Alliance becomes inn thing
Corridor concept is filling rooms at hotels, motels

By Robert Sohovich
Dispatch Staff Reporter

In the daily battle to fill the more than 14,000 hotel and motel rooms in the Columbus area, there's usually little cooperation among innkeepers.

It's pretty much everyone for himself in the competitive quest to put out the "No Vacancy" sign, but in the Ohio State University area, eight hotels and motels have shown that cooperation can be financially comforting.

ACCORDING TO an OSU study, marketing efforts by the 2-year-old Olentangy conference corridor have resulted in more than $1.5 million in business for the hotels and motels and nearby restaurants and shops.

The conference corridor is being marketed by the eight lodging businesses and OSU's Department of Conferences & Institutes in cooperation with the Greater Columbus Convention & Visitors Bureau.

It is possible that room bookings, which have been worth $524,000 so far, could triple in 3 years, said Lance Kramer, an OSU assistant provost in the conferences department.

Kramer said the corridor concept grew out of a directive in 1983 by OSU President Edward H. Jennings. Jennings called for the university to host more academic conferences as part of the campaign to boost OSU's academic image.

THE EFFORT is a boost for the Columbus business community because it is bringing new groups to town.

There are about 5,000 national educational and scientific groups, but their conferences normally are not targeted by most of the country's convention and visitors bureaus, Kramer said.

"They are very closed groups," said Fred Harris, past president of the Columbus Hotel & Motel Association. "There are no paid staffs. Officers change frequently, making it tough to maintain contacts, and there often is an academic protocol involved in scheduling meetings."

OSU's main conference center, the Fawcett Center for Tomorrow, with only 70 rooms, is not useful in attracting large groups.

BY MARKETING the eight hotels and motels, visiting groups are offered 1,840 rooms at various prices, said Harris, who also is general manager of the Holiday Inn on the Lane.

Properties participating are the Holiday Inn on the Lane, 328 W. Lane Ave.; Hilton Inn University, 3110 Olentangy River Rd.; Parke University Hotel, 3025 Olentangy River Rd.; Cross Country Inn, 3246 Olentangy River Rd.; Olentangy Inn, 1299 Olentangy River Rd.; Red Roof Inn, 441 Ackerman Rd.; Best Western Royal Motel Inn, 3232 Olentangy River Rd.; and Knight's Inn, 3160 Olentangy River Rd. They support the promotion financially.

For a fee, the corridor group also provides help with marketing, publicity, budgeting, registration and even the scheduling of speakers, figuring that full-time educators are too busy to arrange conferences.

Corridor promoters are considering linking the eight properties by computer to assist with reservations.

THEY ALSO may initiate low-power television telecasts of conference sessions. The programs could be beamed to guest rooms and repeated at night for those who missed sessions.

The telecasts could be beamed citywide, making it possible to accommodate a group needing 5,000 rooms.

They also could overcome the corridor's main weakness — a lack of meeting rooms. It can offer about 30,000 square feet of space, with half of it available at the Holiday and Hilton inns.
An exciting new art form has developed during the last thirty years: the contemporary book (or artist's book). These books are changing the character of books and publishing in our visual culture. Often in art and in science the cutting edge of discovery is interdisciplinary, where more than one field of knowledge or more than one art form intersect.
Program

SESSION II: Making the Contemporary Book—1:45 to 5:00 p.m.
Chair: Helen Frederick, Director, Pyramid Atlantic
"New Technologies and the Contemporary Book"
Betsy Davids, Instructor in the Book Arts, California College of Arts and Crafts, and Proprietor, Rebus Press.
"Lost Your Mind and Come to Your Senses: The Body of the Book in the Late 20th Century"
Susan King, Proprietor, Paradise Press
"UT Architectora Libri: The Book as Architecture"
Betsy Bright, Curator, Minnesota Center for Book Arts
"Approaches to Binding, Structure and Techniques as Used by the Contemporary Artist"
Mindell Dubansky, Preservation Librarian and Director of Book Conservation Studies at the Metropolitan Museum of Art
Panel Discussion—Bright, Davids, Dubansky, Frederick, and King

Keynote Address—7:30 p.m.
"Publishing Today: The Aesthetic and Cultural Importance of Books"
Andre Schiffrin, Former Publisher and Editor at Pantheon Books

SESSION III: Collecting the Contemporary Book—9 to 12 noon
Chair: Joshua Heller, Rare Book Dealer and Collector
"History of Book Collecting"
Alan Fern, Author and Director, Smithsonian National Portrait Gallery
"The Importance of Texts"
David Townsend, Author, Collector, and Teacher, St. John’s College, Annapolis
"Selecting Books"
Colin Franklin, Author and Antiquarian Book Dealer
Panel Discussion—Fern, Franklin, Heller, Townsend

Location
The conference sessions will be held at the Fawcett Center, the University’s continuing education facility, 2400 Olentangy River Road, Columbus, Ohio. Blocks of guest rooms are being held at two facilities. You may make lodging reservations by indicating your preferences on the registration form:

Fawcett Center, 2400 Olentangy River Road
$45 (single) or $52 (double) plus tax. This is the conference site. No airport shuttle. Taxi service and rental cars at airport. This block of rooms will be held until October 8.

Holiday Inn on the Lane, 328 West Lane Avenue
$55 (single or double) plus tax. The Inn is a five-minute walk from the Fawcett Center. It offers complimentary airport shuttle service. Use the Inn’s “hot phone” in the airport baggage area to request pick-up.

Registration
The conference registration fee is $200. There is a special Early Bird rate of $175 if the registration is postmarked by September 15. Registration for full-time students is $75. Documentation of registration in a full-time course of study for the autumn 1999 term must accompany a student registration. Payment must accompany all registrations unless special arrangements are made for institutional/organizational payment of fee with purchase order number. Registrants will be sent an acknowledgement/receipt which includes lodging assignment. Phone or FAX registrations will be accepted if MasterCard or VISA charge is used. Make checks payable to The Ohio State University. Do not include lodging payment with registration fee. Pay the lodging facility at checkout.

For further information
For questions about the conference, call (614) 292-8571.
To register or for questions about registration, call (614) 292-4230.
To FAX a registration form (614) 292-0492.

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Book Arts Certificate Program
In order to assess the interest in a book arts certificate program which would be taught by experts in the field, we have included several questions about such a potential program below. If you are interested in a future summer short course series, please complete this questionnaire even if you cannot plan to attend the conference. Thank you for your assistance in our planning process.
Entry Form

Juried Exhibition

Art of the Contemporary Book

Please duplicate for multiple entries

Name

Address

City

State Zip Daytime Phone

Title of Work

Date of Work Dimensions of the Work (H-W-L)

Materials in the Work

Method of payment of entry fee ($18/entry):

☐ Check enclosed (make payable to The Ohio State University)

Charge my ☐ MasterCard ☐ VISA Card # ________________________ Exp. Date __________

Signature ________________________

Return to:
The Ohio State University, Department of Conferences & Institutes, "Art of the Contemporary Book Exhibition," P.O. Box 2701, Columbus, OH 43216-2701.

Book Arts Certificate Program Questions

1. What kinds of courses would you be most interested in attending? (please circle your choices)

☐ Bookbinding ☐ Letter Forms ☐ Book Arts

☐ Papermaking ☐ Printmaking ☐ Education

☐ Photography ☐ Artist Books ☐ Publishing

Other __________________________

2. If the course met your needs/interests, what would you be willing to pay for a five-day course (including room & board)?

Up to: $400 $500 $600

3. For an extra charge, would you be interested in the option of academic credit for the program? yes ☐ no ☐

Name

Address

City

State Zip

Other Registration Form

Art of the Contemporary Book

November 8-10, 1991

Please duplicate for multiple registrations.

Name

Address

City State Zip

Daytime Phone (__________) Fax (__________)

Select Registration Fee that applies:

☐ Early Bird Registration Fee $175 (postmarked by September 15)

☐ Regular Registration $200

☐ Full-time Student Registration $ 75 (include documentation)

Indicate method of payment:

☐ Check payable to The Ohio State University

☐ Charge my ☐ MasterCard ☐ VISA

Card # ________________________ Exp. Date __________

Cardholder’s Signature ________________________

To reserve lodging, indicate preferences:

☐ Fawcett Center ☐ Holiday Inn

Arrival Date __________ Departure Date __________

☐ Single ☐ Double (Roommate name __________)

DO NOT SEND LODGING PAYMENT NOW. PAY HOTEL UPON DEPARTURE.

To guarantee room if late arrival (after 6:00 p.m.) please charge my ☐ MasterCard ☐ VISA

Card # ________________________ Expiration Date __________

Cardholder’s Signature ________________________

Return to:
The Ohio State University, Department of Conferences & Institutes, "Art of The Contemporary Book," P.O. Box 2701, Columbus, OH 43216-2701.
In contemporary books the sparks from artists, authors, and craftspersons are igniting to create artistic expressions which challenge our customary and comfortable ways of viewing and thinking about books.

It is the intent of this conference to provide a venue for persons who conceptualize, design, and craft contemporary books and for those who study, curate, critique, collect, and in other ways enjoy books to explore together topics of common interest. Topics are framed within three major themes:

▶ Appreciating the historical and critical aspects of the book as an art form;
▶ Making books as art work—creative use of materials and techniques;
▶ Marketing, curating, and collecting books for their aesthetic value.

The conference includes presentations by distinguished individuals who are involved in or associated with the book arts; panel discussions between those presenters; and open discussions between presenters and conference participants. There will be opportunities for both formal and informal exchanges.

Juried Exhibition of Contemporary Books

In conjunction with the conference there will be an exhibition of contemporary books selected from an open competition November 3-24, 1991. The jurors are the conference session chairs: Helen Frederick, Joshua Heller, and Alice Schreyer. The curator is John Taormina, Department of History of Art, The Ohio State University. A $500 award, The Joshua Heller Jurors’ Award, will be given to the outstanding book in the exhibit. Anyone interested in entering the competition should use the entry form in this brochure.

Exhibition Guidelines and Schedule

▶ Works must have been made in the last two years.
▶ Each individual may enter no more than three different works.
▶ Send up to 2 different slides of each work with the entry form, fee, and self-addressed envelope.
▶ Each different slide view must be submitted in triplicate.
▶ Send a separate entry form for each work submitted.
▶ Exhibition entry fee: $18.00 (for each work).
▶ Selected books are to be sent to curator: September 30, 1991.

If you have questions about the guidelines or schedule, call John Taormina, (614) 292-0520.
Budget cuts claim another victim

By Matt Englehart
Lantern staff writer

Louise Larew, the assistant director of conferences and institutes, said the office organizes and oversees conferences. She said the conferences are more like educational clinics that deal with the different colleges at Ohio State.

"The university gets excel lent visibility," Larew said. "The conferences showcase what Ohio State is doing and what academic departments are doing."

Larew said the Colleges of Engineering and Social Work use Conferences and Institutes' marketing ability to reach businesses interested in continuing education.

William A. Baeslack III, a professor of welding engineering, has used the office's services for engineering conferences. He said they have helped him with the organization of a two-week engineering fundamentals course taught every summer. He said Conferences and Institutes has done excellent marketing for the conferences by mailing brochures and putting adds in journals.

"The (engineering) program is internationally known," said Baeslack. "We have people from literally all over the world coming to our program."

Dr. James A. Enloe, director of Conferences and Institutes, said the conferences have boosted the Columbus economy by about $4.5 million.

He said the university benefits economically because clients use parking facilities, residence and dining halls and the Ohio and Drake Unions. He also said classroom space is rented.

"It brings big business to the commercial community, the private sector and to Ohio State," Enloe said.

Kramer said the Ohio State continuing education program is one of the nation's best.

"This continuing education program has won more national awards for program excellence and innovation in the last nine years than any other two institutions put together in the nation," Kramer said.

Kramer said the ability of the OSU's continuing education program to continue its excellence could be severely damaged by the cutbacks.

"It's like a race horse that has done really well for a couple of years. It shows pretty consistently and maybe even sets a couple of track records," Kramer said. "Now we're putting 400 pounds of weight on the horse. You still got a racehorse that will still run, but you're not going to win, place or show that frequently."
News analyst coming to Ohio State campus

By Douglas Wu
Lantern staff writer

Daniel Schorr, senior news analyst for National Public Radio, will speak at Weigel Hall Auditorium Oct. 6 at 7:30 p.m.

Schorr will deliver a free public address on “Media and Democracy.” Following his speech, he will be questioned by a panel of local journalists.

Dr. Anthony Mughan of Ohio State’s Political Science department said the conference on mass media technologies and democracy has two goals.

The first goal of the conference is to ascertain the role of the media in the development of democracies in Eastern Europe and Latin America.

The second goal of the conference is to understand the role of the media in the developed democracies of Western Europe and the United States.

Mughan said the conference will concentrate primarily on the impacts of newspaper and television despite the fact that there is a wide variety of mass media and mass media technologies available to the people of Western Europe, Eastern Europe and the Americas.

“There is a limit as to what we can cover,” Mughan said.

The moderator of the panel will be Charles Hermann, Director of the Mershon Center. Panel members who will be questioning Schorr are Martin Yant of the Columbus Free Press, Fred Andrie of WOSU stations and Michelle Gallium, a TV journalist.

Schorr is the keynote speaker for the Battelle-Mershon Conference on Mass Media Technologies and Democracy. The conference will be held at the Fawcett Center for Tomorrow Oct. 9-11.

Schorr’s speech does not require registration. For information on registering for the rest of the conference, contact Ohio State’s Department of Conferences and Institutes.

Schorr, whose career spans 50 years, has covered many of the national and international events that shaped America for CBS News, Public Broadcasting Service, National Public Radio, newspapers and magazines.

Today, Schorr is a news analyst for National Public Radio participating in weekly programming, commentary and live events such as the Iran-Contra hearing of 1986. During live news events, Schorr hosts live two-hour call-in programs with experts to answer listeners’ questions.
Veteran newsman amuses audience

By Douglas Wu
Lantern staff writer

Daniel Schorr, senior news analyst for National Public Radio, recounted his television news career using humor and anecdotes before an audience of students, scholars and the curious at Weigel Hall Auditorium last Thursday night.

Schorr's speech on the media and democracy was the keynote address for the Battelle-Mershon Conference on Mass Media Technologies and Democracy October 8-11 at the Fawcett Center for Tomorrow.

After the speech Schorr participated in a question and answer session with a panel of local journalists including Martin Yanf of the Columbus Free Press; Fred Andrel of WOSU stations; and Michelle Gaillium a graduate student in OSU's School of Social Work and a 14-year veteran of local television news. The session was moderated by Charles Hermann, director of the Mershon Center.

Schorr, 76, first saw television at the 1939 World's Fair. At the time he didn't think he would have a career in television.

"Of course I was wrong," he said.

He told the audience when he started in 1953 at CBS News, under the direction of Edward R. Murrow, he asked a colleague, "What is the secret of success for a journalist entering television?"

"The man said the secret of success is sincerity. If you can fake that you can make it," Schorr said.

Today the identity of people in front of the television camera is the television personality. Television has turned politicians into television personalities, Schorr said.

"Ronald Reagan is the first television medium president. Think about it. For eight years he followed a script," Schorr said.

Despite the problems the world faces, the politics of today are "very bland," he said. Politicians say, "if you don't like what we say we'll change it," Schorr said.

"The electorate is disenchanted. For awhile they felt Ross Perot was real. Now they are trying to grasp at these people," he said.

They are asking President Bush, Gov. Clinton and Ross Perot, "Is there anyone home?"

Yet Schorr believes television is not all negative.

Television can help political movements gain attention because "television tends to look for symbols," he said.

Schorr mentioned police dogs in Montgomery, Alabama attacking innocent blacks during the civil rights movement proved to be a powerful symbol for many.

In closing he wondered if television was "more boon than bane (to society)?"

"For the moment I give the edge to bane," Schorr said.
For More Information

If you would like more information about services and programs offered by the Department of Conferences & Institutes, please call or write:

Director
Department of Conferences & Institutes
Office of Continuing Education
The Ohio State University
226 Mount Hall
1060 Carmack Road
Columbus, OH 43210-1062
614-292-8571
The Department of Conferences & Institutes

The Ohio State University’s Office of Continuing Education has two programming departments: the Department of Conferences & Institutes and the Department of Credit Programs. As its name implies, the Department of Credit Programs deals with activities that involve the award of academic credit. The Department of Conferences & Institutes, however, deals solely with activities that do not involve the award of academic credit.

Conferences & Institutes staff members provide support services to University noncredit programs and continuing professional education. We also provide departments, schools, and individual faculty members with assistance in the planning and management of academic conferences. Finally, we offer an array of courses through our own Professional Development Program.

Conference Support Services

Conferences are used increasingly as a means of communication within the academic community and as a way of linking that community to others. The conference format provides an effective forum for the exchange of ideas and research findings. We often work with academic units to develop conference topics, but more important, the comprehensive conference services we provide relieve academic personnel from the logistical and administrative aspects of conferences, enabling them to concentrate on program content.

The Conference Team

We typically staff conferences by using a team of professionals. Under the direction of a program coordinator, the team assists in planning, servicing, and managing the event, whether it is conducted on campus, in Columbus, or elsewhere.

Our conference services cover several major areas. While some services are standard to any conference agreement, others are optional and can be contracted individually. Our staff members can:

- design and develop conferences,
- prepare proposal and bid packages,
- provide marketing and publicity support,
- plan and schedule facilities and services.

- administer finances,
- manage registration,
- oversee conference operation.

Our fees are structured to reflect the kinds of services requested, the number of attendees, and the duration of the event. Conference services can be tailored to meet specific requirements as economically as possible. Conferences that have a direct connection to an academic department or faculty member receive discount pricing.

These same types of services are also available for continuing professional education programs and noncredit programs initiated by departments and schools.

On-Campus Conferences

For conferences that take place on campus, we are responsible for the coordination of University facilities and other resources. Our involvement in the University Conference Facilities Coordinating Committee helps to ensure efficient use of University resources.

Off-Campus Conferences

Given the facility and service requirements of many University conferences, they are frequently conducted off campus. To maintain high-quality services and reasonable rates, we maintain links with community convention and visitors' organizations, as well as with the local hospitality industry.

Our relationship with local businesses has resulted in the OSU-Obetang Conference Corridor, a unique partnership between the University and adjacent hotels, motels, and restaurants. By combining University and commercial facilities and services, we can offer an array of meeting facilities at a range of prices and can coordinate the use of multiple facilities during any one conference. The Corridor also features its own transportation system and teleconferencing network.

Support Services for Continuing Professional Education

Support of continuing professional education programs is another central function of the Department of Conferences & Institutes. Continuing professional education programs are typically planned by a particular department or school and are targeted to a specific group of practitioners, such as nurses, medical doctors, lawyers, or technicians. We provide comprehensive support for these programs to schools or departments that do not maintain continuing education units and partial support as requested to those that do.

Partial support usually consists of individually contracted services. Comprehensive support involves the appointment of one of our staff members to coordinate the unit's continuing professional education efforts. Typically, our coordinators work with several different academic units at any one time since most colleges do not offer enough continuing professional education programs to require the services of a full-time coordinator. Our comprehensive services, which include marketing, public information, registration, and financial management support, allow college personnel to focus on instruction and research.

Noncredit Professional Development Program

In addition to providing support services for continuing professional education provided by other departments or schools, our department offers an array of courses through our Professional Development Program. These courses cover topics in business, management, and supervision; computers; communication; and foreign languages. Instructors are Ohio State faculty and professionals from the business community.

All of our professional development courses are designed in a short-course format. Most are held one evening a week for up to ten weeks, though some are offered as one-day seminars. All courses are held on Ohio State’s campus, however, business organizations can arrange to have selected courses taught on-site.

CONTINUING EDUCATION