MARCE

HERE AT STONY BROOK - Monday, March 5, 1984

THEME UP AND UNDER

Hi, everybody.

Let me be among the first to wish you a Happy St. Patricks' Day. That holiday---and that's what it is is for millions of Americans--looms large on the March calendar. We'll be talking with the author of the book, "Ireland and the Irish," is a moment.

Later in this program, we'll talk with the author of another book, called "If Not for Profit, for What?" It's an examination of what makes the non-profit sector run.

The author of the book about the Irish is Dr. Karl Bottigheimer, associate professor of history at the State University of New York at Stony Brook. "Ireland and the Irish" is followed in the title by the words, "A Short History." Dr. Bottigheimer, squeezing 5,000 years of Irish history into 292 pages sounds like the modern equivalent of telling the story of creation in 500 words. INTERVIEW BOTTIGHEIMER: -- First few thousand years.

-- First few thousand years.
-- Culdere monks, other explorers
-- Celt, Viking, Norman conquests
-- St. Patrick
-- The modern state
-- Irish-Americans and St. Paddy's Day

13:30

BRIDGE MUSIC UP AND UNDER

We all know why commercial businesses function---they exist to make a profit, to return money to their investors. The motivation is, at best, fiscal survival; at worst, greed. But what about non-profit organizations? If not for profit, for what? That's the title of a new book by Dr. Dennis R. Young, professor in the W. Averell Harriman College of Policy Angalysis and Public Anglesis Management. Dr. Young, the title of your book has a subtitle that explains it is HERE AT STONY BROOK - March 5, 1984 - page 2

"a behavioral theory of the onprofit sector based on entrepreneurship." That'a a big word, entrepreneurship. What does it mean? (Webster's encyclopedic dict.: "one who organizes, manages and assumes the risks of a business; a successful b'man INTERVIEW YOUNG--- Types of non-profit organizations

-- How big is this sector? -- Mystery of water-oil: whyn little research? -- For what? - Freedom of movement within - Coarse screening of entrepreneurs (hence more opportunity to get in) - Yet "nonprofits must be seen as components of industrial systems, rather than as fully independent systems." - Conclusion: "The nonprofit sector can thus provide an invaluable, if changeable and fragile, refuge for enterprise and service providion based on various forms of idealism, emotional attachment and intellectual purpose not accommodated elsewhere.."

28:30

BRIDGE MUSIC UP AND UNDER

That's it for another week. In the weeks ahead, we'll continue to explore a variety of topics. For example, we'll be with the head of the national organization for college radio broadcasters. hundreds There are thousands of such radio stations around the country. And we'll talk with a man who spends around this time translating books written in Scandanavian languages into English. I hope you'll join us. Until then, this is Al Oickle. So long, everybody.

OUTRO