Monitor Newsletter August 26, 1985

Bowling Green State University

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Nonprofit postage rates due to climb

Recent budget deliberations in Congress temporarily saved the University from a substantial increase in its postage bill. But a proposal by the Reagan administration could add to the cost of doing business for nonprofit mailers like the University.

Despite an agreement not to eliminate an $801 million postal subsidy for nonprofit mailers from the fiscal 1986 federal budget, the University still faces increased cost for its mail.

Mailing rates will rise and University officials are waiting to see when the change will occur and what impact it will have. Action on the issue awaits the return of Congress from its August recess.

President Ronald Reagan sought to eliminate the subsidy, while the Senate initially budgeted $139 million and the House put $817 million in its budget.

Before Congress recessed, the House approved a $922 million subsidy for nonprofit mailers, while the Senate Appropriations Committee approved an $801 million subsidy.

Without any subsidy, most of higher education nationwide would have been $8 million a month next year, according to figures compiled by the Nonprofit Mailers Federation, a Washington-based group of more than 600 nonprofit mailers, including charities, libraries, publishers, colleges and universities.

Federation president George Miller said the administration through its Office of Management and Budget has submitted a legislative proposal to put the hands of the U.S. Postal Service instead of Congress. He said doing so would prove expensive for nonprofit organizations, like alumni associations and other groups that mail material not tied to a classroom.

Martz said organizations would have to prove that they are eligible for low rates.

Martz called the proposal a "back door way of prohibiting nonprofits from participating" in postal subsidies.

According to James Clemens, coordinator of the University post office, $83,880 was spent during fiscal 1984-85 on third class bulk mail. Another $422,823 was spent on metered first, third and fourth class mailings.

Larry J. Weiss, assistant vice president for alumni affairs, said a "substantial budget increase" or a phasing of mailing lists would result if mail costs rise dramatically.

"I would guess that we are the largest bulk mailer on campus," he said, adding that the alumni and development office sends out about 250,000 pieces of mail per year.

The net result, Weiss said, would be that money aimed at alumni and development affairs would have to be diverted to pay for postage.

"It would hurt us across the board," Weiss said. "We're concerned," said John W. Martin, director of admissions. "But we're not going to worry about it until it happens and then we'll deal with it."

Martin said it is important that the University be able to continue its bulk mailing at the lowest possible cost.

The admissions office sends materials to parents, prospective and current students, high schools, libraries, colleges and universities across the country.

The University needs to continue reaching a large number of markets, he said. "We need to increase applications not decrease them."

If postal rates go up, "it's going to make it harder," Martin said. "We may have to change our philosophy."

"One out of every $10 that goes to support nonprofit mail nationally ultimately goes to higher education," said Miller.

"We're talking about some serious impact on nonprofits. For many small- and medium-sized organizations, it could mean they would cease to exist. Many organizations get their support through these mailings."

Miller said universities like Bowling Green also would be hurt. "If Bowling Green has a mailing budget of $200,000 to $200,000," said Miller, using random figures, "and it rates went to the commercial level, you're talking about another $200,000 to $300,000."

"That money has to come from somewhere — programs, scholarships, salaries," he said. "There would have to be some decisions made. The postal system is vital to the existence of a university."

Miller said the postal system is the most cost effective method of communication for a university. Increasing rates by eliminating or reducing the postal subsidy "is very serious."

At the University, publications such as At Bowling Green, Monitor, the graduate and undergraduate catalogs, the guide for prospective freshmen and various brochures dealing with various departments, parents day and other alumni and fundraising events are sent at bulk rates.

Martz explained that third class mail has a "special postmark" and is delivered to the post office and various buildings on campus.

It happened at a truck stop somewhere between Cleveland and Lock Haven, Pa.

Robert S. Bravard picked up a copy of Fantastic Four and noticed how comic books had changed since his childhood. Until that moment in 1963, the Ohio native had only been purchasing comic books to keep his three young sons quiet in the back seat of the family car on the long trip to central Pennsylvania.

Now, after 20 years of accumulating material, Bravard has donated his 4,000-piece collection to Bowling Green's Popular Culture Library.

David Martz, head, Popular Culture Library, said the donation is worth "something around $15,000." The collection includes comic books, pulp magazines and other memorabilia.

"The very existence of this collection was used to attract other collections," Martz said.

"People like Bravard want their material saved in an academic setting. It gives it respectability, it also alleviates their fear that an heir or a family member will trash the collection," Martz said.

Bravard agreed. "My wife has other interests. I didn't want to ever try to figure out what to do with it."

"I was running out room," he said.

(See Comic books, page 2)
24 leave University following spring semester

A University Professor of psychology and a Trustee Professor in Business Administration and administrative staff who retired in the fall of 1983 and the winter of 1984, respectively, have been named to the list of those retiring on or before June 1

Dr. Robert Gunso, a University Professor of psychology, retired at the fall of 1983. Before his retirement, Dr. Gunso had published more than 80 professional articles and has been a member of the American Psychological Association. He served as the APA's Division of Industrial and Organizational Psychology from 1977 to 1983.

Dr. Gunso was a University Professor of psychology at Bowling Green from 1960 to 1983. He was named Outstanding Faculty Member of the Year in 1977 and received the Dean's Award for Excellence in Research in 1980.

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A University Professor of psychology and a Trustee Professor at the University of Bowling Green have retired. Dr. Allan R. Steinert, administrative assistant to the University's Board of Trustees, announced that Dr. Thomas C. Ousley, chairman of the Psychology Department, retired on March 16. Dr. Ousley served as a professor of psychology from 1957 to 1982. He has been an active member of the University faculty for many years and has made significant contributions to the field of psychology.

Citizens From page 2

Thomas G. Davenport, an associate professor of history at the University of Newark, has completed his term as chairman of the department.

Gary A. Haltine, a professor of economics at the University of Utah, has completed his term as a member of the Board of Trustees.

Dr. Harold Paris, a professor of biology at the University of Maryland, has completed his term as chairman of the Board of Trustees.

Dr. Haltine is a member of the University's Board of Trustees and is a member of the Board of Visitors at the University of Maryland. He has been a member of the Board of Trustees since 1979 and a member of the Board of Visitors since 1981. He has served as chairman of the Board of Visitors since 1984.

Davenport is a member of the Board of Trustees at the University of Newark and has been a member of the Board of Trustees since 1980. He has served as chairman of the Board of Trustees since 1982.

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- **Tuesday, 2pm-4pm**

**Contact Information**
- **Chairperson:** Dr. Richard Green
- **Secretary:** Ms. Jennifer Black

**Faculty Webpage**
- [www.bowlinggreen.edu/faculty](http://www.bowlinggreen.edu/faculty)

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**Olsomar opens academic year with key decision**

There is about $20 million currently in the residence hall and auxiliary reserve debt. The University has previously planned to restructure the debt, but plans to roll over debt instead of repaying it.

**Student President**

Dr. Susan Caldwell, associate vice president for student affairs, said she was not satisfied with the decision made by the University's Student Government Association (SGA) to approve debt restructuring.

**University President**

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