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### Campus News July 24, 1992

La Salle University

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# CAMPUS NEWS

## LA SALLE UNIVERSITY'S WEEKLY INFORMATION CIRCULAR

July 24, 1992

To: The University Campus Community  
From: Joseph L. Smallberger   
Manager, I.D. & Gold Card Account  
Date: July 22, 1992  
RE: Issuance of University I.D.'s

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As of **Monday July 27, 1992** the I.D./Gold Card Account Office (located in the Lower Level of the Student Union Building) will assume the responsibility of issuing La Salle University I.D.'s.

Therefore kindly instruct **new** students, faculty or staff to go to this office in order to obtain a University I.D. Also, if your I.D. has been lost or stolen a replacement I.D. can be obtained from the I.D./Gold Card Account Office. Additional notice concerning the **swapping of your old I.D. for the new I.D.** will be announced within the next week.

During the summer the I.D./Gold Card Account Office will have the following operational hours:

Monday - Friday      8:00 am - 5:00 pm  
Saturday & Sunday      Closed

Should you lose your I.D. when our office is closed, please report this to the Security Department and you will be issued a "Temporary I.D."

Additional information concerning operational hours during the academic year and new I.D. procedures will be announced later this summer.

Should you have a question regarding either your University I.D. or the new *Gold Card* program please do not hesitate to call me (X- 1LSU).

*Campus News* is distributed weekly to foster communication and encourage information sharing among University departments. Articles submitted are the responsibility of their authors alone and do not imply an opinion on the part of La Salle University or the Department of Mail and Duplicating Services.

POSITION AVAILABLE  
SCHOOL OF CONTINUING STUDIES

**SECRETARY TO THE DEAN**

A full-time position as secretary to the Dean of School of Continuing Studies is available. Applicants should possess a cooperative attitude, organizational ability, computer skills, good communication skills, and previous office experience. Must be able to assume leadership role among support staff. Benefits include tuition remission, paid vacation, and health insurance. Send resume and letter of interest by **July 31** to:

Dr. Glenda Kuhl  
School of Continuing Studies  
La Salle University  
Box 815  
Campus Mail

La Salle University is an Equal Opportunity/Affirmative Action employer.

## MEMORANDUM

TO: The La Salle Community  
FROM: Ray Cardillo, Video Network Coordinator for  
Channel's 32 and 56  
SUBJECT: Programming  
DATE: July 23, 1992

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Recently the staff of Channels 56 and 32 gave a short talk on the status of the stations and on what we are looking for as far as programming suggestions from the La Salle community. It was suggested at the meeting that we put out a list of ideas that might spark your creative instincts.

The list below is by no means complete. If you don't see your idea listed call me to add it on.

- Class Lectures
- Professional Lectures
- Sporting Events
- Panel Discussions
- Debates
- Current Event Evaluations
- Faculty Features
- Music Events
- Children's Programs
- Health Issue/Information Programs
- Multi-cultural Events/Programs
- Women's Issues/Programs
- New Technology Demonstrations/Lectures
- Innovative Teaching Methods
- Educating With Video
- Weekly/Bi-weekly News Program
- Entertainment Events/Programs

If you would like to have your idea on Channels 32 or 56 please notify me as far in advance as possible so that we can make arrangements to shoot the program or event. I'm looking forward to hearing from you. I can be reached at ext. 1875, or you can stop by and see me in Olney 200.

Sincerely,



Raymond Cardillo  
Video Network Coordinator  
Channel 56

## BOOZE NEWS

### Alcohol Related Information For Higher Education

Alcohol & Other Drug Program X-1355

July 1992

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#### TRENDS IN ALCOHOL ADS

Similar to the reduction we have noticed in the pool of applicants to college, the number of individuals 20-35 years old is dwindling. As a



result, brewers are having to rethink advertising strategy since white males in this age group are the largest consumers of beer in the country.

With fewer consumers, brewers have considered 3 alternatives to maintain their current income levels and pursue new markets for their products.

First, to raise the price of the product. Second, get beer drinkers to drink more on a per capita basis. Third, entice populations other than white males between 20-35 to increase their beer drinking.

While the 1st option will enable income to remain stable, it is only viable for those larger brewers who can withstand the decline in consumers that price hikes have historically created. To this end, it is expected that brewers will focus on the 2nd & 3rd options.

Expect to see beer ads lure female patronage via spots that stray from the historical sexist view of women as 'mindless bimbos' whose job it is to serve the male beer drinker. The female will be portrayed as a full fledged consumer. Like the men, they will be portrayed as enjoying all the benefits of fun, social success and other glamorized images we have come to expect in beer ads.

While this may- at 1st glance- appear an improvement over the 'Swedish bikini team' images of women, it will be tragic if economically motivated moves away from sexist ads result in increased numbers of women pursuing the beer oriented myths brewers have taught men to expect of drinking.

#### JUNIORS/SENIORS DRINK LESS

Preliminary results of research on collegiate drinking conducted at La Salle suggests that 3rd & 4th year students tend to drink less frequently than their 1st & 2nd year counterparts. Among reasons given: reduction of culture shock realized in transition from high school, boredom with the 'drink to get drunk' mentality of the college neophyte, exposure to non-alcohol or moderate use alternatives to socializing.

(MORE)

## INFORMATION & REFERRAL

As you interact with students- in or out of class, in conversation or written assignment- should s/he make any of the following comments, consider it a cry for help and support their looking into a possible problem with alcohol:

**Help!**

1. talking about trying to cut down. Social drinkers do not wonder if drinking is a problem,
2. express annoyance at others criticizing their drinking. Where there's smoke there's fire,
3. expressing feelings of guilt or shame related to drinking or drinking related behavior. What causes a problem is itself a problem as it creates a problem,
4. taking an 'eye-opener' or drink upon waking. This is often a sign of using alcohol to ward off the symptoms of withdrawal.

For the individual who says yes to 1 of these items, there is a 2/3 chance drinking has become a problem. Yes to 2 or more, 90% chance.

Often an understanding suggestion from a respected individual will result in the drinker seeking help.

### LOOPHOLE CREATED IN PA LAW

The Pennsylvania Supreme Court has created a large loophole in the state's underage alcohol possession/drinking

law. A recent court decision has now made it incumbent upon the arresting officer to 'prove' the substance in the beer or liquor bottle actually contains alcohol.

Analyzing the substance and documenting its alcohol content is now a prerequisite of implementing the PA. law.

While legislators have vowed to close this loophole immediately upon returning to session, it has been suggested that in the meantime police use the breathalyzer in order to detect the alcohol in the consumer in lieu of in the container!



### DRINKING & DRIVING VIDEO

A new video produced by State Farm Insurance takes a factual yet non-judgmental look at the problem of drinking and driving. Using an actual case involving a male college student and his family & friends, the events leading up to a drinking related traffic fatality and its aftermath are reviewed in this 15 minute video.

The AOD Program has developed a discussion outline to accompany this video and it is available- with or without a discussion leader- for use in class; call X-1355.