WINTER WEEKEND A BLAST

Public Relations And Marist Men

by Kenneth A. France-Kelly

How many of you have ever given thought as to what public relations is, much less to what extent you actively participate in it? How many times have you heard, "Well that job belongs to public relations"? In this article we will try to clear up some of these misconceptions for you.

First of all we need a working definition of public relations and just what it entails. "Public relations, of any institution, is the sum total of all the impressions made by the institution itself and the various persons connected with it, which directly or indirectly influence a public." Well it might shock some and baffle others, but you are a public. The persons to whom you present or address yourself are your public, whether they be policemen, professors, or politicians.

As students, you form a part of the complex mechanism of that vital organism, Marist College. Whatever you do, no matter how insignificant you think it might be, it does have some effect on others. This is the way in which you play an influential part. But how do you fit into that group -- the informed public? Most students think that everything Marist does, is known about before it happens. Maybe you do; but do you know about it in a detailed manner or just in a hazy, half-informed way?

The purpose, then, of the Public Relations Department of The Record, is to keep the students well informed on the happenings of their Alma Mater, both intramural as well as extramural, not just in a few fields of interest, but from all plains on which Marist is involved...biology to building, or lectures to dances.

With this knowledge you can begin to understand the vast vistas which public relations embraces.

One of the few really enjoyable social events of the school year took place on February 14, 15, 16. Although poorly attended in number, the first of what many hope will be an annual Winter Weekend was never lacking in spirit.

The festivities began Friday evening in the Adrian Lounge. The informal dance proved to be a great success as the couples relaxed and danced to the big beat music of the band. Just preceding the dance the students and their dates saw the Marist grappling post their second win of the season by beating Bronx Community College.

A folk concert started things off on Saturday afternoon after the snow sculpturing and ice skating had to be cancelled because of lack of cooperation from the weather. On the entertainment list were the New Eastern Trio and the Nine Too Many from the College of New Rochelle. Everyone enjoyed the antics and the serious notes of all the groups.
Well, what a week has it been? It has been a week when accusations of dishonesty and inefficiency were met with counter-accusations of mud-slinging and muckraking. In short, by a plague of rumors which became bigger and more numerous.

Several results of the odious, run-away explosion were: 1. The worst explosion was touched off in September or October, while it has been common knowledge among Council members from the outset of the school term, Mr. Rolleri and Mr. Verrico were not keeping exact figures of the Council's financial position, of negligence in the failure of several meetings of the Student Council's financial committee, and of the failure of several business groups to turn over to the Business Office moneys earned by them. 2. Several results of the odious explosion were: a. A trite but apt proverb gentlemen? Am I overstepping my bounds of "inefficiency" or "mismanagement" will be slandered, possibly beyond repair, but also their associates and fellows. b. The worst explosion was touched off but a coal or ten days off! My contention is that this is a political move, a plot, to connect me with the current disagreement between the Council and the Business Office. c. In this light it only presumed to question two members of the council as to various financial matters, rumors sneaking of delinquency. Rumors are ugly and public clarification is in order.

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CONSERVATISM vs LIBERALISM

There undoubtedly does exist today a spirit of unrest and dissatisfaction within the political policies of our two major parties. As a result there has developed a movement in both Democrats and Republicans into the field of Conservative and Liberalism. For we, Liberalism which now holds sway, has replaced with a system which will stop the trend of centralization. Centralization, itself, is not wrong but when we not only cease to encourage personal initiative but instead begin to encourage the spirit of unrest and dissatisfaction

What Happened?!

FROSH MIXER

All see to enjoy themselves at Frosh Hop

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ELECTION
Sheehan Seek Top
Freshman Year
Intramural Football, Basketball, Softball
Charter Member - Booster Club
Sophomore Year
Member - Freshman Housing Committee
Secretary - Booster Club
Decorations Chairman - Winter Fantasy
Co-Chairman of Oldies But Goodies Top
Dean's List - June 1963
Football Referee
Captains - "Shanties" (Intramural Basketball Champs)
Intramural Football, Basketball, Softball
Junior Year
Vice President - History Club
Member - Freshman Housing Committee
Decorations Chairman - Winter Fantasy
Dean's List - Jan. 1964
Football Referee
Coordinator of Intramural Football
Edward S. Murray, your candidate for Vice-President, expressed, as his reason for seeking office the belief that he is "one of the best qualified Juniors available (and I) have the initiative and motivation to see an idea become a reality."

The resume that Ed offers in Freshman Year
Member - Fleur de Lis
Member - Varsity Basketball
Superintendent
Member - Fleur de Lis
Assistant Editor - Language & Pen
Junior Year
Recording Secretary - Fleur de Lis
Member - Programming Committee
Chairman - Christmas Co-Chairman - Winter Weekend
Clambake Committee
Junior-Faculty Social Committee

Heffernan, COUNCIL

Elections are quickly coming upon us and so today we will devote our time to a consideration of those students who are seeking your vote this Friday. Some believe that a paper should take a stand on candidates. It has been and shall continue to be the policy of The Record not to endorse one candidate over another. Instead we shall give a brief biography of each of the men.

Thomas Heffernan, presently Junior Class President, has stated as his reason for seeking the offices of Student Council President that he felt that "this Council has failed to gain respect, to take the initiatives of the students and therefore did not represent us nor did it stand for Marist."

Fresherman Year
Member - Parent Day Committee
Founder & First Co-Chairman - Young Democrats
Spring Weekend
Member - Fleur de Lis
Member - Theatre Guild and Actor in "Two Blind Mice"

Sophomore Year
1st Sophomore Man of the Year Award
Member - Theatre Guild and Actor in "The Visit"
Treasurer & Corresponding Secretary
- Theatre Guild
Vice President - Young Democrats
Originator & Chairman - Undergraduate Day
Founders & Treasurer - Young Americans
Spring Weekend Committee
Junior Year
Class President
Instituted or Organized the following:
Book Exchange
Intramurals: Football, Basketball, Softball
Fall Chalabke
Junior-Senior Football Game
Junior-Faculty Social
Basketball Champs.
Member - Young Americans
Chairman - Theatre Guild
Jeremiah Sheehan, who is presently the Corresponding Secretary of the Student Council, expressed, as his reason for seeking the Office of President, the belief that "I've given the chance I believe that I can do something for Marist."

With this as his aim, Jerry offered the following resume of himself:

Douglas MacArthur and the Liberals with their "god" - Barry Goldwater.

CIVIL RIGHTS

There has always been a minority in our country which has felt that it was being repressed. However, this never sanctions illegal or immoral actions on the part of either the minority and also most particularly the majority.

Bear in mind and considering the actions of recent months, we can only conclude to a condemnation of those who would exploit our American negroes for their personal advantage. In this I am particularly referring to those "niggro leaders" who try to vie for the support of these people by promising them everything under the sun.

In conjunction with this condemnation gives our heartiest congratulations to those who strive to achieve their aims by legal means.

Finally, if we may be so bold as to offer a solution to this problem, it would be that both sides should approach each other with patience and the realization that when force is attempted against either side it can only result in an increase of uneasiness and heartache.

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PREVIEW

Leader of formation and member of Baseball Team
Sophomore Year
Varsity Basketball
Member - Booster Club
Treasurer - Young Executives
Head - Intramural Basketball
Member - Varsity Club
Intramural Football
Winter Weekend Committee
Decorations Committee - Winter Fantasy

James Waters, who is also running for Recording Secretary stated his reasons for campaigning as follows:
1. It is a difficult job and needs one's full attention and I think that I am capable of handling the responsibility.
2. I have no outside activities which would conflict with the responsibilities of the Council office.
3. The post was unopposed until the last day, when I decided to run so that there would be a choice for the student body.

Freshman Year
Football
Basketball
Softball
Sophomore Year
Hazing Committee Member
Sophomore Homecoming Chairman
Member - History Club
Walter Behrman, who is one of the candidates for Student Secretary has expressed his reason for running to be, that he believes that he can more than adequately represent the student body while at the same time keeping the college adequately free of hazing. It is his further belief that he can supply "some sort of spark to it (the Council)."

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Dear Editor:

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1. What do you think of the House Un-American Activities Committee? 80% said it was important, while 20% were in favor of its abolishment.

2. Do you think Henry Kissinger or Leander Perez is more influential in political affairs? 80% said Kissinger, 10% for Perez.

3. In your opinion, is Martin Luther King or Leander Perez a conservative? 60% named King, 40% Perez.

4. What do you think of Lincoln Rocker? 10% said he was influential, 20% against him, 70% for neutrality.

5. Who is your favorite news commentator? 60% named Westbrook Pegler, 20% named Jack Parr, 10% named Hedda Hopper.

6. What do you think of the American Declaration of Independence? 70% said it was important, 30% against it.

7. With which social reformer are you in sympathy? 80% said Martin Luther King, 20% against him.

8. Do you think the House Un-American Activities Committee should be criticized for their spying? 60% said, "Yes," 40% didn't care.

9. Who, in your opinion, is most influential in the campus of this area of life? 60% named Ringo Starr, 40% named Mac-the-Ted.

10. What do you think of the U.S. role in the Cuban crisis? 80% said it was important, while 20% were against it.

11. What do you think of the future of the American College? 60% said it was promising, 40% for failure.

The weekend was concluded on Sunday morning at the Student Dining Room. A belated punch added to the gay atmosphere and made the Marist College student much more aware of their own social-educational functions as well as those offered by the political system.

Respectfully submitted,
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Bloomfield Squeaks by Marist

On Monday, February 17, Marist used the Lourdes High School gym to play host to Bloomfield College. The invaders capped off a squeaker victory with a late rush.

Early in the opening period, Bloomfield established a small lead that was swiftly overcome by the Fox forces. In the course of the first half, Marist built up margins only to see them overcome by the opponent's surges. At times the Fox quintet held a 14 point lead but when the intermission struck, the score stood 57-53 with the Red and White on top.

After the break, the game continued its Merriment of scoring. Bernie Dooley and Dennis O'Brien ripped from way out as John Murphy hit from under the boards. Wherever the ball was so was Wally Barisonek with his timely steals and accurate shooting.

The game was played on a clear.

Intramurals at Halfway Mark

The 1964 Marist College intramural basketball campaign is approaching the halfway mark and the battle for supremacy is still a highly contested issue. At this point it appears likely that the outcome will remain unsettled until the final whistle halts play for the season.

When the second half of the season begins League A will transfer the four weakest teams to League B, and the three top clubs in League B will come over to League A to continue their private wars against new and better competition. This set-up has been devised to provide two balanced leagues, whose members will be able to compete against each other in comparatively equal terms.

As usual, the faculty's formidable array of colorful stars gather the most attention from the student body and with the addition of "Shot" Casey, Marist's teaching class will have a definite say as to who will be the eventual winner.

Cold night so it couldn't have been clouds or snow that found its way into Coach Wade's eyes. During the game, the Marist team was hit with a pair of technical fouls. Gary Genderson was sent into the game but his name had not been given to the scorers before the contest - technical foul number one. Late in the game Gus DiFlorio was sent into the contest. After the first technical his name was called over to the scorers tables as number 40, the same as Jim Daly. At the half DiFlorio changed uniforms switching his number to four but the scorer wasn't notified of the change, so when he went in it was technical number two. A quote from our late president fits this situation. "If you fool me once it's your fault, if you fool me twice it's my fault."

"Ours is not to reason why, ours is to sit and cry."

The Record

Elections cont.

Member - Fall Crew Intramurals
Active Supporter - Campus Functions
Academic Committee - Student Council

Edward Pelkey, a second candidate for Junior Representative, expressed his reason for running as: "The desire for the opportunity to do something for Marist, his class and to further our growing tradition." Ed came to us this year from St. John Vianney Seminary in Vermont.

St. John's High School Choir
Class Treasurer
Member - Student Council
Treasurer - Student Council
Vice President - Senior Class
Sophomore Year - Marist Choir
Sophomore Hootenanny
Winter Weekend

Gerard Smith, your third candidate for Junior Representative, stated his reason for running as: "The desire for a chance to do something for his class and the school." Further, he believed that he could do this because "I listen before I make a final decision on anything."

Freshman Year Member - Booster Club
Sophomore Year Member - Booster Club

Last Thursday evening, I was in the language lab when a group of student brothers came rushing in and grabbed chairs and then made a bee-line for the large lecture hall. So I did the same and found myself the only lay student in a classroom full of brothers. I stuck out like a sore thumb against a field of black cassocks and white rabbas. The brother sitting next to me turned to me and asked, "Who do you know?" Well, there I was so I figured I might as well stay and find out what all the excitement was about.

It turned out that the brothers were hosting a guest-speaker on the subject of Judaism, and of course for the occasion they naturally got the real McCoy, Rabbi Zimmet of Temple Beth El here in Poughkeepsie. After a brief exchange of greetings, the Rabbi got right down to business. His topic was the essence of Judaism, which he explained was an "evolving religious civilization." Evolving because it undergoes continual change and progress, a religious civilization because religion dominates Hebrew culture. Characteristic of modern Judaism, he observed, there is a broad liberalism on the essence of God, with agreement on His unity and existence. The Rabbi noted, "Jews no longer possess any great certainty about God's nature because science has shaken their belief and the simple, emotional ties have been lost."

Basic to Judaism, he said, was a certainty of faith in man's goodness as a creature of God and of faith in action because only a practiced faith is true.

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Member - Young Executives Weightlifting Team
Member - Hazing Committee Sophomore Hootenanny
Scheduled Head - Intramural Softball

John Burke, a candidate for Sophomore Representative, stated his reason for running as: The desire to see Marist advance and to do this, his class must take its proper place in the school and cease to sit back." Since entering Marist in September he is a member of Varsity Wrestling Team, and worked on the publicity, decorating and cleanup of his class' mixer.

Walter Maxwell, your other candidate for Sophomore Representative, is presently the class representative and is seeking re-election because he believes that there is a job to be done and has done it this year as his class' representative. Since entering in September, Walt says that besides a lot of little things, he has founded and become president of the Young Americans for Freedom and is a member of the Young Republican Club.