jennifer Parker on saxophone.

For the third year in a row, the dinner speaker is a national fame. Barbara Ehrenreich is the author of *The Hearts of Men: American Dreams and the Flight from Commitment* which the *New York Times* described as "an original work ... that often stands on its head much of the analysis of recent relationships between the sexes that has become the accepted wisdom of recent years."

A new book, *Re-Making Love: the Feminization of Sex*, co-authored by Elizabeth Hess and Gloria

Jacobs, published by Doubleday in September 1986, has been described by the *New York Times* as "intelligent, thought-provoking social history." Ehrenreich is now working on a book tentatively titled *The Liberal Surrender*, on American political culture from the 1960s through 80s.

A fellow at the Institute for Policy Studies in Washington, D.C., Ehrenreich is the author of a number of other books related to health, women and social policy. At I.P.I., she is completing a study on women in the economy.

Ehrenreich has been active in the women's movement and other movements for social change for a number of years. She is a contributing editor of *Ms.* magazine and has been a board member of the National Women's Health Network. Since 1983, she has been co-chair of the Democratic Socialists of America.

She was awarded a Ford Foundation Award of Humanistic Perspectives on Contemporary Society in 1982 and shared the National Magazine Award for Excellence in Reporting in 1980.

She is widely known as a public speaker on women's issues and is a frequent radio and television talk show guest. She has lectured at over 100 colleges and universities in the United States, Canada, England and Holland and has appeared on dozens of shows including the "Today Show," "Good Morning America," "ABC Nightline," the "Mike Douglas Show," "Canada AM" and "All Things Considered."

She has a Ph.D. in biology from the Rockefeller University and a B.A. from Reed College.

She taught at New York University and SUNY Old Westbury. She lives in Long Island with her husband and two children.

# Student representation on DIFR board is questionable

By ANDREW MURPHY  
Staff Writer

Student representation on the Dorm Income Fund Reimbursement committee advisory board is still an "open" question, according to President James M. Clark.

In response to questions from members of the Cortland College Student Association, Clark said he will bring the issue up with each of the current members of the DIFR board.

He said he has received adequate input from the DIFR board and will make the final decision.

James Cullen, former CCSA president, said there are many merits to having a student representative on the DIFR advisory board.

He said student representation would allow students to participate in the step by step processes of budgeting.

Last year the Student Ad-

visory Board was given the completed budget during the last week of classes, he said, making it impossible for SAG to come up with feasible alternatives or suggestions.

A student representative on the DIFR board would be able to understand the 'how's' of self-sufficiency and the 'why's' of allocations, Cullen said.

Marlene Markoe, CCSA president, said it is important for students to be aware of the DIFR situation.

She said the more student input there is through CCSA, faster is the response from the administration. Students should take a more active stance on the DIFR issue, Markoe said, because it is their dorm rates that are at stake and in danger of being increased.

Under self-sufficiency, the dorm rates increased \$82 alone during the 1986-87 school year.

# "Selling Television" is focus of noon seminar

By ANDREW BRIGHT  
Staff Writer

The three methods of selling television was the focus of "Selling Television" at Monday's sandwich seminar presented by Robert J. Thompson, communications professor.

Thompson concentrated on the fall "promos," which the networks use to set the agenda for the new season. The main purpose of these promotional pieces is to convince the viewer he/she is watching the best network.

Thompson points out that the networks convince the reader in a number of ways. The first is the "escape" method, the second is the "new exciting place method," and the third is the "only real friends are on television" method, he said.

The escape method concerns sexual imagery, and stresses that television is a free, non-addictive narcotic, said Thompson.

He showed an example of a network promotional piece where a man walks home from work deeply dejected. His life is dull and dreary, until suddenly out of the corner of his eye he sees a television in a store window with Joan Collins seductively inviting him into her colorful, and dreamy world.

The second method, the new exciting place, stresses that television is the only place to be, and far surpasses reality, said Thompson. The networks want you to believe, he said, that the reason you go to work is to have leisure when you go home to watch television.

Quoting philosopher Thomas Hobbes, Thompson said the networks stress that reality is far too "nasty, brutish, and short."

The final method the networks use is the "only friend" you have is on television, said Thompson, because the television friends are loyal and reliable.

Thompson showed an example of a little girl who found all of her friends on the television show "Dallas." This promotional piece stresses that friends are only to be found on television, and friends in the real world are not to be trusted, according to Thompson.

Thompson said networks never alienate any particular group, but always speak to all ethnic, racial, and economic groups. Networks always want us to believe that "the one thing that unites us in the 20th century is not love or any other universal language but it's television, said Thompson.

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