

*Hi! - What a good looking couple! (me people too!)  
Congratulations to you both - you make a  
good team. Keep up the good work. George + Ruth  
Hesse*

## Omaha pair says med schools to assist industry with health programs

Assistance to industry in formulating employee health programs may be a future step of Omaha's two medical schools, according to Leon G. (Benny) and Reba Benschoter, audiovisual specialists in medically-related education.

Benschoter heads the biomedical communications department at Creighton University and his wife heads a similar department at the University of Nebraska College of Medicine. The couple was recently presented the Golden Raster Awards by the Health Sciences Communications Association, the sixth and seventh to be presented by the organization in its 21-year history. "Raster" is an electronics term for the lighted area at the front of a television picture tube.

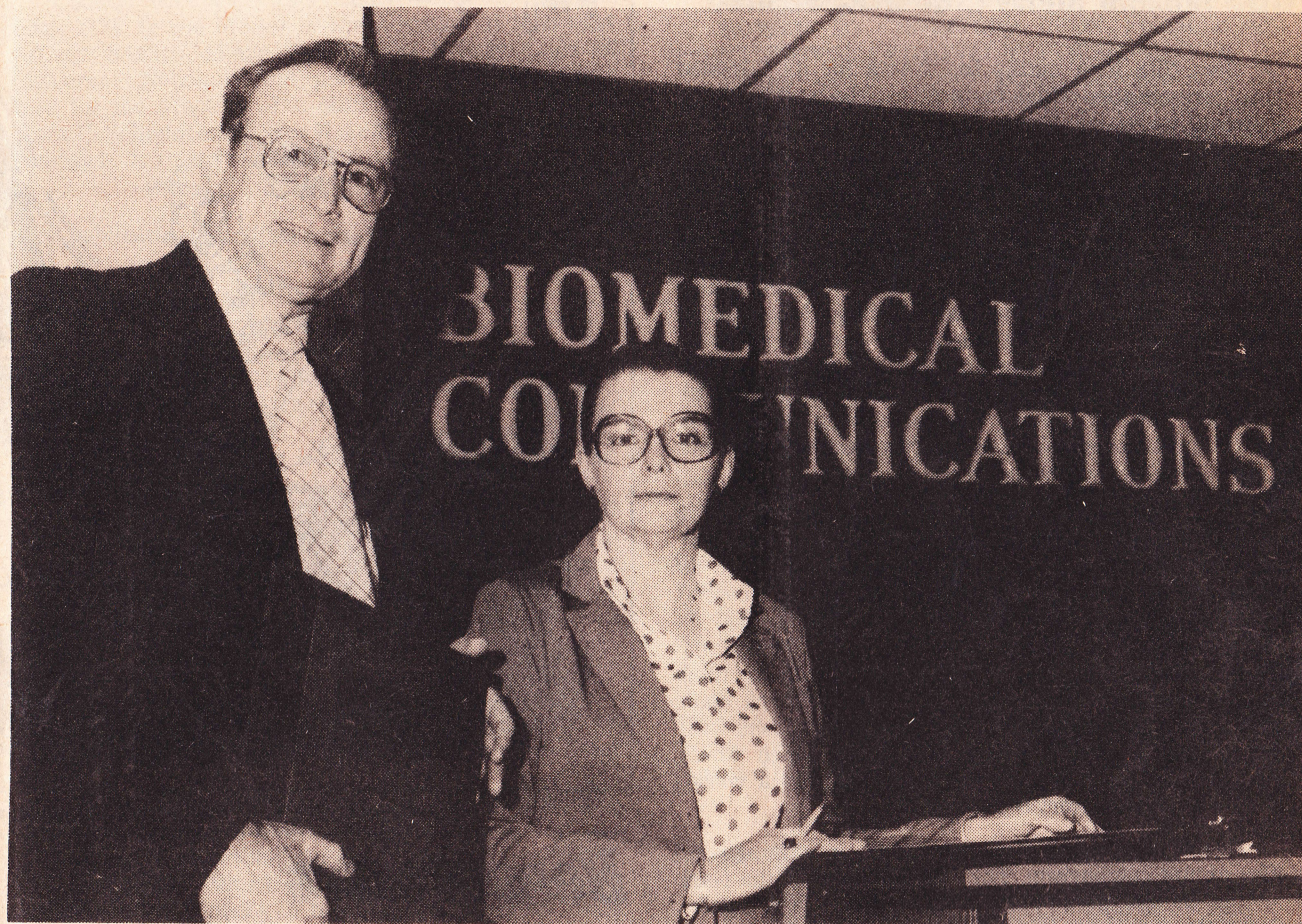
"Our universities are starting to take a more dominant role in consumer health information," said Benschoter. "Before, they were basically interested only in teaching students." Also, he said, "One of the things I see coming is the use of satellite distribution — bringing expertise from remote areas that we didn't have access to before."

This type of distribution, he said, will likely be felt most by people in the allied health fields such as nursing, and dietetics, who have not generally been able, economically, to attend the caliber of lectures as have physicians.

"Another thing we see happening is the community sharing between institutions," said Mrs. Benschoter, who holds a doctoral degree in adult and continuing education from the University of Nebraska in Lincoln. For example, she said, the Omaha/Council Bluffs Hospital Association is looking into sharing health information. "As we see more and more emphasis in industry on health maintenance, we would like very much to be involved with those companies in developing those programs — setting up fitness centers," she continued.

The Benschoters moved to Omaha from Ames, Iowa where both attended Iowa State University and gained television experience at WOI-TV in Ames, a commercial station with educational programming.

Benschoter joined KMTV in Omaha in 1958 and that same year his wife began working at the University of Nebraska Medical Center in the use of audiovisual materials in medical education. Her initial work was with Dr. Cecil L. Wittson, then director of Nebraska Psychiatric Institute and later head of the NU medical center. She has been there since and is considered one of the nation's pioneers in the use of audiovisuals in medical education. Her department produces materials in several



The Benschoters shown at the University of Nebraska Medical Center. . . "Our universities are starting to take a more dominant role in consumer health information."

### Fullerton store sold

Cunningham Radio and TV in Fullerton, Neb. has been sold by Mr. and Mrs. Kenneth Cunningham to Leonard Gabriel.

Gabriel will operate the store from the former Faaborg building in Fullerton. Remodeling is currently

**We'll give you \$100  
for your old typewriter.**



Events leading to World War II seem, increasingly, to offer an apt comparison. The relentlessness of the Nazi buildup, the savagery of blitzkrieg warfare, Hitler's determination to overrun neighboring countries, and the reckless willingness of Hitler to gamble all find counterparts in the Soviet situation today. The Russians for two decades have been arming at a ratio twice that of the Free World. They hold all of Eastern Europe in bondage. They are bidding for the oil resources of the Mideast and the mineral resources of Africa. They are waging a savage occupation of Afghanistan and threatening to move beyond that land into Pakistan.

We listened to Walter Cronkite's being interviewed Thursday morning on his role in gathering portions of the drama on how the Soviets view American military preparations. He told of meeting with the rotund editor of *Izvestia*, the official Soviet newspaper, and of the man's general joviality, his mild tut-tutting of the Soviets' Afghan adventure, of his dire view of America's rejection of the Salt II Treaty.

As old a hand as Cronkite is on the world news scene, it's strange that he wasn't swung back into the Thirties. But he seemed transfixed that the Russian was such a nice guy. The players of the 1930s were different, of course, but the themes are identical, even to a totalitarian distaste for Jews and to a genial love of treaties just before they are ripped up.

In 1938, there was that genial, although not rotund, Nazi foreign minister, Joachim von Ribbentrop. There weren't many in England worried about Hitler's plans and ideas. But von Ribbentrop was amazed that there were any. Who would question Hitler's love for peace? There was Hitler himself, damning the "aggression" of the West while out-spending his future opponents three to one preparing for what he knew was coming but they didn't. Germany wound up in Austria like the Soviets in Poland, in Czechoslovakia like the Soviets in Afghanistan.

The irony of 1981 is that 1938 is not an echo but more a mirror image. The failure of the West to remain strong will determine the future of our civilization. Any final victory of communism will require millions of blood sacrifices in America and elsewhere. Stalin required such sacrifices in consolidating his final victory in Russia; Hitler required them in vanquishing first the freedom of Germany and then in over-running Europe.

"War," indeed, "is hell." But failure to prepare for it with certainty brings it on. We have quoted the Roman proverb before in this space: "If you would have peace, be prepared for war." Network analysis seems, like Cronkite with his Russian journalist, transfixed by words rather than deeds. We wish CBS would have stepped back with more shrewdness and assessed the reality of Soviet Imperialism rather than the blandishments of Soviet words.

## Benschoters

Continued from preceding page.

visual media including movies, slides, and videotapes.

"The field of biomedical communications really did not begin until 1963 or 1964," said Dr. Benschoter, "so this institution (UNMC) was among the leaders in recognizing that need. It was certainly Dr. Wittson's foresight."

Her husband became head of Creighton University's biomedical communications department in 1973 after spending 8½ years with KMTV and then moving to the University of Nebraska at Omaha where he helped to establish television station KYNE-TV.

The departments presently headed by the husband and wife operate similarly, offering photography, classroom services, television, and assistance in writing instructional materials. In addition, the University of Nebraska Biomedical Communications Department also produces some films.

"I think the emphasis in each of our institutions is determined by our institutions," said Dr. Benschoter. "Benny serves a dental school which we don't have because our dental school is in Lincoln."

Said Benschoter: "I have a relationship with Saint Joseph Hospital which is a different relationship that she has (with University Hospital) because Saint Joe's is under different management (than Creighton University).

Both departments recover part of the cost of their operations through charges. "We are on a partial recovery system, therefore, we do charge for some of our services," said Dr. Benschoter. "We are trying to set prices that will encourage utilization of our materials. Whenever it is cost effective, we use outside vendors to provide materials and services. We try to recover between 50 and 60 percent."

At Creighton, her husband's department recovers 62 percent of its costs. "Our mandate at Creighton is to pro-

vide the best possible service at the lowest possible cost," said Benschoter. "There are certain services that the office of vice president of health sciences feels must be contributed in support of the health science program." His department does not charge for services such as providing equipment for classroom instruction or for audiovisual workshops. "We charge when you get a product you can hold in your hand — supplies, photography, art," he said.

The Creighton department employs 26 persons, 18 of those full-time. The University of Nebraska Medical Center employs 29 persons, including three part-time persons.

"One of our roles," said Benschoter, "is to try to provide work experiences for high school and college students."

The University of Nebraska Medical Center, with the University of Nebraska in Lincoln, offers a program which leads to a masters degree in adult and continuing education and a certificate in biomedical communications. That institution's biomedical communications department took part in the nation's first biomedical communications degree program, a consortium, offered in the 1960s.

Both of the Benschoters have served as national president of the Health Sciences Communications Association — Dr. Benschoter in 1976-77 and her husband in 1979-80.

One of the current trends, that toward use of the video disk, is likely to have deep implications for audiovisual education because of its storage capability, Benschoter believes. He compares it to microfiche for books and periodicals because of the extreme miniaturizing and the resulting saving of storage space. Each side of a disk can store 54,000 pieces of information.

"While we probably won't be producing things in that form, we will be parceling them out to producers in the field where it has practicality," he said. In-house production, at least at first, will not be economically feasible.

The video disks are "basically undamageable," said Benschoter. "You can drop a disk and not hurt it."

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## Bankruptcies

Rosemary L. Weisbrook; 3526 U St.; assets \$3,740.90; liabilities \$1,080.00.

Donald R. Christensen and Debra R. Christensen; 1920 S. 13th St.; assets \$100.00; liabilities \$4,524.09.

Guy E. Gerhard; 2719½ S. 20 St. No. 1; assets \$303.00; liabilities \$1,942.60.

Gary T. Yager and Betty J. Yager; 5823 William St.; assets \$2,775.00; liabilities \$4,720.25.

Sarah E. McPherson; 2311 N. 60 Ave.; assets \$28,045.68; liabilities \$50,124.27.

Alfonzo Ross and Linnie F. Ross; 5122 N. 38 St.; assets \$32,710.00; liabilities \$35,684.38.

Karen A. Biscione; 9940 "T" Plaza No. 36; assets

\$5,645.00; liabilities \$9,949.11.

James H. Campbell and Debbie R. Campbell; 4831 Sahler No. 4; assets \$795.00; liabilities \$12,354.03.

Chester H. Dressen, Jr. and Helen L. Dressen; 6124 N. 30 St.; assets \$2,020.00; liabilities, \$7,677.19.

William Nelson Evans and Carol F. Evans; 1318 S. 20 St.; assets \$170.00; liabilities \$2,978.08.

Linda R. Petersen; 3529 S. 78th; assets \$3,100.00; liabilities \$4,225.36.

Edward B. Shiller and Patricia L. Shiller; 4656 Greene Ave.; assets \$41,100; liabilities \$45,392.03.

Mark S. Engelke; 10682 Hamilton Plaza No. 715; assets \$55,525.00; liabilities \$57,809.90.