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UD ACCOUNTING PROFESSOR WORKS TO CHANGE IMAGE OF PROFESSION

Tax reform may have created a stronger demand for skilled accountants, but fewer and fewer college students today are selecting accounting as a career possibility. Too many people, according to a University of Dayton associate professor of accounting, still visualize Bob Cratchit, the overworked bookkeeper in Charles Dickens' A Christmas Carol, when they think of accountants.

"Unfortunately, they still see accountants as rather rumpled and weary souls, wearing those awful green eyeshades or visors," said Jane Campbell, who is conducting a study on why students shy away from the accounting profession. "The accounting profession needs some public relations work."

Campbell, who holds a bachelor's degree in psychology and advanced degrees in business administration, is UD's first Ernst & Whinney Faculty Scholar. The "Big 8" accounting firm gave UD a $125,000 gift last fall to set up a faculty research program for five years.

To set up an interview, call Jane Campbell at 229-2435 or Teri Rizvi at 229-3241.

POLITICAL SCIENCE STUDENTS ANALYZE THE PRESIDENTIAL PRIMARIES

Students in "Campaign '88," a special political science course offered every election season, are analyzing the current batch of presidential hopefuls and their campaign strategies with successful candidates and campaigns of the past.

A section of the class meets everyday, but the semester ends on Friday, April 15. To arrange media coverage, contact Teri Rizvi at 229-3241.

MARGE SCHOTT AND "SCHOTTZIE" VISIT UD

Marge Schott, owner of the Cincinnati Reds baseball team, will bring the Reds' mascot--her dog Schottzie--to a University of Dayton luncheon in the Kennedy Union Ballroom on Thursday, April 14. As a guest of the "Colleagues," a UD social group of faculty and staff, Schott will speak to the group about the Reds and the team's pennant chances. Her remarks are scheduled to begin at 12:15 p.m.

For more information, contact Jan Imwalle at 229-2441 or Teri Rizvi at 229-3241.

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The University of Dayton

For further information or assistance in scheduling interviews, contact Public Relations and University Communications, 229-3241.