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## USD Monthly Tipsheet-October 1992

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# Monthly *Tipsheet*

OCTOBER 1992

USD News Bureau • Director Kate Callen • 260-4682

**\*\*USD/OLD GLOBE/SWEETTOOTH PRESENT ARTHUR MILLER'S AMERICAN CLOCK**  
**\*\*FORUM EXPLORES THE ROLE OF RELIGION IN THIS YEAR'S ELECTIONS**  
**\*\*COLLEGE MUSIC SOCIETY CELEBRATES 40TH ANNIVERSARY OF TAPE MUSIC**  
**\*\*MARKETING DIVERSITY TO AMERICA'S MULTICULTURAL WORKFORCE**

**\*\*USD/OLD GLOBE/SWEETTOOTH PRESENT ARTHUR MILLER'S AMERICAN CLOCK**

The San Diego premiere of Arthur Miller's The American Clock, a vaudeville depiction of the Great Depression, takes place October 27, 28, 30, 31 and November 1, 4, 5, 6, 7 in Shiley Theatre.

Presented by USD's Theatre Arts Program, the Old Globe Theatre, and Sweettooth Comedy Theatre, The American Clock will feature '30s-era music and a cast of more than 20 performers, many playing multiple roles. Performances begin at 8 p.m.

Tickets are Depression-era cheap at \$7 general admission and \$5 for students. All theatergoers are encouraged to bring a can of food to be distributed to the area's hungry.

**\*\*FORUM EXPLORES THE ROLE OF RELIGION IN THIS YEAR'S ELECTIONS**

Most Americans believe that the separation of church and state is a necessary safeguard of democracy. And yet, issues tied to religious beliefs -- school choice, school prayer, abortion, and "family values" -- have dominated the national political agenda.

"Election '92: What Role Religion?," a 2 p.m. forum on Sunday, October 18, in the Manchester Center, is the fourth annual program on the role of religion in society sponsored by: American Jewish Committee, National Conference of Christians and Jews, San Diego County Ecumenical Conference, SDSU's College of Extended Studies, UCSD's Campus Ministries, and USD's Continuing Education.

S.D. County Chief Probation Officer Cecil Steppe will moderate the forum. Speakers include Brian Bennett, Ken Blalack, Peter Irons, Kenneth Stern, and Connie Youngkin.

**\*\*COLLEGE MUSIC SOCIETY CELEBRATES 40TH ANNIVERSARY OF TAPE MUSIC**

Forty years and one day after the first American concert of tape music took place at New York's Museum of Modern Art, the College Music Society will hold a day-long symposium at USD on "Reflections on the History and Future of Electroacoustic Music."

The national symposium will include a recreation of the 1952 concert and a panel discussion by some pioneers of electronic music, including Don Buchla, creator of one of the first synthesizers, and Pulitzer Prize winning composer Roger Reynolds.

"This will be extraordinary," says assistant professor of music Lily Gunn. "The founders of electronic music, people our students have only read about in textbooks, will be right here in our midst."

**\*\*MARKETING DIVERSITY TO THE NEW MULTICULTURAL WORKFORCE**

By the year 2050, one-half of all U.S. workers will be non-white,



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either African American, Latino, Asian American, or Native American. Managers of these new diverse workforces will have to ensure productivity and job satisfaction among employees with different work ethics and value systems.

John Ronchetto of USD's School of Business Administration thinks that marketing theory holds the key to managing diversity on the job. On Friday, October 30, he will explore this issue in a special USD Business Update Seminar entitled "Using Marketing Techniques to Manage the Multicultural Workforce."

"In a diverse workforce, you first have to learn how each cultural group differs, and then you have to find common ground on which to unify all the employees, whatever their cultural heritage," says Ronchetto. "When you find that common ground, you have to market it -- you essentially have to treat your employees like customers."

The Business Update Seminar, sponsored by USD Continuing Education, takes place at 7:30 a.m. in the Manchester Executive Conference Center.

**For information on these or other activities at the University of San Diego, please contact the News Bureau, 260-4682.**