

Officers and Board Named for 1981-82

Officers Elected

Thomas L. Banks assumed the presidency of HeSCA at the annual membership meeting in Philadelphia in May and Stewart L. White was elected president-elect.

Banks is manager, Educational Television, University of California at San Francisco, and White is manager, Biomedical Media, University of Michigan Medical School.

The board confirmed appointment of Leon Benny Benschoter to fill the remaining year of the unexpired term of treasurer and Corki (Gloria) Wilson as secretary (two years).

This year's executive committee will consist of President Tom Banks, President-elect Stewart White, Past-president William Harrison, Treasurer Benny Benschoter and Secretary Corki Wilson.

Section Representatives

Newly elected members of the board of directors for two years as functional section representatives include: Frank D. Allan, Ph.D., Biocommunications Management (re-elected); Linda Kudrick, Biomedical Libraries; Richard (Rick) McNeely, Instructional Development; Richard Torres, Health Education; and Howard Mevis, Instructional Development.

In addition, Michael Brown was named by the board to fill the unexpired term of Robert Cowan, who resigned, as Networking Functional Section representative.

Continuing for their second year as board members are Jerry Hildebrand, Applied Technology (for-

(More on page 3)

We're Late!

This is the May/June issue! Due to a combination of annual meeting dates and unforeseen production problems, *Feedback* has been published much later than scheduled. The July/August issue will follow as soon as possible with the Annual Meeting photographs and written reports.

Feedback

HeSCA Health Sciences Communications Association

Vol. 8, No. 3

May/June 1981

Reba and 'Benny' Benschoter Awarded HeSCA's Prestigious Golden Rasters

A pair of HeSCA's most distinguished awards were presented at the annual meeting in Philadelphia.

The two honorees' combined contributions to HeSCA and to the health sciences communications field put them in a very special class with only five other members who have earned HeSCA's National Honor Award.

Reba A. Benschoter, Ph.D., and Leon "Benny" Benschoter, M.S., were each presented the coveted Golden Raster Award by President William Harrison before a large assembly of members at the annual membership meeting.

R. Benschoter is director, Biomedical Communications, University of Nebraska Medical Center, and L. Benschoter is director, Bio-Information Center, Creighton University, both in Omaha.

"For her outstanding leadership in the professional development of the health sciences communications field," Reba Benschoter's award reads, "and for her many years of extraordinary service to this Association."

Benny Benschoter received his Golden Raster "for his many years of extraordinary dedication, thoughtful leadership and limitless energy in service to the association and the health sciences communications professional community."

The Golden Raster

The Golden Raster was most recently awarded to Phyllis Duke, currently association manager.

The first recipient was David Ruhe, M.D., founder and chair-



HONORED BY HeSCA

Reba and Leon 'Benny' Benschoter have long served HeSCA and the field of biocommunications.

man of the first department of medical communications. Other Golden Rasters were awarded to Edward W. Bird, M.D.; Joseph E. Marke, Ph.D.; and Sam Agnello.

HeSCA's National Honor Award was conceived to recognize members with outstanding and unusual contributions to health sciences education and for service to HeSCA and its predecessor, the Council on Medical Television.

(More on page 5)

Don't Miss...

From the President.....	2
Meet Your President.....	3
Placement Service.....	4
World Rounds.....	6

Reba and 'Benny' Benschoter Presented HeSCA Honor Award



Photo Courtesy of University of Pennsylvania School of Medicine

GOLDEN RASTER HeSCA'S HIGHEST HONOR

President Bill Harrison (center) is most pleased after presenting awards to Reba and 'Benny' Benschoter. Applause indicated that the large assembly of members agreed.

(Continued from page 1)

Reba Benschoter

R. Benschoter was HeSCA's president in 1976-77 and then served as past president on the executive committee for two years (due to the death of Elmer Friman while in office).

She was closely involved with the establishment of *The Journal of Biocommunication* and served as its Viewpoint editor from 1976 until recently and as one of HeSCA's representatives to the JBC management board for two years, serving that body as chairperson for some time.

She was general coordinating chairperson of the HeSCA-HEMA meeting held in Atlanta in 1976.

She has chaired or has been a member of numerous HeSCA committees including her current commitments of chairing the HeSCA/NLM/NMAC Liaison Committee and being a member of the Annual Meeting and Conceptual Framework Committees.

For all her contributions to HeSCA, her contributions to the field seem even greater. Reba Benschoter is one of the pathfinders in biomedical communications.

She was instrumental in developing the first curriculum effort

in biomedical communications as part of an NLM-sponsored consortium. When that consortium closed, she developed the postgraduate certificate program in biomedical communications at the University of Nebraska. Her first students began in 1972.

In 1957, she entered the field as director of Audiovisual Services, later named the Communications Division, at the Nebraska Psychiatric Institute (NPI), where she operated the first two-way medical, closed-circuit television system in the nation.

NPI's Communications Division grew into a campus-wide medical communications service under her guidance and she has remained its director.

Her national service includes membership on the Facilities and Resources Review Committee, NLM; consultant to DHEW Facilities Survey of Health Professions; consultant for reviews, NHL Institute; and many more.

Currently she is on several local and national committees in the field and has won numerous awards for her work in biomedical communications.

Leon Benny Benschoter

Leon Benny Benschoter has over

30 years experience in media production and management.

He was president of HeSCA, 1979-80, and most recently served as past-president on the executive committee. He was Film Festival chair in 1978 and Exhibits Committee chair 1975-77.

He was Commercial Exhibits chair for Bio '76 and HeSCA's program chair for Bio '79. Bio '79 lost its general coordinating chair one year into the planning, so Benny Benschoter took over.

He initiated and developed HeSCA's computerized membership system, affectionately called "BennyComp One" by the board of directors. This put the growing association on a more business-like basis. He still operates BennyComp One.

He developed and produced a comprehensive Procedures Manual for HeSCA's officers and board members.

He published *Who's Who* last year and published the needs assessment materials as well as coordinated the printing of a new monograph.

He set up the first HeSCA board of directors' retreat in Utah last year to begin the in-depth study and planning of HeSCA's professional development for members.

He contributed to the development of the important liaison committee between HeSCA, NMAC and NLM.

Benny Benschoter has served on the National Education Committee of the National Press Photographers' Association, is past-president of the Omaha Area Radio-TV Council, past-secretary of the Federation of Biocommunications Societies, co-chair on the Consortium of Associated Schools and Educational Resources for Cable TV and has been consultant to several institutions in the development of audiovisual departments.

To all who might wonder, Reba and Benny Benschoter, indeed, are Mr. and Mrs. Benschoter.

(The "raster, or scanning pattern" is "the path followed by the cathode ray in generating an image on the screen of a television set." *Encyclopaedia Britannica*.)