



**Students In Communication Management
McClure School of Communication Systems Management
Ohio University, Athens Ohio 45701**

COMMUNICATION WEEK '90

BY JODY SCOVILLE

The topic of this year's communication week is "Communication: The Global Village." The event will open Monday, April 30 and continue through Saturday, May 5. Highlights include keynote speaker Pierre Salinger, 30 to 40 guests, panel discussions and seminars.

Communication week has been held every year since 1968. For the first ten years, this event was called "World Communication Conference." In 1979, the name was changed to "Communication Week," plus the title of the week's theme. Past themes have focused on education, alumni, politics, technology, and communication in the 21st century.

Kicking off this year's Communication Week is keynote speaker Pierre Salinger. Mr. Salinger is the Senior Editor in Europe for ABC News, and Chief Foreign Correspondent. A few of the many awards Mr. Salinger has won include the George Foster Peabody award, Gold Hugo Award, the George Polk award, and the Alfred I. Dupont Columbia University award. Mr. Salinger has covered many important stories, including several Summit meetings and President Reagan's trips to Japan and Europe. Previous keynote speakers include Walter Cronkite, Harry Reasoner, Ted

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Changes in Curriculum

BY STEPHEN BRESCIA

Spring quarter 1990 at Ohio University will bring two more changes to the Communication Systems Management curriculum. The first is the addition of an experimental course named COMT 169A. The second change is in the way that the annual Spring Quarter "McClure Visiting Professor" is implemented. These changes are an attempt to enhance the

Communication Systems Management program and improve the quality of its majors.

It is a widely held belief in this major that the 100-level course (COMT 100) is not sufficient enough to cover the items that a

student needs to have a strong background before entering into upper-level classes. This new class (169A), team-taught by Dr. Bernt and Dr. Berman, would be an extension of COMT 100. Especially highlighted will be:

1. The relationship between the Telecommunications manager and the Central Office
2. How to get a listing in the yellow pages
3. The RBOC's: what they do, and how they are changing

Ultimately, if this experiment is successful, COMT 169A would become part of the 100 class. This would transform the current course from a one-quarter course into a two-quarter course. However, the earliest time that this two-quarter class would become a requirement, for freshmen is Fall 1991.

The second change involves the "McClure Visiting Professor" Program. Instead of utilizing only one professor, a wide array

of teachers/professionals will be used. The subject of this year's course is international communications. Because this field is so varied, it would be impossible to find someone who could cover all of its aspects. So far the

Communication Systems Management department has lined up three speakers:

Alan Jones, Director of Telecommunications at the United Nations (U.N.) and Chief of the U.N.'s Telecommunications Service.

Mal Reader, Communications Manager at the University of Calgary (Alberta, Canada). Mr. Reader was involved with the communication services for the 1988 Winter Olympics in Calgary.

Leslie Taylor, President of Leslie

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*"...COMT 169A
WOULD BECOME
PART OF THE 100
CLASS."*

COMT INTERNSHIPS

BY LAURA SHORT

In the field of Communication Systems Management, many feel that the key to landing a job after graduation is gaining experience through an internship. Many of us have no idea where to begin when looking for an internship but the School of COMT helps its students land jobs. The

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THEY SAID IT...

"Whatever we learn from this will be shared with our competitors. We've already talked with MCI and US Sprint about what we did."

ROBERT ALLEN
AT&T CHAIRMAN

-in aftermath of
AT&T SS7 failure

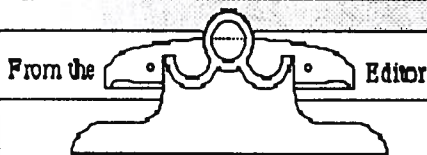
January MOTA Meeting Roundup

BY DAVID GUERINE

S.I.C.M. News is published quarterly by the members of Students In Communication Management (S.I.C.M.), Ohio University, Athens, Ohio.

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Please direct your comments to the S.I.C.M. Office mailbox (RTVC 081)



Well, as you can see, here we are with another edition of **SICM News**. Each quarter, armed with the skills we learned in JOUR 221, we produce a newsletter. This is our First Anniversary Issue, and also the first issue to be mailed directly to all COMT majors. If the address on your label is incorrect, please drop the newsletter staff a note (mailbox in rm. 081 RTVC). As always, we hope you enjoy this exciting issue, and welcome your input on our publication.


The January M.O.T.A. meeting began with a presentation by Hewlett Packard titled "Perspectives on ISDN" Steve Ippen, Field Engineer, initiated the program by giving a brief background of Hewlett Packard and their association with ISDN. He turned the presentation over to Tim McHenry, who gave an overhead explanation of the process involved in implementing ISDN. Important areas in which he touched upon were: coordinating ISDN within a Local Area Network environment; and hardware devices needed to successfully integrate ISDN such as protocol analyzers, etc.

Wednesday morning's session began with a program by SunTel Services from Troy, MI. Gary Jackson, founder and President, discussed the "Secondary Market" and their "Design of Networks Eliminating Coax." He gave a brief summary of how SunTel was founded and spoke of his expectations for the 1990's. Gary predicted a Token Ring explosion and also an Ethernet expansion. He stated that networks will become a viable element in data transmission for the 90's. Also coming to the forefront will be wiring plan consulting and custom wiring plan installation.


The second morning session was conducted by Jan Rose, Telecommunications Manager at Avery International Materials Group. She recently took over the supervision of Avery's Electronic Data Interchange (EDI), which is

used in the processing of customer service orders. Currently, EDI has yet to pay for itself, because Avery's customers are hesitant to use the new system. (Have you hear the popular saying: "You can't teach an old dog new tricks?") Avery management implemented this application as part of a futuristic approach. Once EDI becomes more of an accepted purchasing means, Avery will reap great financial savings.

The final presentation was given by Nancy Richter, Manger of Sales, southern area of Michigan for Michigan Bell Communications. She spoke mainly of Ameritech's current reorganization and the impact that they're having on Michigan and Ohio. An interesting area which she touched on was the topic of Ameritech's product direction, including the subject of two-way interactive video classrooms. This was a concept the attending students could truly apply. Nancy stated that a video classroom can be implemented for a mere \$15,000. At the moment, there are a couple of trial runs being tested in universities across the nation. So far, the response has been positive.

Overall, I feel that the M.O.T.A meeting in Toledo was a great experience. Not only was I introduced to several new companies within the industry, but I got the privledge of meeting some important telecommunications professionals. It is an occasion that I would recommed to anyone in the major. 

ICA SCHOLARSHIPS

Applications are available at the School Office, 197 RTVC Building, and the S.I.C.M. office, 081 RTVC Building, for the 1990-91 scholarships that are provided each year by the International Communications Association (ICA). Scholarship requirements are: a minimum GPA of 3.2, completion of at least 96 quarter hours, and a major in Communication Systems Management. Financial need is not a factor. The deadline for applications is April 15, 1990. 

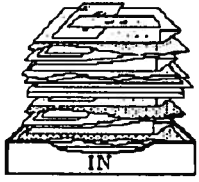
MOTA Resource Room End Of Quarter Schedule

WEEK OF MARCH 5th

Monday	9-1	2-5
Tuesday	9-1	3-6
Wednesday	10-11	3-6
Thursday	10-11	3-6
Friday	10-11	12-2

WEEK OF MARCH 12th

Monday	9-1	2-5
Tuesday	9-1	3-6
Wednesday	10-1	2-5
Thursday	10-12	2-5



the
SICM REPORT
Quarterly progress reports of Officers and Chairpersons

OFFICERS:

President - Irene Kehayas

Sitting at my desk in our new office, I can reflect on Winter Quarter. SICM has become very active within this past year. Our SICM calendar is filled with guest speakers, socials, and meeting distinguished alumni. SICM is aiming to help students stay on top of what's going on in the major. So, if you have any ideas that could add to your benefit, please let us know.

Next, our new SICM office serves as a resource center for COMT majors. Our files contain scholarship information, pamphlets, and books on the Telecom industry, and CP&P publications and pamphlets.

The most exciting news on SICM's end has been the donation from our distinguished alumni - Jeff Chaddock. Without Jeff's support, we would not be able to schedule activities for the students in our major.

We have a full schedule lined up for Spring Quarter, including elections. Spring Quarter SICM meetings will be on Tuesdays at 6pm in RTVC.

Your input and help are always appreciated. Come check us out and really get involved in a terrific major and organization!!

Thanks to Dr. Bernt, Dr. Berman, Dean Dunlap, Barbara, the Officers and Chairmen - SICM is going strong because of all of your support!

Vice President - Robin Polansky

Because of the results of a questionnaire I passed out at a SICM meeting, I have scheduled a Networking seminar for Spring Quarter. Sally Kearsley of Career Planning and Placement will be the presenter. Check the guest speaker schedule for the dates and times of additional programs lined up for spring quarter.

Treasurer - Janet Faldowski

S.I.C.M. would like to thank Jeff Chaddock for his generous donation to S.I.C.M. and Com. Systems Mgt. Jeff graduated from the major in 1988 and is a Financial Planner for IDS Financial

Services, Inc.

S.I.C.M. made \$183.00 from the raffle of an AT&T cordless phone. Thanks to Ron Jarett, Fundraising Chair, for coordinating the project. After paying for the social at the Wooden Nickel and several outstanding bills we currently have \$49.69 in our general fund and \$89.19 in our SAC funding account. I also requested \$156.00 from SAC for Spring quarter and we will find out how much SAC will give us soon. If you didn't know already, SAC gave us \$101.00 for Winter Quarter, which is the most we have ever received from SAC.

Secretary - Linda Gregory

From the Secretary's Desk: The S.I.C.M. office organization process is moving right along. I still need any study guides for classes, company information, and technological information for our file system. Stop by the office during my office hours and visit.

COMMITTEE CHAIRS:

Social - David Guerine

The big news from the Social Committee was our first ever S.I.C.M. social held at the Wooden Nickel Cafe on Feb. 7. It was a great success and I want to thank all the members for showing their support. Upcoming Spring quarter events include a

Communication Week - Kim Hobbs

COMT day falls on April 30th this Spring quarter. Activities begin at 8a.m. in RTVC 460 with refreshments and a panel discussion featuring returning COMT alumni. From 10 to 12, there will be a vendor presentation, possibly Hewlett Packard with ISDN equipment. At 1:15, a panel discussion is scheduled, featuring professionals from many areas of the telecom industry. At 3:30, several representatives from MCI will host an open house in the IT Building, location of the MCI-donated telephone switch.

Guest Speakers - Andrea Schroer

Thanks to Jeff Chaddock and Dale Hatfield for their guest speaker presentations. A representative from MCI is a possibility for a Spring Quarter presentation.

GUEST SPEAKER SCHEDULE WINTER 1990

All presentations in RTVC 460.

April 3 - Thomas Reid

Ohio University

Mr. Reid will discuss his role as Communications Network Manager for Ohio University, along with the telecommunications equipment and services at the university.

April 10 - Andrew Devantier

Arther Andersen

As the Personnel Manager for Arther Andersen, Mr. Devantier will provide important techniques to sharpen your interviewing skills. This presentation will be especially beneficial to those interviewing for upcoming jobs and summer internships.

April 17 - Karen Zacharias

Firestone

An alumnus of Ohio University, Ms. Zacharias will provide information of T-1 implementation in every aspect from choosing a vendor to troubleshooting after installation.

April 24 - Maria Howard

Nationwide Insurance

Another alumnus of Ohio University, Ms. Howard will discuss her role in telecommunications at Nationwide.

May 8 - Sally Kearsley

Career Planning and Placement

Networking is a necessary skill in any environment. Ms. Kearsley will provide information on building and maintaining network and contacts in the business field.

May 15 - Mal Reader

Univ. of Calgary, Canada

Mr. Reader will speak on his involvement in providing voice and data services for the 1988 Winter Olympic Games in Calgary, Canada. A discussion of Canadian regulatory issues will also be given.

May 22 - Doug Ballou

Ballou Consultants

Mr. Ballou has a wide variety of experience in the telecom field. He will address his business as an independent consultant and discuss some of his current projects.

INTERNSHIPS From page 1

school's internship program, which is headed by Mr. Thomas Dunlap (Associate Dean of the College of Communication), is the most personal and professional one on campus.

The process used is a step by step one. First, the student must turn in a resume, an internship application, a cover letter and fulfill the proper requirements to be considered. The resume must include the student's career objectives, education, work experience, honors or awards, and activities. References are also recommended. The internship application is a standard form that consists of information regarding courses previously taken and GPA. Along with these, a cover letter must be submitted to Mr. Dunlap stating specific personal wants and interests of the student. It is absolutely necessary for the prospective intern to meet these four requirements:

1. Junior standing in the COMT program
2. 3.0 GPA in the major and 2.75 overall GPA
3. Completion of COMT 100, 270, and 370
4. At least one quarter of classes on campus after the internship

If a student does not fulfill these requirements, he/she is permitted to submit a request for waiver to Mr. Dunlap. Along with the School of COMT faculty, he will review the request and determine if the student is eligible to move to the next step in the internship process.

Throughout the year, the COMT school networks with various companies who

desire to sponsor internships and are willing to pay for the student's services. A few companies that have sponsored internships through COMT are:

AT&T
Aetna Life and Casualty
Amoco Corp.
MCI
Nationwide Insurance
NCR

After determining what the sponsor's wants and needs are, Mr. Dunlap selects students who fit the requirements. The sponsors themselves then conduct personal interviews. If a student is not selected for a particular position, he/she is then considered for other available job openings. The internship sponsors usually hire applicants for summer breaks, but they occasionally offer positions during the fall, winter and spring quarters. Besides earning money and gaining valuable experience, by having an internship one can earn academic credit. Up to twelve credits can be obtained through the internship by submitting a written journal and four credits can be gained through an independent study.

Since the benefits of having an internship are overwhelming, the market for interns is a very competitive one. Students enrolled in the school of COMT are very lucky that these excellent services are so easily accessible along with being handled personally and professionally. This internship program offered by the COMT faculty gives students a link to pre-graduation as well as post-graduation employment opportunities. ☎

COMM. WEEK From page 1

Turner, Edwin Newmann, and Roger Ailes.

Communication Week will also feature several discussion panels. One such panel will focus on women in communication, in part because 60% of students in the College of Communication are women. Another panel will discuss international communication. Additionally, each school will have panels that relate to that school, such as news writing for the School of Journalism and TV production for the School of Telecommunications.

During Communication Week, each school will have its day. Monday will be for the Schools of Communication Management and Visual Communications. Telecommunications will have Tuesday, and Journalism will have Thursday. On Saturday and Sunday will be a new event, a communications research project, where graduate students will submit papers to be judged. There will be money awards for the best papers. ☎

EDITOR'S NOTE: For a tentative schedule of COMT day events, see the S.I.C.M. Report, page 4

CURRICULM From page 1

Taylor Assoc. She has experience in the areas of satellites and regulatory policy. The department is also working on a representative from the U.S. State Department and a representative with knowledge of communication in Mexico. Finally, Dr. Bernt will be synthesizing all of this around the American competitive model and the workability of that model for international communication.

This course is an attempt to allow the students of Communication Systems Management to become more informed about communication around the world. The current curriculum does an excellent job of informing students about domestic communication, but it needs to also be concerned with international communication. International communication will shape the '90s like "divestiture" shaped the '80s. Both of these courses are provided to the majors to strengthen their knowledge base. This knowledge will make the student's knowledge more diverse and more attractive to potential employers ☎

Consultant Visits; Speaks at S.I.C.M.

BY BRAD CHILTON

S.I.C.M. was honored to have Dale Hatfield, President of Hatfield Associates, as a guest speaker on Wednesday, February 21. The COMT department arranged for Mr. Hatfield to visit O.U. to speak in a few COMT classes, and he also agreed to a special guest speaker appearance at S.I.C.M.

Mr. Hatfield's background in telecommunications is extensive. He has been an engineer at the Institute for Telecom Science (Dept. of Commerce), Deputy Chief of the Office of Studies and Analysis for the Office of Telecom Policy (Executive Office of the President) and the Chief of the office of Plans and Policy at the FCC. He was an Associate Administrator for Policy Analysis and Development at the NTIA and Denuv

Assistant Secretary of Commerce for Communication and Information. In 1982, Mr. Hatfield formed Hatfield Associates, a telecomm consulting firm specializing in engineering, economic, and policy studies. He is also an Adjunct Professor in the University of Colorado's graduate program in Telecomm.

During his presentation, Mr. Hatfield addressed the topics of industry regulation, cellular opportunities, and cable/telco cross ownership. He was very open to questions and input from the audience, which consisted of S.I.C.M. members and other COMT majors. On Thursday, Feb. 22, S.I.C.M. hosted a reception for Mr. Hatfield in appreciation of his visit to our program. ☎


New Reference Source In MOTA Room

SPECIAL PROFESSOR COLUMN

BY JACKIE LARSEN

I did think of all of you when I was in Southern California last May to attend Supercomm '89 - a telecom trade show oriented towards the telephone industry (that is, the vendors, such as Northern Telecom, the RBOC's, Independents, etc.).

Not too many end users were present. I was able to obtain copies of the overheads and/or slides from most of the 70 presentations (in some cases, texts of the speeches are also available). This material is on file in the MOTA room and can be found in the file drawer entitled, 'Supercomm '89: Network 90's'. The

materials are arranged in numerical sequence and correspond numerically with their chronological placement in the program. The listing of topics is located in the front of all Supercomm materials in the file drawer. Hopefully you'll find this material helpful in assembling your research papers and other class projects. 

EDITOR'S NOTE: Thank you Professor Larsen! Each Supercomm presentation is organized by number. Use the bottom of this page as a reference for COMT research.

CUT ALONG DOTTED LINE

Supercomm '89 - MOTA Room

1. **SS7 Overview: The Intelligent Network**-Changing the Face of telecommunications
2. **Technology Transfer** to Yield World Class Competitive Capabilities
3. **The Future of Data Communications**
4. **Opportunities** for Minority- and Woman-Owned Businesses
5. **Management Control** of Product Instructions
6. **The Nodes of the Network**
7. **Evolving LAN Technology**
8. **Expanding the Quality Horizon**
9. **Aggressive Marketing** - The Ultimate Strategic Weapon
10. **Provision of Public Phone Service (COCOT)**
11. **Fiber Overview**
12. **Planning for the Exhaust of the North American Numbering Plan**
13. **The New Age of Operator Services**
14. **California's Telecommunications Business Environment** - A Strategic Perspective
15. **International Opportunities** for Telecom Services and Products
16. **ISDN Overview**
17. **Planning for Cellular's Potential**
18. **Strategies for the Customer Loop** - Repeated as Session 43
19. **New Billing Service Directions**
20. **Export of U.S. Telecommunications Technology**
21. **Rural Radio Service Developments**
22. **Evolving Intelligent Switch Architecture**
23. **Electronic Messaging: New Opportunities** for the Telecom industry
24. **Bellcore and Suppliers** - Advancing Technology Together
25. **Opening General Session** and Keynote Address
26. **SCP Applications** in an SS7 Environment
27. **Broadband ISDN: Then Next Generation** - Repeated as Session 51
28. **Current and Emerging Applications of Voice Processing**
29. **Management By Results**
30. **Telecom in the Year 2001**
31. **Price Caps: Alternative Regulation or Increased Regulation?**
32. **Repeat of Operator Services**
33. **Technical Challenges and Transition to Nationwide ISDN**
34. **Billing Validation** - Has the Dust Settled?
35. **Electronic Data Interchange**
36. **Information Systems Architecture for the 1990's**
37. **HDTV** - Major Issues and Many Players
38. **Fiber to the Subscriber: Technical Realities** - Repeated as Session 45
39. **From Office Automation to Office Integration With ISDN**
40. **Digital Network Synchronization**
41. **The Future of Centrex** - Critical Marketing Issues
42. **Industry Specific Telecom Requirements**
43. **Repeat of Strategies for Customer Loop**
44. **Siemens Special Presentation**
45. **Repeat of Fiber Technical Realities**
46. **Bellcore's View of Future Directions for SS7 Implementation**
47. **Marketing ISDN Economic Reality and Opportunity** from Telco and End User Perspectives
48. **User Management** of the Network
49. **The Shifting Scene in International Markets**
50. **Cable/Telco Issues: Economic Issues**
51. **Repeat of Broadband ISDN**
52. **Integrated Network Services Evolution**
53. **Fiber to the Subscriber: Economic Issues**
54. **Toll Fraud Prevention: What You Can Do**
55. **The Future of OSS's**
56. **The Challenges of Database Information Service Offerings**
57. **Repeat of Bellcore's View of SS7**
58. **SONET Network Implications and Migration**
59. **Packet Switching** in the New Environment
60. **User Perceptions** and Applications
61. **Market Planning: New Requirements** for Telecommunications Service Suppliers
62. **Dual Regulation** and New Services
63. **Network 90's Special Presentations**
64. **Advances in Digital Cross-Connect**
65. **Opportunities in Video**
66. **Voice Recognition and Response** in the Network of the 90's
67. **NETSYS: Communications Software Architecture for Information Services**
68. **New Tools for Measuring Service Quality**
69. **Preparing, Promoting and Deploying "CLASS" Services**
70. **Expert Systems** - An Effective Tool for Telecom Suppliers



WINTER '90

ONE-YEAR ANNIVERSARY ISSUE

- Feature Articles
- Scholarship Information
- Other Good Stuff