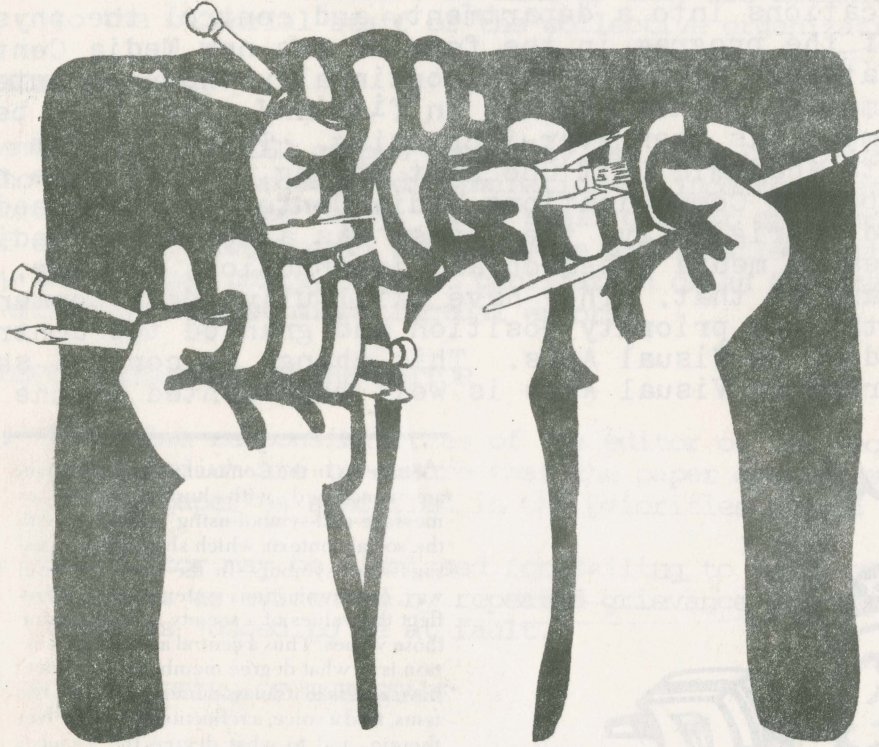


# *SOMETIMES*\* vol. 1, no. 7

## COMMUNICATIONS



The Communications program at UCSD is presently an interdisciplinary program directed at a critical investigation of the processes of communication. It carries out this investigation on the levels of micro, macro, and media. The program differs from many, or most, other disciplines at UCSD in that it attempts to critically analyze the political economic forces affecting the institutions and structure of mass communications. The Communications program is concerned with human beings as message and symbol using animals with the social contexts which shape these messages and symbols. The program seeks to identify the power structure which shapes the content, frequency, and speed of the message, and, in this way, the program has been considered by many to have taken on a rather radical appearance. Many of the problems which the Communications program has been faced with stem from the fact that the direction of the program is not a conventional capitalist one.

During the Fall quarter of this year, the administration decided to create a Communications Advisory Committee, whose job it would be to govern the program until a coordinator could be hired. The CAC's membership included two professors from Sociology, two from Visual Arts, one from Communications, and a chairperson, Manuel Rotenberg, Dean of Graduate Studies and an APIS professor. Communications itself was never consulted as to the validity of such a membership, and it was only after the Communications Student Union demanded that a student representative be appointed to the committee that a more representative membership was established.



A PERMUTATIVE SYSTEM: Oh, how strange philosophy's kaleidoscopic range!  
It may be doubted that any system of thought arranged upon the lines herewith proposed can be a success.

The fact of its accomplishment, alone, important as it may be, is no proof of method.

For instance, a correct relation between any two facts is one that must be investigated along the lines of thought thus correlated to these facts.

And in spite of what, at first sight, might be called irrelevancy, there is this to be observed, no matter what bearing the above may have to the subject in hand, that the relation of one part to another may or may not be true.

And here it must be noted the importance of the demand that such types of thought do exist. This is, no doubt, a quality of subjects, rather than of relativity between modes of expression.

So, too, are questions affecting the expression of coherent symbols of equal importance with the methods by which these symbols are expressed.

But, at the same time, there must of necessity be a certain divergence in form between the types of questions to be discussed.

I hope that this helps to clarify some of the questions in regards to the Communications Program.

-Gelett Burgess, Esq.



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## CONSUMER CO-OP NEWS

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### ORGANIC GARDENING SOCIETY

The Organic Gardening Society is a student organization you should know about. We are a group of students committed to growing our own vegetables, herbs, flowers, and fruit by emulating nature's own methods of fertile soil production and maintenance. The garden is located north of the Third College construction site, and between the roads that leave the Muir College and Central Library parking areas. Come and visit! You can start your own plot or join in with those working a community garden. If you want to learn more, talk to people at the garden or read Introduction to Organic Gardening by Chuck Pendergast in the paperbacks at Cluster Library (Pe 536), The Organic Method Primer by Bargyla Rateaver also at Cluster (S 605.5 R37), and The Encyclopaedia of Organic Gardening in the reference collection at Central Library. If you are interested, contact Elaine at 452-1838 or Bob at 452-9784 for more information. - Ben Gill



Upon its conception, the CAC proceeded to carry out a slow but sure course towards the destruction of the Communications program as it was intended to exist. It established joint majors with the departments of Sociology and Visual Arts in what resulted in a clever plan to water down the focus and direction of the program. Most all of the decisions which have been made thus far have resulted from closed-door sessions or discreet phone calls between Paul Saltman and Manuel Rotenberg. It appears that the seven person committee originally formed was merely a front behind which the administration could pull the strings necessary to change the direction of the program, prevent the hiring of any new faculty members whose interest might truly lie in the expansion of Communications into a department, and control the physical resources of the program in the form of the new Media Center.

Communications' students have continually shown an interest in the area of media. Since classes in film and video have been offered, enrollment has been ever-increasing. Third College plans to open its Academic Unit One next Spring. One of the new buildings will be the Communications Media Center, a much needed facility, indeed. Originally, the Center was aimed at expanding the opportunities in media research and instruction, however, the CAC has taken care of that. They have skillfully edged Communications out of the top priority position and granted the control of the new building to Visual Arts. This change in control should come as no surprise as Visual Arts is well represented on the CAC.



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"Students in the Communications Program are concerned with human beings as message-and-symbol-using animals with the social contexts which shape these messages and symbols. In the most powerful way, communications systems may both reflect the values of a society and determine those values. Thus a central analytical question is to what degree members of a society have access to its mass-communications systems, find a voice, a reflection of themselves therein, and to what degree the society's very nature may be altered by the messages and symbols the mass media convey. In social contexts face-to-face interactions, similar analytical questions need to be asked: how are messages, responses, and counter-messages shaped by context, role, and by the medium itself, verbal or non-verbal."

1974 UCSD  
GENERAL CATALOG

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One might wonder what the faculty of Communications has been doing while all this shit has been going down. Well, the administration should certainly never be underestimated. They were clever enough to wait until two of the program's most responsible professors, Dr. Michael Real and Dr. Beryl Bellman, were both up for review. With their jobs on the line, Real and Bellman naturally were limited as to courses of action available to them.

At present, the administration is trying to force Samuel Popkin down the throats of the Communications Course Group and the Communications Student Union. Popkin, whose contract is already in the mail, was never officially interviewed by the program's faculty or the students. It seems that the administration has decided that Popkin would make a great puppet, whose job it will be to further destroy the Communications program. Both the Course Group and the CSU have unanimously disapproved of Popkin's appointment, stating that he is both unqualified academically as well as unable to devote the necessary time the coordinator position demands. The Communications faculty was able to meet only



briefly over lunch a few weeks ago with Popkin, who just happened to be in town to put a large deposit down on a home in the area. At that time, Popkin voiced a definite lack of concern with the current orientation of the program and stated that he was interested in finishing his book and working for the candidate of his choice in the upcoming Presidential election - both of which are certainly admirable goals. He demonstrated an interest in eliminating the media aspect of the program and in using Communications' students as cheap labor for his future demographic research. Only the blinded administration could envision this man as qualified for the job of Communication Program Coordinator.

As we approach the end of the present academic year, the future of Communications appears to be up in the air. Whether or not the program will survive these vicious and diabolical tactics depends solely upon the realization and coming to consciousness of those oppressed students and faculty whose interest are at stake. The forces which are so blatantly determined to destroy the Communications program are the same one who tomorrow may be trying to crush those programs at Third College which were fought so hard for during the early part of this decade. The administration is determined to wipe out any innovative education which might possibly aid in the liberation of enslaved people throughout the world. If we sit idly by, passively allowing our interests and needs to be ignored, then the administration will successfully suppress those critical voices which cry out for academic freedom.

Michael Doyle and Tim Broderick



#### PROGRAM ON VIET-NAM

The Groundwork Collective is sponsoring a program on the Viet-Nam war and some of the lessons to be learned now that victory has been won. Emile de Antonio's 1969 documentary In the Year of the Pig will be followed by David Harris, who was imprisoned in the 60's for draft resistance. The program will take place Thursday, May 15 at 8:00 P.M. in the Mandeville Center Auditorium. Child care will be provided.

-Groundwork Collective

#### QUESTIONNAIRE ON CAPE, HOUSING

Late this week you will be receiving a questionnaire in your mail. This survey is a combined effort of the CAPE Collective and an ad-hoc Student Housing Study Group to gather a broad-based sampling of information essential to improvement and growth of the projects involved. We urge you to fill out the forms carefully and return them soon afterwards, either by mail or by dropping them off at the CAPE office in the Lower Muir Commons (under the cafeteria). Student information is student power!

-Tad Sperry  
Lincoln Cushing



# Editorials

CALL THEM AS YOU SEE THEM DEPT.

The Third College Naming Committee has, after months of hard work, come upon a name which will serve to secure Third College's identity for years to come. Although some of you might laugh at a tag like the suggested Eleanor Roosevelt College, perhaps it does suit a college which is now 60% white and effectively controlled by adept liberal administrators. Ever since Lumumba-Zapata College was rejected by the U.C. Regents, Third College has undergone a process of wilting which is now manifested in lame name choices and co-opted academic programs. The proposed name must now go to the Third College Council, and then if approved be ratified by a college wide student referendum. Ultimately the name must be approved by the Regents, who certainly would reject anything more radical than Ralph Bunche College or Romana Banuelos College. Perhaps it's just as well.

-Antonio Guiteras



SPRING IS HERE

Stop and realize just how much political activity is going on at UCSD this quarter. Earlier this quarter about 25 angry Blacks marched into the Chancellor's office demanding action concerning the shady dismissal of Cleo Malone. The crazed events surrounding the campus wide referendum can fill all the pages of a book. On May 3, thirty angry Chicanos marched into the Chancellor's office protesting the way in which "Cinco de Mayo" was being run by the Administration this year. The UCSD Student Cooperative is now going through withdrawals as it evolves away from its conservative dominance of the past. The control of the Student Center is now being challenged by a good many students who believe that students must control and maintain those buildings and projects that they directly fund. The monopolistic position of the Triton Times is now being seriously and collectively challenged by subsidiary journals and student organizations who demand a more democratic structure of media dispersal on this campus. On Friday May 8, noon at Revelle plaza saw the angers of many radical whites and third world students reflected in an organized march. M.E.C.H.A., the United Farm Workers, and campus activists sponsored the rally which was called to protest the free dispersal of non-union lettuce, grapes, and Gallo wine at Revelle by the Young Americans for Freedom. Over 200 marched and shouted slogans for 45 minutes supporting the strikes, protests, and the cause of the oppressed farmworkers. The Communication Student Union is planning drastic action against administrative dismantling of its progressive academic program. Yes my friends, Spring is here, but just wait until next year. As Mario Savio stated ten years ago....."We have the ultimate weapon,.....the power to blow their minds"....

The SOMETIMES Collective



At the rally on Friday at Revelle Plaza, demonstrators collectively advocated starting a campus movement to boycott all scab lettuce served by the UCSD cafeterias. All students concerned with this moral problem should demand that the cafeterias buy farmworkers lettuce. The University must stop supporting those corporations who profit off of the misery of others.

-MARCO LI MANDRI



#### NOTICE

There are three black film members being considered for a teaching position in Vis Arts/Comm. are:

Lae Darwisch - Los Angeles film-maker & writer of screen plays

Sara Maladoror - Film-maker in Paris - woman - French - African

Ousmane Sembene - Most well known film-maker - it is doubtful he would want to teach.

For input and answers to questions please contact Vis Arts Dep't, Mandeville Ctr.

-Larry O'Donnell

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**Us** In taking editorial positions, "SOMETIMES" is not representing the views of the University of California, the Student Co-operative, or the student body as a whole.

"SOMETIMES" -- Student Organizations -- B-023 -- Student Center  
-- University of California, San Diego -- x4450

Garrett Gruener, Marco Li Mandri, Claire Holtby, Judd Dickey  
Steve Lopez, Lincoln Cushing, Mark Freund, and friends.

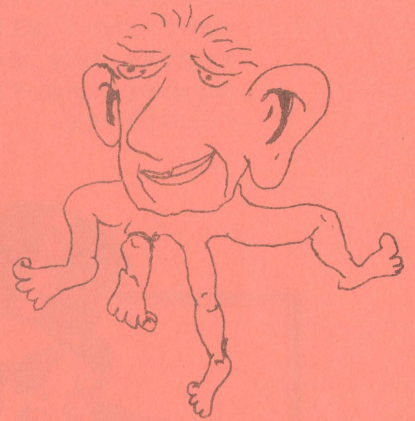
"SOMETIMES" encourages submitted articles. All articles should be typed on a 65 space line, with a limit of 200 words. Please try to use an IBM Selectric, with a Pica ball - it will save us a lot of time and energy. All articles must be followed by the name of the author. No articles will be edited, so check your spelling. Due to space considerations we may have to omit articles, but if you include your number we will notify you beforehand. "SOMETIMES" goes to press every Sunday night, deadline for articles is 3:00 Friday. Editorial meetings are Fridays at 5:00 in the Student Center - all are welcome.

\* it's necessary to go a long distance out of your way in order to come back a short distance correctly....

pass this on



# Pass this on!



Torrey Pines Coastal Group of Sierra Club

Wednesday, May 21, 7:30 PM

Del Mar Heights Elementary School  
Boquita Drive, Del Mar

The San Elijo Lagoon will be a prototype for preservation of lagoons along all of the north San Diego County coast. Come and hear the story from county flood control people and the San Elijo Alliance, regarding their cooperative efforts in the enhancement of this lagoon. Refreshments will be served; bring your own cup.

FOR FURTHER INFO CALL DAN ALLEN 455 2271

## WILDERNESS PRESENTATION

The Wilderness Class is happy to announce the return of Willi Unsoeld as a guest lecturer and would like to invite anyone interested to a lecture and slide presentation on the 1963 Mt. Everest Expedition. The presentation will be held on Wed. May 14 at 7:30 P.M. in H&SS 2250.

-Howard Kaplan

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## AN INSIDE-OUTSIDER'S VIEW

Upon transferring to UCSD, I was full of paranoid academic expectations. After almost three quarters, they all became reality (what ever that is). I won't bother to enumerate, but rather state the basis of these expectations. This place is burnt out! Intellectually, culturally, and politically it is dormant. Academically and in general, it is fried! Again, I choose not to elaborate. If you don't know why this place is as it is, either don't mess with it and plod along, or find out and maybe do something about it. How? Where?

Well, there are some islands of insanity amidst this sea of banality which one can find the paths to enlightenment and action even. One such is the Student Cooperative, known incognito as "Da CO-OP." Right on! But you say you've tried it and felt left out? You say it's cliqueish? Well that's right, it is. But there is a very good reason. Specifically, there is a group of people who fostered the idea of a STUDENT COOPERATIVE (general procedures and bylaws). Hence, they are largely among the most familiar with the co-op and can manipulate it towards their desired ends. However, these people are not the power elite! They don't even try (or want) to be. But enough defending. If you want to find out and or do something about UCSD, come to the co-op meetings. Come and listen, and ask questions. But don't expect to gain anything substantial by passively attending. And give it a chance! Don't just come to one meeting and shine it on. Come to two or three -- in fact, you must come to two out of the last three meetings to vote. Who knows? You may even get excited and want to do or even start something. Yeah that's right, you can be an instigator! If you get pissed off come to the meetings and talk about it. If your argument is at all convincing, then possibly an "action center" will be formed to deal with your issue. Basically, these are information gathering bodies which inform the co-op. Now the co-op may not have much power, but it can make a lot of noise. It seems that certain people around here just can't stand bad publicity. And don't forget kids; there is power in numbers. If more people regularly attend and vote at meetings, the co-op will become more effective.

--Mark Fingerman



TO: U.C.S.D. COMMUNICATIONS BOARD

FROM: U.C.S.D. SUBSIDIARY JOURNALS, ALTERNATIVE PUBLICATIONS, AND  
CONCERNED INDIVIDUALS

It is our firm belief that the Communications Board must critically re-evaluate the legitimacy, both financially and journalistically, of a single "official campus newspaper". The Triton Times, which has held this position for four years, has historically neglected adequate news coverage and constructive analysis of many issues beyond the scope of its own editorial biases. The resulting stance taken by the newspaper is often contradictory to the views held by a significant percentage of the U.C.S.D. community.

As the official campus newspaper, the Triton Times has enjoyed privileges far out of proportion to its entrusted responsibilities. While subsidiary journals have struggled to publish with meagre funds on a five-year allocation schedule designed for "self sufficiency", the Triton Times continues to receive a lion's share of student money with no such restrictions. Even so, in order to generate additional income for salaries the Triton Times has pursued an advertising policy which has alienated many sectors of the university community as evidenced by frequent charges of racist or sexist ads.

The belief that a single newspaper can adequately represent all the viewpoints manifest in the university community, both on and off campus, is one without journalistic support. The Triton Times ascended to official newspaper status long ago without facing the test of competition, and its quality has been questionable ever since. Its main strength has been its regularity, something which, unlike journalistic excellence or penetrating analysis, is simply a function of its massive financial base. The editorial structure promotes a hierarchy which tends to discourage, rather than encourage, diversity of communication and the "free exchange" of ideas.

In light of these grievances, we propose that the news monopoly presently held by the Triton Times be dissolved in the following manner:

**IMPORTANT!** THURSDAY, MAY 15 THE COMM. BOARD  
WILL MEET AT NOON IN THE STUDENT CENTER CONFERENCE  
ROOM TO DISCUSS THIS ISSUE. BE THERE IF YOU CARE!



We urge the implementation of these points so that richer and more diverse communications media can flourish.

- 1) We propose that the Communications Board funds (under the heading of officially recognized campus media) be redistributed in such a manner as to assure an equitable distribution of funds between the subsidiary journals and the Triton Times. This would entail broadening the definition of official campus print medium to encompass a coalition of journals rather than the existing monopolistic conditions.
- 2) A weekly publication to carry out the functions of a noneditorial informational bulletin would be supported also from the official campus media fund. Its purpose would be to carry publicity of campus events, announcements of meetings, housing and job opportunities, departmental and staff news, and travel opportunities...
- 3) We propose the Communications board accept the following experiment for the '75-'76 school year to utilize the 24,000 dollars allocated by the Advisory Committee on Student Fees for the official campus media fund.
  - I. Ujima, North Star, Sometimes, (Triton Times?), and the informational bulletin act as a coalition to utilize the official campus media fund.
    - A. Each paper could be required to come out once a week
    - B. Each paper 1 stipended coordinator paid \$1,000 for the year out of the official campus media fund.
- 4) In order to compliment the above changes we propose the Communications Board Constitution section titled "Duties and Responsibilities of the Recognized Print Medium and its Staff" be ammended. (see appendix)

Sincerely,

Marc Fannon  
 Marco LiMandri  
 Sakura Kone  
 Steve Elliott

Montgomery Reed  
 Lincoln Cushing  
 April Hogue



DUTIES AND RESPONSIBILITIES OF THE RECOGNIZED  
OFFICIAL PRINT MEDIUM AND ITS STAFF

I. PRIORITIES

- priority*  
*4/30/59*
- A. The first priority is to report the events of UCSD to the UCSD community in a timely, accurate, balanced, and unbiased manner.
  - B. The second priority is to relay news of up-coming important events to the UCSD community.
  - C. The third priority is to interpret news to the UCSD community. Articles must contain a by-line or they are automatically ascribed to the editorial staff or the collective organization. *priority by paper*

II. RIGHT OF REPLY

Members of the UCSD campus community, be they individuals or groups, who have been wronged by dissemination of incorrect facts shall be accorded the Right of Reply, which shall consist of prompt publication of an equally prominent, both in size and location, article supplied by the wronged party. Prompt publication of an "Errata" will normally suffice to correct minor factual errors.

III. RESPONSIBILITIES OF THE EDITOR

- A. The prime responsibilities of the editor of the recognized official print medium are to ensure that the paper carries out the purposes of the paper as specified in the priorities stated above.
- B. The editor may be dismissed for failing to carry out his responsibilities as evidenced by repeated grievance hearings in which the paper is judged to be at fault.

IV. RESPONSIBILITIES OF THE STAFF

- A. The prime responsibilities of the staff of the recognized official print medium are to aid the editor and paper in carrying out the purposes of the paper as specified in the priorities stated above.
- B. Staff members may be dismissed for failing to carry out their responsibilities as evidenced by a grievance hearing in which the member(s) is judged to be at fault.

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Proposed Amendments:

- I.(B) delete. (this would be the primary function of the informational bulletin).

III. RESPONSIBILITIES OF THE COORDINATOR

The paid coordinator of the individual journals will represent the journal at all Communications Board and Grievance hearings, and ensure that the paper carries out the functions as specified in the priorities stated above.

IV. RESPONSIBILITIES OF THE STAFF

The prime responsibilities of the staff of the recognized official media are to aid the coordinator and paper in carrying out the purposes of the paper as specified in the priorities stated above. The internal structure of the staff should be determined by members of the newspaper.