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Summer 2002

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Department of Communication

communicator

@ Western Michigan University

Summer 2002

Volume I

Number 1

DEPARTMENT OF COMMUNICATION 2001 ALUMNI ACADEMY MEMBERS

KAY BENNETT

RO BOOD

MARCO BOYER

MARY BEAUCHAMP COHEN

DELAD PETRO

JAMES HOKEY

BRAN HRE

JOAN KEYTON

BARBARA MCDANIEL SUGGS

JAMES MCHALE

BARBARA MERAS

ELIZABETH RANK

SHARON RAILIFFE

HILLY ROSENHAGEN

JAMES THELAN

CHERYL KUREN BALES

SHREYAN HEVEN

GRETA MILAVS

—*Distinguished Alumni Named*

EXTERNAL ADVISORY GROUP TO ASSIST DEPARTMENT OF COMMUNICATION

These are exciting times in the Communication Department. Currently plans are under way for two exciting initiatives. One, the establishment of a Ph.D. in Communication at Western; and two, making the change from a Department of Communication to a School of Communication. In anticipation of these important changes, an Alumni Academy and External Advisory Board were created in October 2001.

The Alumni Academy is informally considered a department alumni “hall of fame.”

The purpose of this new academy will be to honor and recognize some of our outstanding graduate and undergraduate alumni. We plan to add new members in subsequent years.

The purpose of the External Advisory Board is to:

- Assess the credentials of graduating students;
- Review curriculum and make recommendations;
- Serve as a liaison between the Department and the public sector;
- Give advice and direction for adding resources to the Department ; and
- Provide advice and direction concerning fund raising.

In the future, the Advisory Board will have a membership of no fewer than eight, but not more than 15 members who will serve alternating terms. The board will meet twice a year—once on its own and a second time with the Communication Department’s Advisory Committee.

The initial group of Alumni Academy inductees was honored at a ceremony on Oct. 11. A list of inductees is at the left of this article.

At its initial Advisory meeting on April 12-13, 2002, the Board developed a number of steering committees to address specific needs. The committees are: Development, Public Relations, Alumni and Careers, and Curriculum. During the two-day retreat, each committee set its own goals and functions and will work in cooperation with Communication Department faculty and staff to accomplish them.

The next group of Alumni Academy honorees will be announced at the October 2002 work session.

For information about the Alumni Academy or the External Advisory Board, contact Steve Rhodes, Ph.D., (269) 387-3133 or e-mail steve.rhodes@wmich.edu.



Notes from the Chair

CHANGE IS GOOD...

Most exciting and challenging is the commitment we've made to President Floyd and the University to create a Ph.D. in Communication at Western Michigan University.

Those of you who have been following our department will know that this is the beginning of either my second or third year as chair—third if you count the year I served as Interim Chair—second if you only count the years I've officially served as chair. Either way, a lot has gone on—a lot is going on—and a lot will be going on in the future!

Most exciting and challenging is the commitment we've made to President Floyd and the University to create a Ph.D. in Communication at Western Michigan University. We believe that this action will bring value to the university, the college, the profession, and our students, and we look forward to supporting the University in its efforts to be a top-level, student-centered research university. We hope to have our first entering class no later than Fall 2005.

At the same time, we have been working very hard on creating a structure for becoming a School of Communication within the College of Arts & Sciences. This designation will recognize the many dimensions of our department. We have committees meeting to discuss a variety of issues related to this proposed change: name of the school, governance structure, curriculum structure, resource needs, funding, etc.

Officially, the Journalism program has moved from the Department of English to our department. Not only did we add a strong new major and minor, but also we added four new colleagues: JoNina Abron, Jocelyn Steinke, and Rich Junger and Sue Ellen Christian.

We continue to do great things in the classroom—and we continue to be very productive when it comes to research, scholarly, and creative activities. I do not have the space here to even highlight activities in these important areas, so please take the time to visit our web site at www.wmich.edu/communication where you can read about our teaching, research, and creative activities.

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communicator is published quarterly for alumni of the WMU Department of Communication and Friends Editor, Steven C. Rhodes, Ph.D. (269) 387-3133 steve.rhodes@wmich.edu

NEW Faculty & STAFF

INTRODUCING...



Julie Apker joined the faculty in 2001 as a communication professor. A specialist in organizational and health communication, she was formerly employed as an assistant professor of communication at Wayne State University. She received her bachelor's degree in public relations from the University of Wisconsin-Stevens Point in 1991 and master's and doctoral degrees from the University of Kansas in 1994 and 2000, respectively.

Jennifer Butler-Ellis joined the department in 2001 as an assistant professor of communication. Her areas of emphasis are in organizational and interpersonal communication with quantitative methodologies. She received her bachelor's degree from Cedarville College in 1994 and her master's degree from Michigan State University in 1999, and her doctorate in communication from Michigan State University in 2001.



Sue Ellen Christian joined the faculty in 2001 as an assistant professor of journalism. With professional experience as a writer with the Chicago Tribune, her areas of expertise as a professional journalist include suburban affairs, state government, presidential campaigns, and medical and health issues. She received her bachelor's degree in English from Hope College in 1988 and her master's degree in journalism from the University of Michigan in 1990.



THE INTERNET CONNECTION

Keeping up with the communication department is as easy as a click of your mouse at www.wmich.edu/communication. Find information on graduate and undergraduate programs, faculty and alumni. In addition, the site provides links to additional university, local, and regional sites.

Most importantly, there is a page dedicated to our alumni. Through this site, you can join the Communication Alumni Association. We are interested in knowing about our alumni and this site allows you to provide us with information about your careers, moves and lives that we can share with your former faculty and classmates.

Check out the Web site and let us know what you would like to see. Or better yet, send your bio and new address information to:
steve.rhodes@wmich.edu.

Faculty

R E T I R E M E N T S

R E T I R E D

*Thomas F. Pagel,
Associate Professor of
Communication*

A Western Michigan University faculty member since 1970, Thomas F. Pagel announced his retirement this past year. A native of Detroit, he earned his master's degree in mass communication theory from the Annenberg School at the University of Pennsylvania and his doctoral degree in mass communication from the University of Denver.

While at WMU, he developed and taught courses in television production and directing, television performance, mass communication theory, broadcast and cable programming, organizational uses of radio and television and media effects.

Tom's professional work includes media production, consultation and training. He has served as an executive producer for many individual television programs and program

series. As a consultant, he has worked with numerous organizations including Goshen Indiana Public Schools, Borgess Hospital, Clark Equipment Company, United Way of Kalamazoo, Michigan Department of Natural Resources, Veteran's Administration Hospital of Battle Creek and Mead Corporation.

R E T I R E D

*Richard J. Dieker,
Professor of
Communication*

Richard J. Dieker came to Western Michigan University in 1966 and, for almost half his career, served as chair of the communication department.

Richard earned a master's degree in speech from the Emporia (Kansas) State University. He earned his doctoral degree in communication from Michigan State University.

Throughout his career, Richard has served as a consultant

and trainer for numerous corporate, professional and academic organizations. Some of these include: Upjohn Company, Grumman-Olson Corporation, Mohawk Airlines, U.S. Department of Navy, Office of the Chief of Staff, U.S. Army, Alco and Reynolds Aluminum.

Richard was certified as a curriculum evaluation consultant by the Speech Communication Association, and has served as a program evaluator for undergraduate and graduate communication programs at numerous schools. He has also been a visiting professor at four universities.

R E T I R E D

*Loren D. Crane,
Associate Professor of
Communication*

Loren D. Crane joined Western Michigan University's faculty in 1965. After receiving a master's degree in rhetoric and a doctoral

degree in communication from Ohio State University, he taught courses in interpersonal communication, intrapersonal communication, theories of communication, listening, public speaking, persuasion, leadership, group decision-making, organizational communication and general semantics.

Throughout his career, Loren has studied and taught public speaking with a special interest in communication apprehension. He published three books on public speaking: "Professional Strategies for Public Speakers," "Authentic Public Speaking: A Personal Approach" and "Programmed Speech Fundamentals."

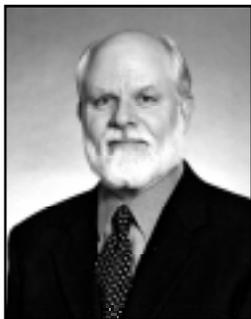
Over the years, Loren has been a visiting professor at six universities and colleges. He has also served as a consultant and has made numerous presentations to business and professional organizations and educational organizations.

Faculty HONORS

Robeck Recognized by University

Dr. George Robeck, professor of communication, is one of the first of nine Western Michigan University

faculty members to be recognized for his research and creative activities in a new award program of WMU's College of Arts and Sciences.



Robeck came to the University in 1968 and has served for 25 years as a faculty adviser and member of the board of directors for the *Western Herald*, WMU's student newspaper. In addition, he has been the Department of Communication's internship coordinator for 22 years and the adviser of the student Public Relations Organization for several years.

Beyond the University, Robeck's contributions include work with the Kalamazoo Humane Society and InterCom, the association for professional communicators in Southwest Michigan. InterCom awarded Robeck a lifetime achievement award in 1995 and the Tony Griffin Golden Word Award in 2001.

Gershon Receives Sherman Award for Teaching Excellence

Richard A. Gershon, Ph.D., is the first recipient of the 2001 Barry Sherman Award for Teaching Excellence. The award was given by the Media Management and Economics division of the Association of Education in Journalism and Mass Communication (AEJMC). The award is given in honor of the late Dr. Barry Sherman, professor of telecommunications at the University of Georgia and past director of the Peabody Awards. The Award was presented at the division's annual business meeting held in August in Washington, DC.

The Barry Sherman award is conferred upon individuals who specialize in the field of media management and economics and who demonstrate excellence in teaching. According to Rick Gershon, "Receiving an award is always special. But receiving the Barry Sherman award was especially meaningful since he was a good colleague and friend." For those who may not remember or who may not know, Barry Sherman was a faculty member in this department before accepting the position at the University of Georgia to direct the Peabody Awards. He predated Dr. Gershon's arrival by about six years.



Van Hoeven Receives Lifetime Teaching Excellence Award

Shirley Van Hoeven, a recently retired WMU communication professor, recently was named recipient of the National Communication Association's (NCA) 2001 Lifetime Teaching Excellence Award.

Van Hoeven, emerita of communication, received the award for retired college and university faculty members who have demonstrated a lifetime dedication to distinguished teaching. The NCA is the nation's oldest and largest organization promoting communication scholarship and education and has more than 7,000 members.

Van Hoeven began her university teaching career at WMU in 1970 as an instructor in communication. During her nearly three decades at WMU she taught courses in interpersonal communication, conflict management, organizational culture and power and leadership at both the undergraduate and graduate levels.

Faculty IN PRINT

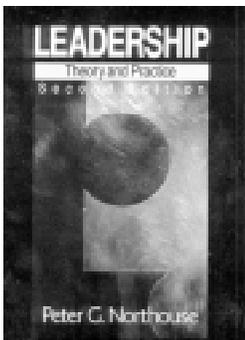
FACULTY PUBLICATIONS



**"INTERRACIAL
COMMUNICATION:
THEORY INTO PRACTICE"**
*Mark P. Orbe and
Tina M. Harris*

Emphasizing the valuable contribution that communication theory and research can make to

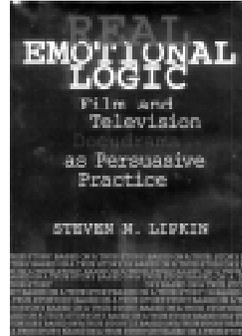
improve the existing state of race relations in the United States, this textbook provides a current, extensive examination of interracial communication that promotes moving from the theoretical to the practical.



**"LEADERSHIP: THEORY AND
PRACTICE (2ND EDITION)"**
Peter G. Northouse

The second edition of Northouse's text on leadership has captured a wide audience. This book seeks to bridge the gap between the often simplistic popular approaches to leadership

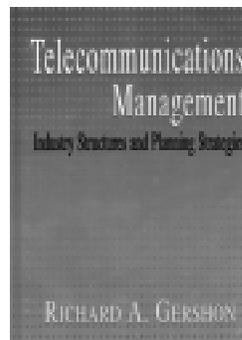
and the more abstract theoretical approaches. Northouse's text is being used at more than 250 colleges and universities as a primary text in leadership studies. Capturing the interest of the United States Air Force Academy and the Canadian Armed Services, the text recently was translated into Swedish, Korean and Chinese.



"REAL EMOTIONAL LOGIC"
Steven N. Lipkin

This text focuses on feature films and movies of the week that are based on true stories, which ultimately blend documentary and melodramatic modes of representation. "Real Emotional Logic" examines what

docudrama is, and how it creates persuasive argument, and traces the development of docudrama into contemporary television and feature films.



**"TELECOMMUNICATIONS
MANAGEMENT: INDUSTRY
STRUCTURES AND PLANNING
STRATEGIES"**

Richard A. Gershon

Intended for the student and the telecommunication management professional, this book looks at the present and future state of the

telecommunications industry. The first half of the book explores the industry's business structure while the second half examines the business of managing telecommunications operations. The text includes chapters contributed by specialists in the fields of leadership, finance, marketing and the Internet, as well as in-depth case studies taken from the International Radio Television Society's annual case study competition.

Common Ground Grant

Blends WMU & High School Journalism Students

Sue Ellen Christian, assistant professor of journalism at Western Michigan University, worked with students at one Kalamazoo public high school to publish a two-part series on Islam and Muslims in their school newspaper. Dr. Maria Lapinski, assistant professor of communication at WMU, joined the project to collaborate on a research component that will assess the impact of the articles.

“The articles have been a huge success,” Christian said. “Typically, about 1,000 papers are printed. But 300 extra were printed and they all were snatched up the day the series debuted. Teachers told me that students were sneaking them into class and reading the articles under their desks.”

The local project is part of a nationwide effort by the National Communication Association, which accepted Christian’s proposal for the project last fall. The nationwide Communicating Common Ground project helps build partnerships between K-12 students and higher education institutions in their community.

Christian chose Loy Norrix High School in Kalamazoo because of its long-standing student newspaper, “Knight Life,” and the fact that the newspaper’s adviser, Tisha Pankop, was looking to other university journalism programs for help.

“When I heard that, it solidified my desire to work with Norrix, since it is such a natural partnership for us to be working with the local high school in our commu-



Loy Norrix students (top to bottom) _____ work to produce an issue of *Knight Life*, their high school newspaper.

nity,” Christian said. “Our journalism program can be a wonderful resource to those high school students and, in turn, they can see what Western has to offer them.”

The focus of the series of articles came about because of the events of Sept. 11, 2001, according to Christian.

“I wanted the project to respond to a real-life, current issue, since that is what journalism does,” she added. “Since Sept. 11, there have been numer-

ous reports of discrimination against Arab Americans and Muslims, as well as a good deal of misunderstanding about what Islam is about.”

Christian worked with Pankop and her students developing story ideas, finding interview sources, writing, editing and laying out the articles.

“This has worked because Tisha Pankop and her students made it work,” said Christian. “These students are functioning as real reporters—and then some—selling ads, writing stories, laying out pages...and Pankop is with them every step of the way.”

more grants news

BUILDING BRIDGES MEANS COLLABORATING WITH COMMUNITY

A collaborative project between the College of Arts and Sciences and local nonprofit organizations is chalking up successes as a new initiative titled, "Building Bridges."

Building Bridges seeks to develop a better network with local nonprofits and institutions of higher education in the greater Kalamazoo/Battle Creek areas. Funded by a grant from the W.K. Kellogg Foundation, the initiative provides nonprofits with resources to increase

organizational capacity while providing WMU students with valuable service-learning internships and WMU faculty with research opportunities.

The Building Bridges program helps WMU faculty by providing funding and support necessary for engaging in valuable collaborative research projects and benefits nonprofit organizations which choose to participate by making the most of their resources and talents.

TRAINING GIRL DEVELOPERS

One of the first projects of shared learning and support involved the Girl Scouts Glowing Embers Council (GSGEC) and WMU associate professor of communication, Dr. Wendy Zabava Ford. Ford and communication graduate student, Sara Dempsey, conducted research for the Girl Scouts on ways to better identify and train volunteers or "girl developers."

The report shed light on how to better recruit, train and support troop leaders and community members who facilitate girl development. The recommendations were implemented by leaders of the GSGEC as well as the National Girl Scouts of America.

MULTI-MEDIA TECHNOLOGY

Another project, spearheaded by communication associate professor Joe Kayany, was titled, "Using Multi-Media Technology in Nonprofit Organizations." This project served to introduce nonprofit managers and administrators to the uses of the World Wide Web and digital video. Participants were taught basic web design.

By the end of the workshop, all the participants had acquired adequate skills to develop and maintain websites for their organizations. Many had completed the web development project, signed up for domain names for their organizations and had uploaded their web pages to a network server.

VIDEO FOR NONPROFITS

In an intensive 16-day workshop, administrators from nonprofit organizations in Battle Creek, Kalamazoo, Albion and Marshall were taught by Nancy Cornwell, associate professor, to deliver their messages via video technology. The course was introduced by a one-day workshop demonstrating the usefulness of video to organizations and was concluded with participants authoring and producing their own videos.

Delivering effective messages via the use of video was the goal of the workshop and the final class was devoted to showcasing student work and brainstorming how organizations can maintain the training and resources to continue this kind of work after the course is finished.

Students

IN THE NEWS

RADIO ALLIANCE OF SOUTHWEST MICHIGAN SCHOLARSHIPS

Western Michigan University's Communication Department received a check for \$4,000 from the Radio Alliance of Southwest Michigan to be awarded to four outstanding communication majors pursuing studies in radio broadcasting. Selection for the award was based on the individual's area of study and his or her academic achievement in this area.

This year's \$1,000 recipients, all majoring in broadcast and cable production, include senior **James Atto** of West Bloomfield, Mich., senior **Cheen Chia Chong** of Malaysia, senior **Sarah Presley** of Kalamazoo, Mich., and junior **Michelle Wyman** of Kalamazoo, Mich.

BURKE SCHOLARSHIP

The Burke Scholarship was awarded to **Leigha Landry**, a Western Michigan University junior majoring in journalism. This scholarship is presented to one outstanding journalism major in the Communication Department, based on high academic achievement. Landry, of Kalamazoo, Mich. received a \$1,000 award.

FREEDOM BROADCASTING SCHOLARSHIP

Freedom Broadcasting of Michigan, Inc. presented Western Michigan University's Department of Communication with \$1,000 to be awarded annually to one or more outstanding communication majors pursuing studies in television broadcasting. Selection is based on the individual's area of study and his or her academic achievements in this area.

This year, WMU awarded two seniors with the Freedom Broadcasting scholarship. **Christina Laemers** of Ada, Mich., a senior majoring in broadcast and cable production, and **Nancy Quasarano** of Kalamazoo, Mich., also a senior majoring in broadcast and cable production, received the scholarships.

JULES ROSSMAN SCHOLARSHIP

Western Michigan University's student-run campus radio station, 89.1-FM WIDR, announced **Brook Pridemore** from Waterford, Mich. as the first recipient of the **Jules Rossman Scholarship**, a new award designed to recognize outstanding WIDR student staff members. Pridemore, a WMU senior majoring in creative writing, received a \$500 award after exhibiting outstanding service and dedication to the campus radio station.

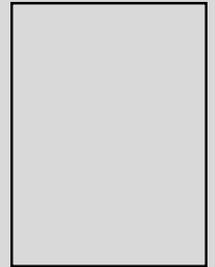
COMMUNICATION DEPARTMENT NAMES PRESIDENTIAL SCHOLAR

Molly N. Noonan was named the Communication Department's 2002 Presidential Scholar. The award is

Western Michigan University's highest honor presented to a senior. Students

are nominated for the award by faculty members and are selected on the basis of their general academic excellence, academic and/or artistic excellence in their major, and intellectual and/or artistic promise.

An April 2002 graduate and Canton, Mich. native, Noonan served as vice president of Lambda Pi Eta, a communication honor society, as well as having been the president, vice president and secretary for WMU's Public Relation's Organization. A former reporter for the Western Herald, she volunteers her time as a copywriter for Community AIDS Resource and Education Services of Southwest Michigan.



What's ON Happening CAMPUS

ETHICS CONFERENCE HELD AT WMU

In an effort to promote research and teaching relating to ethical issues and standards in all aspects of human communication, Western Michigan University hosted the 7th National Communication Ethics Conference May 30 through June 2. The conference featured a keynote address by Richard Johannesen, the James A. Jaksa Scholar-in-Residence. The conference included guest speakers and a variety of break-out sessions including "Ethics, Ethnicity and Conflict," "Teaching about Hate Speech," "Communication Ethics as Experienced by Employees" and "Media Ethics and Coverage of September 11." The conference was sponsored by the Communication Ethics Commission of the National Communication Association, the Center for the Study of Ethics in Society, WMU's College of Arts and Sciences, and the communication departments at both WMU and Duquesne University.

ETHICS BOWL TEAM VICTORIOUS

After finishing this year with an impressive ninth place finish in its annual national competition, Western Michigan University's Ethic's Bowl team had a significant 2001-2002 season.

In an event held annually in Cincinnati, this year's team continued to defend their positions on ethical questions related to a variety of areas, including medicine, law, government policy and communication.

According to Sandra Borden, faculty co-sponsor of the Ethic's Bowl team, associate professor of communication and associate director of the Center for the Study of Ethics in Society, preparation for the annual Ethic's Bowl includes each university team receiving 15 extensive case studies to study

about a month and a half before the competition.

Once in actual competition, the opposing team, along with a panel of three judges, asks questions challeng-

over the 35 other colleges and universities by coaching WMU's team on public speaking skills.

This year's Ethic's Bowl team was comprised of Nicole Stark, a WMU

senior majoring in organizational communication, Joshua Upson, a WMU junior majoring in secondary education/English and philosophy, Robert Wedge, a WMU senior majoring in

biomedical sciences, and Michael Zehnpfennig, a WMU senior majoring in biomedical sciences.

For more information concerning Western Michigan University's Ethic's Bowl team or for more information regarding ethical situations in communication, call Sandra Borden at 387-3146.



The 2002 Ethics Bowl team (from left) Nicki Stark, Rob Wedge, Josh Upson and Mike Zehnpfennig.

ing the team's position during the contest. Teams are judged based on the focus, thoroughness, clarity and logic of their positions, according to Borden.

Alycia Iwan, a master's student in organizational communication, helped to give this year's team an edge

THANKS

For Your Support

Dear Friend,
 Thank you for your financial support! During the past year your dollars have helped us support undergraduate and graduate student research projects; given us an opportunity to hold our annual communication honor society and scholarship awards luncheon; and allowed us to purchase computers and equipment for the Communication Resource Center, among other activities.

Financial support from friends and alumni is greatly appreciated and investing in education is always fulfilling. For alumni it is a tangible way to express thanks and to support activities for the next generation. For emeriti, in addition to supporting activities for current and future students, it is an opportunity to stay connected. For corporate donors, this is an investment in employees of the future and brings a level of visibility in the community.

Your continued support will help the department help our students by generating additional funding that can be used for student scholarships, student and faculty research and travel, special equipment purchases, and special programming. Please consider a contribution using the convenient reply form at the bottom of this page.

Sincerely,


 Steven C. Rhodes, Chair

STAY IN TOUCH

Even if now is not the right time for a financial contribution, we want to hear from you. Please complete and return the form below so we can update our database. Our goal is to stay in touch with you and follow your successes.

Return this form and any contributions you may wish to make to:
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 Department of Communication
 1903 W. Michigan Avenue
 Kalamazoo, MI 49008-5318

Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Home Phone: _____

E-Mail Address: _____ URL: _____

Year of Graduation: _____ Please tell us about your recent achievements and accomplishments.

- Yes, I am interested making a contribution to the Communication Department's student and faculty activities.
- Enclosed is my contribution of \$_____, payable to WMU Foundation.
- Please contact me directly at the home/business telephone number above to discuss my contribution.

Contributions to the Western Michigan University Foundation are tax deductible.
 You will receive a receipt for your contribution.

Alumni *Distinguished*

***DiPietro Selected to
Receive College of Arts
and Sciences Alumni
Achievement Award***

Della DiPietro, an alumna of Western Michigan University's communication department, has had distinguished careers in both public relations and broadcast journalism. During the past 12 years, she has held numerous management positions in public relations with Ford Motor Company, the world's second largest industrial corporation. Currently, she heads global communications for Ford's manufacturing operations, with 110 plants in 25 countries, as well as Ford's purchasing operations with a \$90 billion annual buy.

She also has served as director of Ford's Internal Communications with responsibility for daily video broadcasts, publications and Web sites reaching as many as 220,000 employees and retirees on a regular basis. Earlier she headed communications for Ford Credit, the world's largest automotive finance company. Her teams have won many public relations honors for Web sites, annual reports, employee newsletters and change communications programs.

Before joining Ford, she was an award-winning broadcast

journalist. Many of her 12 years in journalism were spent at WWMT-TV in southwestern Michigan, where she served as a news anchor, reporter, documentary producer and talk show host. Her work garnered various awards

for reporting and documentary production from organizations such as the Radio-TV News Directors Association and United Press International.

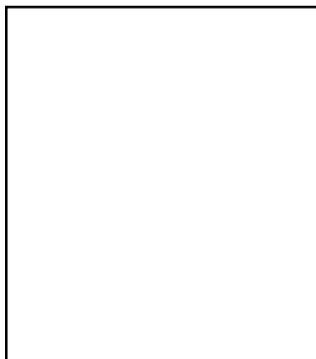
In 1976, she earned a bachelor's degree in general studies from the

University of Michigan, where she won a Hopwood Award for cre-

ative writing. She earned a master's degree in communication from Western Michigan University in 1982. She later served as a WMU instructor in broadcast journalism and speech.

An accredited member of the Public Relations Society of America, she has lent her communications skills to nonprofit groups as varied as Junior Achievement to Huron River Watershed Council to American Financial Services Association.

Her long-time involvement in social, charitable and local government activities also include elections in 1996 and 2000 to the governing body in Ann Arbor Township where she and her husband have lived since 1989.



Western Michigan University
Department of Communication
312 Sprau Tower
1903 W. Michigan Avenue
Kalamazoo, MI 49008-5318

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