

Two Cortland faculty members named Distinguished Professors

College Relations

Two members of the State University College at Cortland faculty, Hazel Cramer and Charles N. Poskanzer, have been named Distinguished Professors by the State University of New York Board of Trustees.

The nominations of Cramer and Poskanzer for the prestigious appointments, made by State University Chancellor D. Bruce Johnstone, received the approval of the Trustees at their Mar. 22 meeting in Albany.

Cramer, a professor of French at Cortland since 1969, was designated a Distinguished Teaching Professor, and Poskanzer, a 39-year veteran of the College faculty, was named a Distinguished Service Professor.

The formal designation "Distinguished Teaching Professor" was established in 1972 by the State University to recognize full-time professional members of its teaching cadre who have established records of superior teaching performance and active scholarship during their careers.

The rank of "Distinguished Service Professor" was created the following year to honor members of the University faculty who have brought distinction to the State University by performing "outstanding service...to the University, the broader community, the state and the nation."

To date, the rank of "Distinguished Teaching Professor" has been conferred on only 85 professors from throughout the University system, while even fewer, only 57, have been honored as "Distinguished Service Professors."

Cramer, a Magna Cum Laude graduate of Case Western Reserve University and the recipient of a Ph.D. from Cornell

University, is described by her peers as "a restless instructor...constantly on the prowl for the new and more effective technique." She has pioneered computer teaching of artificial languages, the use of computer and video units for self-study, and courses on Franco-phone literature—the literature of French-speaking countries other than France.

She also has been certified by the Paris Chamber of Commerce to teach French commonly used in the business world and to grant certificates of competence to students who excel in this area.

Since 1975, Cramer has taught 33 different French courses and, most recently, developed an academic program that allows students to complete two years of study in one. Additionally, she established a French-speaking wing in a residence hall and has taken on responsibility for supervising the internship of students training to become high school teachers of French.

Outside of the classroom, Cramer has established herself as one of the country's leading French educators. In the past five years, for example, she has attended 15 professional meetings, chaired or hosted nine. She has served on five different committees of the New York State Association of Foreign Language Teachers, and she has researched and presented 23 papers. Twelve of her research articles have been published in major scholarly journals.

Poskanzer, a professor in the college's Department of Health, has recorded a four-decade tenure with the college which has been punctuated with distinguished public service at the local and national level.

Long active in local politics, Poskanzer served alter-

nately as an alderman and mayor of the City of Cortland during the 1970's, and he has sat continuously as a member of the Cortland County Board of Health since the mid-1960's, a role that earned him the John B. Bennet Public Health Award from the Cortland community in 1983.

Nationally, Poskanzer is credited with having made a significant contribution to the creation of the present day system of medical health care for the aged. Working closely with health scholars in the 1950's, Poskanzer produced research projects that proved to be critical for the establishment of present day Medicare and Medicaid programs. In recognition of present day Medicare and Medicaid programs. In recognition of his efforts, President Lyndon Johnson invited Poskanzer to attend the signing of medicare legislation into law.

Since Poskanzer's appointment to the Cortland faculty in 1950, he has been at the forefront of the college's efforts to pioneer a Health Science program that has become a model for other health education programs at colleges throughout the country. Today, Cortland graduates with degrees in health are no longer limited to working in the teaching profession. Instead, many gain admission to quality graduate programs in a variety of health professions including environmental health, health care administration, medical social work, epidemiology, gerontology and community health education.

Poskanzer, a graduate of the University of Michigan, State University Center at Albany, and Yale University, holds a Ph.D. from Michigan. A frequent lecturer on health issues, he has also served as a consultant to the U.S. Department of Health, Education and Welfare (HEW).

Miller apologizes for

'sexist' spring break ad

Special to The Press

For the second time in two months, a major beer company has gotten in trouble with the student press.

This time, Miller Brewing Co. of Milwaukee has sent a letter to the editors of 55 college papers apologizing for a "sexist" spring break advertising supplement that, Miller said, it had really meant as satire.

"We blew it," the company wrote in apology for its supplement, called "Beachin' Times" and laced with references to women as "babes," suggestions for luring women to bed ("swallow her car keys") and entreaties to "name something you can dink, bump and poke. Hint, it's not a Babe. It's a volleyball."

It was almost Miller itself. The University of Wisconsin at Madison's student government proposed a student boycott of all Miller products when it saw the 16-page, four-color insert.

The Gamecock at the University of South Carolina, the Daily at the University of Michigan and the Tribune at Marquette University had refused to include the supplement in their pages when they first previewed it in January.

"There was not a place in 16 pages that you got the impression that men and women talk to each other without men being drunk and scamming on people," said Maggie Sarachek of the University of Pennsylvania's Women's Alliance.

Miller sent the insert to only a few of the 55 papers for which it was intended and that was by mistake because CASS, the Evanston, Ill.-based ad broker firm that arranged to distribute it, didn't halt them in time.

"The piece wasn't being interpreted as parody," said Bev Jurkowski, Miller's public relations manager.

"The people who objected were 100 percent con-

cerned about the sexist aspects of the guide," she added. "But the ad included information about responsible drinking. It was a high-quality piece."

Peter Herman, editor of the Marquette Tribune, disagreed. "The message was nothing but drinking. It had no value."

Herman said the Tribune lost "\$400-to-\$500" by refusing to run the supplement. "If it was a parody, I missed it."

Miller wasn't the first beer company accused of insulting students this year. In January, a group of students at Florida Atlantic University circulated a boycott petition claiming a Budweiser ad on the back of FAU's phone directory was sexist.

The ad, which featured three women in Budweiser bathing suits provocatively sprawled on a Budweiser towel, ran in scores of other campus publica-

"Conversations in Research" series begins

Special to the Press

Mary Ware, Cortland College Education Department, will inaugurate the first of a series of presentations focusing on current research being conducted by campus faculty. The "Conversations in Research" series aims to explore the general nature and common principles of academic research as well as present the contents of specific research projects.

On Wed. Apr. 5, Ware will discuss "Is the Computer Neuter", inquiries into the female image as presented in advertising. This research has received a good deal of attention in the press and at professional meetings. Open to the college community, the discussion will be preceded by a reception in the Memorial

Library's Special Collections Room beginning at 4 p.m.

Following Ware's presentation, time will be given to questions and open discussion. Students in the college honors societies and program as well as those taking research methods courses and doing independent study are particularly invited.

The next presentation in the series will be held on Apr. 27: Craig Little, Sociology-Anthropology will discuss, "Searching for Clues: Crime and Justice in the Days of Yore."

"Conversations on Research" is co-sponsored by the College Honors Council, The Honor Society, Phi Kappa Phi, and the All College Research Committee. For more information contact Lori Collins at 753-2726.

Cortland students party in Daytona

By MICHAEL C. BENTON
Special to the Press

Many Cortland College students traveled to Daytona Beach, Florida for a spring break that will never be forgotten.

Cortland students took part in one of the greatest student migrations of the history of spring break. The city of Daytona recorded the largest amount of college student vacationers in its history. For those students who weren't there, this should quench some curiosity.

When SUNY Cortland students arrived, Daytona was experiencing a mild forecast, lows in the mid 80's and the highs in the 90's. Cortland students along with thousands of others donned their bikinis and jams to soak up the sun. As vacationers soaked up

the sun, they soaked up the suds to keep cool. As the suds flowed "party hearty" Cortland students took the opportunity to show their physical prowess at the games of spring break. At pool side Cortland dominated in such contests as Best Buns and Belly Flop. This all occurred during the day. The nightlife in Daytona started on the Atlantic Ave drag, with spring breakers crowding the streets. Then the partying continued in one of several nightclubs. A ten dollar cover could get you into bars with names like Razzles, Penrods, 701, and Kokomo.

Those who got the opportunity to get out of Daytona for a day went to places like Epcot Center, Kennedy Space Center and Disney World.

However, the action was at Daytona Beach.

Summer Day Camp positions on Long Island for students and faculty. Athletic Instructors (Team Sports, Gymnastics, Aerobics); Swimming Pool Staff (WSI, ALN); Health (RN, EMT, LPN); Arts Instructors (Drama, Music, Fine Arts, Crafts); Counselors. Top salaries. Write to First Steps, PO Box U, East Setauket, NY 11733 or call 516-751-1154

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