



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

Dr. Bernt New Director

BY STEPHEN BRESCIA

After a long search for a new director for the Communication Systems Mangement program, Ohio University officials chose Dr. Phyllis Bernt. She replaced Dr. Joseph Berman as director as of fall quarter 1989. Dr. Bernt Brings with her a doctorate in English Literature, a business degree in Accounting, six years experience as a professor in English Literature/composition at the University of Nebraska, and nine years experience working with new telephone company technology.

When asked why she was attracted to the job at Ohio University, Dr. Bernt cited the overall appearance of the campus and students, the faculty, and Ohio University's curriculum as prime motivations in her decision. So far, she has no regrets. Dr. Bernt looks at her current position as combining two of her personal loves: teaching and telephone technology. Although it has been a challenging first quarter, she knows that these challenges will be easier to overcome as time passes. It is very diffucult to have the responsibilities of a director, and also be new to the program, the people, and the university. However, this is a job that Dr. Bernt willingly and cheerfully accepts.



Dr. Phyllis Bernt

Photo: R. Bruhn

Dr. Bernt has indentified three priorities that she would like to see the faculty address and implemt: the new lab facility, international communications, and evaluation of the current curriculum. In

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S.I.C.M. GETS NEW OFFICE

BY JODY SCOVILLE

Students in Communication Management officially received an office in late March of this year. The Office is located on the ground floor of the RTVC building, room 081.

The office is located to the right upon entering the lower level glass doors of the building. It can be found next to Dr. Berman's. The S.I.C.M. office will be used to store files, as a central point for communication, and as a possible study area. Some furniture and file cabinets are being moved into the office, and there will be a Zenith I.B.M. clone available to students. This computer may possibly run traffic analysis and network design software, as sort of a lab, in the near future. Much of the ground floor is now affiliated with the School of Communication Systems Management; rooms include the faculty offices, the S.I.C.M. office, lab and storage areas.

Dr. Berman lobbied heavily for the S.I.C.M. office. The proposal was entered almost two years ago, only recently having space being officially granted. Dr. Berman presented his case to the College of Communication, arguing several valid points. Dr. Berman pointed out that S.I.C.M. is an active, very professional group that is worthy of such a request. He

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FEATURE:

CELLULAR HORIZONS

BY DAVE GUERINI

New technologies are vastly changing the ways that businesses operate. Innovations in communications are improving efficiency, increasing production, and creating a faster paced world. One of the major advancements in technology has been with cellular service and its applications. Believe it or not, it is now possible to conduct everyday office

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THEY SAID IT...

"It is important to have business skills, not necessarily a business degree. Business skills can be learned on the job."

Sara Moore
Senior TCOM Specialist
Kemper Corp.
Chicago

11/14/88 *Network World*

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. mailbox (RTVC 197)

From the Editor

Welcome to the Fall 89 edition of S.I.C.M. News. The function of our newsletter is to keep Com. Sys. Mgt. majors aware of what's going on in S.I.C.M. and in the Telecom industry. This issue contains excellent work by the writing staff, and it is our goal to make S.I.C.M. News "required reading" for all future telecom professionals!

OFFICE FROM PAGE 1 also presented the need for such a group to have a place to gather and a central point of receive mail. Dr. Berman added that a student group such as S.I.C.M. should have an administrative office to run, just as any professional organization would. Perhaps the most important point that Dr. Berman brought up was that an office for S.I.C.M. would give the group a general sense of belonging.

The granting of precious university space is a significant event for S.I.C.M., or any other student group. Dr. Berman points out that space is a scarce commodity, and the space granted to S.I.C.M. could have easily been used for faculty, labs, or graduate work instead.

It is quite obvious that Dr. Berman did a considerable amount of work to get this office for S.I.C.M. The office marks a landmark in the growth of S.I.C.M. I would like to thank Dr. Berman on behalf of the S.I.C.M. members for pulling so hard for the office—it fulfills a need, and it is greatly appreciated. ☺

OBT CONDUCTS ISDN SEMINAR

BY BRAD CHILTON

ISDN is a service which will be delivered in the near future by Ohio Bell Telephone.

That was the message delivered by Perry Greer and Mike Marincic of Ohio Bell During their ISDN Marketing Training Seminar held here on November 2nd. Mr. Greer, a Manager of Product Management, works out of Ohio Bell's Erieview office in downtown Cleveland. Mr. Marincic is a Technical Instructor working out of the OBT training center also in downtown Cleveland. Tom Dunlap, Assistant Dean of the College of Comunication, arranged the seminar.

The all day seminar started with an overview of the benefits of ISDN and a scenario for the evolution of the current network to ISDN. The next topic was a comprehensive outline of international and national standards organizations, and how the various committees interact.

The changes needed in the subscriber loop (local loop) were also discussed, as well as the Basic Rate Interface(BRI) and Primary Rate Interface(PRI) methods if ISDN. The seminar then moved on to discuss Signalling System #7 (SS#7) and how it will meet the needs of ISDN. Services available with ISDN were presented, including circuit and packet switched data, modem pooling, PC networking, Group IV FAX, and remote video applications.

Mr. Greer concluded the session by detailing the OBT ISDN tariff filing process, and talking about the Product Manager's perspective of ISDN.

For the COMT majors and professors in attendance, the seminar was an excellent chance to become familiar with the basic technology and applications of ISDN. Mike Marincic and Perry Greer delivered an excellent presentation, and we thank them for recognizing our program. ☺

NewsLine

Compiled from current industry periodicals

AT&T has been permitted by the FCC to continue to offer custom network pricing under Tariff 12 and Tariff 15. Tariffs 12 and 15 allow AT&T to offer discounts to large corporate users.

First Fidelity Bancorp is removing its private PBX network in favor of a New Jersey Bell provided Centrex net. The reason: reduced staff requirements and \$2.1 million in savings over the next three years.

DFM Business Systems announced the release of a hand-held computer capable of accessing mainframe applications using an infrared signal beam. Targeted users include nurses and physicians who can access patient information while making hospital rounds. The device weighs 3 1/2 lbs.

Over 200 AT&T customers took advantage of AT&T's 800 Service Assurance Plan during the San Francisco earthquake. The carrier guarantees rerouting of 800 traffic during a disaster to

another customer location or to a pre-recorded message. AT&T preforms this service less than one hour after the disaster strikes.

Home Shopping Network (HSN) decided to pay an undisclosed sum to GTE instead of appealing a \$100 million judgement by a Florida jury. HSN sued GTE in 1987, claiming that poor GTE equipment and service had resulted in lost calls and sales for HSN.

The Bush administration is still undecided on its position regarding lifting some of the MFJ restrictions on the BOC's. A House telecom subcommittee may be ready by the end of the month with revisions to an MFJ bill introduced this spring.

Pacific Bell filed an ISDN tariff with the California PUC last week. The service carries the name Centrex IS, and PAC Bell hopes to offer it by the end of the year.

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Bell South recently established the first privately owned cellular telephone network in South America. Buenos Aries, Argentina is the site of the network, which went on line November 1st. Customer prices: \$40/month access fee, .40/minute usage charge.

AT&T countersued MCI last week in the U.S. District court for the district of Columbia. Both companies claim each other's ads are deceptive and misleading.

Woolworth Corp. awarded a \$12 million multiyear contract to MCI to provide voice and billing services. MCI's Vnet virtual network service will serve over 5600 domestic corporate and retail sites for Woolworth.

Eastman Kodak Co. identified Digital Equipment Corporation (DEC) as the leading candidate to manage its voice and data networks. This decision reflects Kodak's commitment to give more attention to its core business. ☹

MOTA Resource Room Finals Week Hours

11/15 Wednesday	9-1	7-10
11/16 Thursday	9-1	
11/17 Friday	10-2	3-5
11/20 Monday	9-3	
11/21 Tuesday	9-12	
11/22 Wednesday	9-1	

HORIZONS FROM PAGE 1

functions without ever leaving your automobile.

For example, Spectrum Cellular Communications Inc. manufactures a product called "The Bridge". "The Bridge" is a cellular modem which enables the user to quick-connect a laptop computer to a cellular phone. This is done through corresponding modular plugs. Once "The Bridge" is in place, it is possible to transmit data from the laptop through the cellular network at rates of 300, 1200, or 2400 bps. If the transmission is interrupted for any reason (e.g. Handoff) "The Bridge" will automatically retransmit the data. Prices for "The Bridge" range around the \$600 mark.

Along with the introduction of laptops on cellular, comes the emergence of cellular ready FAX machines. a device called a Fax/Datajack allows the user to integrate a FAX machine with a cellular phone. The Fax/Datajack acts as the handshake between these two technologies. This is accomplished by connecting an RS 232

modulator adaptor from the Datajack into the RJ11 port which comes standard on most cellular units. Next, the cellular handset cable must be plugged into the "Handset" port on the Datajack. Lastly, the Datajack must be connected via an RJ11 cable to the port on the Datajack marked "Line". The only thing remaining to do is provide power to the FAX machine. Usually this is done through the cigarette lighter in the car. Although the process seems complicated, it is quite simple after the first run.

The horizons of cellular service are steadily expanding. It is possible to speak via cellular phones in every major city in the United States, with service areas expanding further each day. This convenience along with decreasing prices has made the cellular phone more attractive for business use. Add in the enhancements of data transmission and cellular service becomes a useful business tool, rather than a luxury item for upper level managers. ☹

My Major? Well..

BY ERIN GEMMELL

No matter where I go (especially Uptown), I'm usually asked what my major is. Immediately following the response is almost always an inquisitive look and "What's that?" At this point in the conversation the next inquiry is inevitable (as all COMT majors will vouch) "Why did you pick that major? Have you always wanted to do this?" Actually, I tend to think I might have. This is where I've found childhood stories come into play. Just like most ambitious kids, my brothers and I would find ourselves working on our own network configuration. It would consist of various assorted pipes and carefully selected parts of gutter work. This intricate mesh would seemingly come to life only to provide a course for a marble-sized ball bearing. It would take us hours to get all the connections right, but it was worth every last minute when the bearing completed its journey without any unplanned detours. Since then I've graduated from little metal balls to the little electric fairy that runs through modern lines and circuitry. Could I actually claim this has anything to do with my major? But then, I also ask myself: "What about the time I tried to make a spider web by hand?"

Could we all have had ulterior motives as children?

Next time someone asks, "Why would you pick a career like that?", maybe you really do have a good answer. ☹

DR. BERNT FROM PAGE 1

fact, winter quarter will see the introduction of a new class in the program. The focus of the class will be that of giving students a look at jobs in the communication market.

Overall, Dr. Bernt is happy to be here at Ohio University. She loves being able to combine her teaching talents and her telephone technology knowledge. Her enthusiasm and uniqueness will surely benefit the program. Those of us in Communication Management are lucky to have her, and we welcome her with open arms. ☹

CNS Delivers Telecom Services To Ohio U. Campus

BY BRAD CHILTON

(From an interview with Tom Reid, Telecom Mgr., Ohio University)

Communication Network Services (CNS) is the department at Ohio University responsible for, among other things, delivering telephone service to the faculty, staff, and students of O.U. Although CNS handles data communications, microcomputer services, premise wiring, and audio-visual services, voice communications provide the highest revenue for CNS.

Telephone calls are handled by an Ericsson MD110 Intelligent Network serving 8000 total lines, 4600 student, 3400 faculty/staff. A hallmark feature of the MD110 is its distributed architecture. 35 Line Interface Modules (LIM's) located throughout campus are connected to the Network Center in Alden Library by 12 strand fiber optic links. Each end-line building is connected to a LIM (or mini-hub) using 4-pair copper wire. Mini-hubs can switch internal calls

between end-line buildings, forward local calls to GTE through a demarcation point, or provide a connection to the Network Center for long-distance authorization. The LIM's (mini-hubs) remove much of the processing duties from the group switch (Network Center in Alden Library) and provide excellent flexibility for expansion.

The function of CNS that students are most familiar with is long distance service. CNS provides long distance service to students and faculty using an account code system. When a dorm or administrative station goes off-hook and dials "80", a mini-hub connects the call to a Road Runner DE250 account code verification system located in the network center, which provides a tone to the caller. The DE250 verifies the eight digit code entered by the user, and checks with an IBM 4361 for the pricing on the call and the status of the user's account. After this process has been completed, the DE250 sends the call

via T-1 circuits to Columbus and an MCI point of presence. Faculty, staff, and students are prohibited from receiving collect calls and placing 800 calls to other long distance carriers, making CNS essentially a reseller of long distance service. Blocks (busy signals after dialing "80") are the result of too many users trying to access the T-1 circuits which carry the University's long-distance traffic. CNS bills 10 million minutes of long distance service each year. Users with V.I.P status such as President Ping are permitted to direct dial long distance without going through the account verification system.

HOW DO I JOIN S.I.C.M.?

- Be interested in Com. Sys. Mgt.
- Be at Tuesday night meetings(RTVC 017)
- Be ready to join a dynamic campus group.

Periodical Content Listings

A run-down of some of the periodicals in the MOTA Resource room. If a periodical looks interesting, take some time to page through it!

Periodical	Specific Industry Focus	Quick News Articles	Technical Language	Applications Articles	Job Mkt. Section	Commentaries	Observations
Datamation	● ●	● ●	● ● ● ●	● ●	YES	● ●	Geared toward the role of computer systems and software in Business Information Systems
Networking Management (TPT)	● ●	● ● ●	● ●	● ●	NO	● ● ●	Has changed its focus and name to Networking Management
Public Communications	● ● ● ●	●	●	● ● ● ●	NO	● ●	Focuses on pay phones, OSP's, and other public services
Telocator	● ● ● ●	● ●	● ●	● ●	NO	● ● ● ●	Official publication of the Mobile Comm. Industry Assoc. Opinion-oriented articles detail the mobile, cellular, paging industries
Telephony	●	● ● ●	● ●	● ● ● ●	YES	● ●	Published weekly. Surprising amount of news in a magazine format
Data Communications	● ● ● ●	● ● ●	● ● ● ●	● ● ●	NO	● ●	In-depth monthly feature articles on data comm. Technical articles require a good knowledge of data comm.
Modern Office Technology	●	●	●	● ● ●	NO	● ●	Stresses the role of technology as a business solution

KEY: ● = none ● ● = limited ● ● ● = common ● ● ● ● = extensive