

NSF Issues Administrative Study

The National Science Foundation has issued a detailed study designed to assist institutions of higher education in developing uniform techniques of financial analysis and record-keeping. Titled *Systems for Measuring and Reporting the Resources and Activities of Colleges and Universities*,* the 444-page report is based on a study that began in 1961, and that eventually involved the participation of eight institutions of varying size, type, and location. These were the University of Arizona, the University of Florida, Michigan State University, the University of Pennsylvania, Rensselaer Polytechnic Institute, St. Louis University, the Texas A & M University System, and the University of Washington. The chairman of the study was R. J. Henle, academic vice president and university research administrator, St. Louis University. The cost of the study, approximately \$35,000, was shared by NSF and the National Institutes of Health.

Among the suggestions made in the study are the following:

- In maintaining records of employees, a distinction should be maintained between academic and nonacademic personnel. "Data concerning personnel in this second category," the report states, "would differ in amount and kind from the data required for those in the first category. Thus, janitors or bookkeepers would not be asked about such matters as membership in learned societies, publications, or outside consulting."
- On the selection of terminology for identifying the purposes for which rooms are used, "When all equipment in a room may be used for a single purpose only, and when all equipment in a room has the same purpose, the room may be considered to be a single-purpose room. When more than one type of single-purpose equipment (e.g., both equipment used solely for teaching and equipment used solely for research) are present in the same room, that room may be said to be multi-purpose." The report adds, however, "In this definitional scheme it is contradictory to have multi-purpose equipment in a single-purpose room and, hence, this category is not possible."
- "When classifying property as movable or fixed, one must often rely on judgment. Items which are attached to floors or walls may or may not be fixed. . . . The fact that property is capable of being moved does not classify it as movable."
- "When there is a 'paucity of building plans . . . rooms and buildings should be inspected and measured for all information. Measurements may be obtained quickly and accurately by three persons working together: two measure as the third observes, makes calculations, and records.'"
- For identifying various categories of activity, the following terms may be used: Teaching, Research, Teaching-Research, Creative Activity in Art and Scholarship, Teaching Through Creative Activity in Art and Scholarship, Public Service, Administration, Formal Personal Education, Intra-University Activities, and Other Extra-University Activities (excluding Public Service)."
- The report points out, however, that the "Formal Personal Education" category "does not include the general reading in one's own field, travel experience, and similar activities in which academic and professional people engage, even though these activities do contribute to their continuing education. These activities, if significant in amount of effort, may be allocated to the categories teaching, teaching-research, research, teaching through creative activity, creative activity, and administration as seems most appropriate in each case."

NSF explains that the report has been released for consideration by the academic community and does not necessarily reflect the policies or practices of the Foundation.—D.S.G.

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it liberally and require frequent showings of antismoking messages, even though this makes the broadcast media less attractive to cigarette advertisers.

Numerous instances of token compliance may occur simply because the established FCC procedures offer no ready means of enforcement. Rosel H. Hyde, the FCC chairman, says the usual enforcement procedure for fairness doctrine cases shall apply. This means that a broadcaster's performance will not be reviewed unless someone complains about it. The 7400-odd licensed commercial radio and television broadcasters all keep program logs, but the commission will not require them to report periodically on the cigarette commercials carried and on the number and kind of antismoking messages. "I expect them to comply, and, in the absence of some evidence that they are not complying, I am not going to ask for proof," Hyde told *Science*.

At least one of Hyde's fellow commissioners dissents from this easy-going philosophy. Nicholas Johnson, who at 33 is usually described as the FCC's *enfant terrible*, says, "It's appalling that the FCC doesn't take the baby step of telling the broadcasters, 'we won't monitor you, you monitor yourselves.' The commission could ask for weekly or monthly reports on compliance. How can you issue a ruling like that and not have any enforcement? It's preposterous."

Although sharing the view that the FCC should take steps to enforce its ruling, Senator Robert F. Kennedy of New York is one of several prominent antismoking crusaders who feel that part of the burden of obtaining compliance will have to be carried by the voluntary health agencies and allied groups. Kennedy has urged that groups be organized to monitor radio and TV stations. The U.S. Surgeon General, William H. Stewart, also believes the voluntary health agencies could accomplish much by monitoring the broadcasters' performance.

The need for monitoring is less urgent at the moment than it will become later. The FCC ruling took the voluntary health agencies and the U.S. Public Health Service by surprise and found them short on antismoking materials available for broadcast use. Though they are trying to catch up with the new demand, the agencies and PHS are as yet unable to supply the broadcasters with materials in the volume requested. As antismoking films,