



WESTERN MICHIGAN UNIVERSITY

WESTERN NEWS

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SUNSEEKER97

WMU

ATTRACTING MORE THAN SUNSHINE — Flashy graphics and nearly 900 crystalline silicon solar cells attracted more than sunshine June 11 when Sunseeker 97 was

unveiled and demonstrated for the community and area media. Newspaper, television and radio news people gathered around the solar-powered vehicle to get a close look at the design and technology that the Sunseeker team expects will put them in hot contention to win Sunrayce 97. The team and car left Kalamazoo three days later to head for the Indianapolis Motor Speedway, where the 1,230-mile cross-country race begins Thursday, June 19. Once in Indianapolis, the car breezed through its final qualifying checks and improved its pre-race standing from 12th to eighth place. Sunseeker is set



for a 10:07 a.m. start and will head to Terre Haute, Ind., to complete the first leg of the race that day. The event, which features competitors from 40 college and university teams across the nation, will conclude June 28 in Colorado Springs, Colo. Persons wishing to follow the race can do so through the Sunseeker 97 World Wide Web site at <http://www.wmich.edu/sunseeker> or by calling the Sunseeker 97 hotline at 7-4004. Race information and standings will be updated daily. Sunrayce is a biennial event sponsored by the General Motors Corp., EDS and the U.S. Department of Energy.

Gary Fund donations exceed this year's goal

WMU's Mike Gary Athletic Fund has topped its 1997 goal by raising \$457,848 — a 13.6 percent increase over last year. This year's total eclipsed the campaign's \$415,000 goal by \$42,848.

"This is a significant achievement, for which our volunteers deserve a great deal of credit and appreciation," said Keith A. Pretty, vice president for external affairs and general counsel and president of the WMU Foundation. "Their commitment, dedication and Bronco spirit carried us over the top!"

Pretty paid special thanks to Tom King, this year's campaign chairperson, and to Gary Cramer, chairperson-elect, as well as to the 38 other volunteers for the outstanding success of this year's campaign. Although the campaign has come to an end, contributions still can be made through the WMU Foundation.

In addition to announcing the successful conclusion of the campaign, Pretty said that a lifetime achievement award was presented to Lawrence H. (Lornie) Russell. "Lornie has demonstrated exemplary service as a volunteer for the Mike Gary Athletic Fund over three decades," Pretty said. "He has given unselfishly of his time,

(Continued on page four)

Board expected to consider tuition and fees measure

The Board of Trustees is scheduled to meet on Friday, June 27. The board's Academic and Student Affairs Committee is set to meet at 9 a.m. and its Budget and Finance Committee at 9:30 a.m., both in 204 Bernhard Center.

The full board meeting is scheduled for 11 a.m. in the Connable Board Room of the Bernhard Center. The board is expected to consider a recommendation for 1997-98 tuition and fees at its meeting. The recommendation is based in part on the expected level of state appropriations.

The state Senate has approved a 4.5 percent increase in state appropriations for WMU and most other public universities. The House previously approved a 5.5 percent increase for higher education.

The two versions of the legislation are to be reconciled in a conference with representatives of the two chambers. Final action is not expected before the end of June. WMU continues to seek funding recognition as the state's fourth largest and most complex university.

University to award more than 1,600 degrees June 28

The University will award more than 1,600 degrees in commencement exercises Saturday, June 28, in Miller Auditorium.

There will be two ceremonies: one at 9 a.m. for graduates of the Haworth College of Business, the College of Education, the College of Fine Arts and the Division of Continuing Education's General University Studies Program; and one at 11:30 a.m. for graduates of the College of Arts and Sciences, the College of Engineering and Applied Sciences and the College of Health and Human Services.

A total of 1,013 bachelor's, 569 master's and 27 doctoral degrees will be awarded. Students who are completing their degrees at the end of the spring session in June, as well as those who will finish at the end of the summer session in August, are invited to participate in the ceremonies. WMU has no August commencement.

Music for the ceremonies will be performed by organist Karl Schrock. The national anthem and the alma mater will be sung by WMU's chapter of Phi Mu Alpha Sinfonia professional music fraternity. The graduates will be welcomed as new alumni of the University by Robert G. Miller, president of the WMU Alumni Association. President Haenicke will preside over the ceremonies.

The Rev. Sylvester F. Harris Sr. of the Jude Missionary Baptist Church in Detroit will give the invocation and benediction at the 9 a.m. ceremony. His stepdaughter, Ngina M. Wilson of Detroit, will be receiving a bachelor of business administration degree in management. Dolly Coad of the Greater Harvest Assembly in South Bend, Ind., will lead those two parts of the ceremony at 11:30 a.m. Coad, who earned her master's degree in educational leadership from WMU in 1985, is the mother of Sharon D. Elder of Niles, who will be receiving a bachelor of science degree in occupational therapy.

Tickets are required for the ceremonies. Each participating graduate is eligible to receive up to six guest tickets. Inquiries regarding additional tickets should be directed to the Office of the Registrar after June 25 at 7-4310.

Guests without tickets may view the exercises on a large-screen television in 3512 Knauss Hall. Each ceremony will air live on Channel 36 of EduCABLE, the University's cable television system, and

on Channel 30 of Kalamazoo Community Access Television.

The University's Office of Video Services is providing an opportunity for persons to purchase videotapes of each of the two ceremonies. Orders may be placed by calling 7-5003. The tapes are \$20 each.

Finance major learns to budget time while completing bachelor's degree in two years

When Peter T. terSteeg came to WMU in fall 1995, he appeared to be your typical first-year student taking a manageable 16 credit hours.

Now, less than two years later, he's already completing his bachelor's degree at age 20, maintaining a solid "B" average and holding down a full-time job in his field. He'll graduate with a major in finance with the rest of the students from the Haworth College of Business during the 9 a.m. commencement Saturday, June 28, in Miller Auditorium.

When terSteeg entered the University less than two years ago, he already had accumulated 15 hours of college credit. During his junior and senior years at Pennfield High School in Battle Creek, he also attended Kellogg Community College.

Increasing numbers of students are entering the University already well on their way to a bachelor's degree, according to officials in the registrar's office. While terSteeg's degree completion in a short amount of time isn't all that unusual, the way that he did it and some of the other activities going on in his life certainly make him one of this spring's more unique graduates.

After taking an average class load during his first two semesters at WMU, terSteeg reviewed the spring 1996 course offerings and made a decision. "There were three classes I really wanted to take, so I took all three," he said. "I also did an internship, and that made 10

credit hours. People said I was crazy."

Because WMU's spring and summer sessions are half as long as fall and winter semesters, classes meet twice as often in the abbreviated timeframe. TerSteeg said since the spring session went well, he stayed around for summer session and took another nine credit hours.

Last fall, he ably tackled 21 credit hours. But this winter, he finally reached his limit. He signed up for a whopping 25 credit hours. "That got me in trouble," he admitted. "I couldn't quite handle that."

He finished all of his classes with the exception of a three-credit-hour readings in finance course, for which he had to write a paper. He had his research completed, but just couldn't get the paper into shape.

So this spring, he's taking his now "usual" 11 credit hours, finishing his incomplete from last semester and working about 50 hours a week at the job he got May 1 as director of technology at Prudential West Michigan Realtors in Kalamazoo.

TerSteeg has always held down a job while going to school. In fact, he started a business selling computers at age 13 and continued that throughout college. He's also worked as a software tester for Microsoft. In addition, he's been employed at a variety of other establish-

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Did you know?

■ WMU's student-athletes compiled a 2.89 academic average during the winter semester, the highest ever for the 16-sport Bronco men's and women's program.

■ A total of 82 student-athletes earned semester grades of at least 3.50, including 11 who received perfect 4.0 grade point averages.

■ Both the women's (3.21) and men's (2.76) averages also reached all-time semester highs. Overall, women student-athletes achieved a fifth straight semester of 3.00 or better.

NEH grant, scholar's ties open library doors for study of rare manuscripts

Scholars at WMU's Medieval Institute have been selected by the National Endowment for the Humanities to travel to England's Cambridge University and offer a summer seminar that will give American college teachers a rare chance to examine Old English manuscripts.

"Old English Literature in Its Manuscript Context" is the title of the six-week seminar funded by an \$89,107 grant from the NEH. The seminar is designed to consider the special issues, problems and methodologies that have arisen in the past decade of Anglo-Saxon manuscript studies. Participants will have an opportunity to study some selected treasures housed at the Parker Library at Cambridge's Corpus Christi College. Paul E. Szarmach, Medieval Institute, will co-direct the seminar with Timothy C. Graham of Cambridge, who has been a visiting scholar at the institute for the past three winter and spring terms.

The July 14-Aug. 22 seminar in Cambridge is one of only 16 such sessions for college teachers funded by the NEH this year and the only one in the area of medieval studies. A selection committee at WMU screened applications from around the country and selected 15 scholars from as far away as Hawaii who will receive stipends to attend the session. Those attending will have an opportunity to examine original manuscripts and books that few Americans have been able to see.

Such examination of manuscripts is

considered critical to understanding and interpreting the works contained in them, Szarmach says. Most scholars only see these works on microfilm or collected in books in which many of the interpretive decisions already have been made. Recent trends in manuscript studies point to the need to go back to the original manuscripts for more accurate interpretations.

"When you get your hands on the real thing, you often discover that the manuscript in hand is not at all what you have been imagining it to be," Szarmach says. "There are some things you cannot see on microfilm and they affect the way you interpret a work. This is not a seminar about seeing pretty books. It is a seminar about the problems of interpreting and understanding those works."

Graham agrees and notes as an example that when people read Old English poetry, they see it in print form broken into lines and half-lines. In the original manuscript, the poem looks more like prose. Few scholars, however, ever actually see that original manuscript.

"Not only is it unusual for scholars to have this kind of access to the Parker Library," Graham says, "it is absolutely unprecedented for an activity of this sort to take place there. The library has very strict entry criteria and previous scholarly colloquia there have been conducted internally, and never on this scale."

Graham's Cambridge ties and earlier work

at the Parker Library provided WMU with an opportunity to launch an international collaborative effort between Cambridge and the University's Medieval Institute and its Richard Rawlinson Center for Anglo-Saxon Studies and Manuscript Research.

"The seminar will offer an outstanding opportunity to encounter some of the most important Anglo-Saxon manuscripts under privileged conditions of access," Szarmach says. "Without Tim Graham's connections to the Parker Library, this would not have been possible."

The library at Corpus Christi College was founded in the 14th century, but was greatly enhanced by a bequest of Archbishop Matthew Parker in the late 16th century. Upon his death, the library received his holdings of medieval manuscripts and early printed books collected following the dissolution of monasteries that occurred during the Reformation.

Among the ninth- through 11th-century manuscripts housed there and available for

study by the seminar participants is a ninth-century manuscript that is the earliest surviving copy of the Anglo-Saxon Chronicle. That prose and poetry collection is considered the most important source of knowledge about the history of late Anglo-Saxon England.

Co-directors Szarmach and Graham will share their own extensive research backgrounds as they guide participants. Both are experts on the topic of Old English literature and are well versed in the new technologies available to scholars studying such texts. Szarmach is an internationally recognized authority on Anglo-Saxon literature and one of the directors of the "Electronic Beowulf Project." That digital imaging project has resulted in making an electronic facsimile of the epic poem Beowulf available through the Internet to scholars around the globe.

Graham will bring a special "insider's"

(Continued on page four)

Faculty member and alumnus collaborate to publish two clinical psychology textbooks

A WMU faculty member and a WMU alumnus have co-written two new books that provide an overview of the field of clinical psychology, offering academic and practical information.

Malcolm H. Robertson, psychology, and Robert H. Woody, a faculty member in psychology and social work at the University of Nebraska at Omaha, are the authors of "Theories and Methods for Practice of Clinical Psychology" and "A Career in Clinical Psychology: From Training to Employment." Woody earned a bachelor's degree from WMU in 1958 and a specialist degree in 1962.

When combined, the two-volume set provides a comprehensive overview of clinical psychology, including history, training, employment opportunities, job-finding strategies, and ethical and legal issues. It also offers information on methods of assessing normal and abnormal behavior and different modalities of treatment like psychotherapy, group therapy and family therapy.

"The tendency today is to have books that are specialized in one thing like ethics and law or abnormal behavior," Robertson explains. "What we've done in these two volumes is cover what we believe are the major topics and issues in the profession of clinical psychology."

Designed to be used as a two-volume set or individually, the books are intended for advanced undergraduates and graduate students in the clinical psychology discipline.

While each volume has a particular area of emphasis, both publications devote a chapter to the clinical psychologist's role

against a backdrop of changing social, economic and political priorities. For example, the authors discuss how managed healthcare has added a new element to the treatment process.

"Healthcare decision-making has shifted from the provider to the business sector," Robertson says. "Providers no longer have the sole decision-making power they used to have and they must seek authorization from the business sector to do treatment. It's a question of convincing the business sector that a certain amount of money or services should be authorized for treatment, why this is necessary and what it's going to accomplish. The provider has to know how to work with this third key player who wasn't involved in the past."

"Theories and Methods for Practice of Clinical Psychology" and "A Career in Clinical Psychology: From Training to Employment" are available from the publisher, International Universities Press of Madison, Conn., for \$35.95 and \$33.75, respectively.

A WMU faculty member since 1961, Robertson also is a licensed psychologist in Michigan. He was awarded the Diplomate in Clinical Psychology from the American Board of Professional Psychology and Fellow status in the American Psychological Association.

Exchange

FOR RENT — 1997-98 academic year, four-bedroom house, fully furnished, quiet street. Call 7-4960 days, 388-5494 evenings.

FOR SALE — L.L. Bean mission futon frame, mattress, non-slip pad and blue floral slipcover. Catalog price, \$774 (includes shipping); asking \$500. Call 7-4639 or 373-4038.

Media

Two faculty members will be guests in the coming weeks on "Focus," a five-minute interview produced by the Office of Marketing, Public Relations and Communications. "Focus" is scheduled to air on these Saturdays at 6:10 a.m. on WKPR-AM (1420) with the following speakers and topics: Benjamin C. Wilson, black Americana studies, on the Idlewild resort, June 21; and Ronald C. Kramer, sociology on the "650 lifer law," June 28. "Focus" is also used on a regular basis by WKZO-AM (590), WGUV-FM (88.5) and several other radio stations around Michigan.

Dartmouth scholar wins first Grundler Prize

A book on Christian mysticism has earned a Dartmouth College scholar designation as the first recipient of a major international prize for scholarship in medieval studies offered by WMU.

The 1997 Otto Grundler Prize was awarded to Amy M. Hollywood, a faculty member in religion at Dartmouth, during ceremonies at the 32nd International Congress on Medieval Studies held in May at WMU. The \$2,500 prize is named for the former director of WMU's Medieval Institute, which each year acts as host to the world's largest gathering of scholars in medieval studies.

"The Grundler Prize is the biggest prize in the field," says Paul E. Szarmach, who now directs the Medieval Institute and the congress. "There's nothing else like it in medieval studies."

Hollywood's book, "The Soul as Virgin

Wife: Mechthild of Magdeburg, Marguerite Porete and Meister Eckhart," was published in 1995 by the University of Notre Dame Press. It was one of 46 books and monographs from around the globe submitted to the prize committee for the inaugural award.

The Grundler Prize was established by President Haenicke to honor Grundler for his distinguished service to the University and his life-long dedication to the international community of medievalists. It was first announced when Grundler retired in 1995 after serving 34 years as a WMU faculty member and 19 years as director of both the Medieval Institute and the annual congress.

The prize is intended to recognize a book or monograph on a medieval subject judged by the selection committee to be an outstanding contribution to the field.



Painting & pooling

Children enrolled in the Children's Place Day Care Center on campus are exploring everything from art to swimming in a special summer program called "Campus Kids." The summer has been divided into one-week "camps" with a theme to match activities. While the center, located in the St. Aidan's building in the center of campus, is serving as home base for the program, activities also are taking place in and around various other parts of the campus. ABOVE: Kelly A. Doyle, a student in the College of Education from Jackson, works on her painting technique with, from right, Rebecca Schoenfeld, Vicki Noack and Seth Kaempfer. BELOW: Luke O'Bryan had a great time floating around in the Student Recreation Center pool during a group outing one morning. Other activities will revolve around such themes as "Garden/Ecology" and "Foods Around the World." The center is open from 7:30 a.m. to 6 p.m. Mondays through Fridays. Its staff includes a coordinator and assistant coordinator who have teaching degrees and who participate in all activities, as well as upper level education students. For more information, persons may call 7-2277.

WESTERN NEWS

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Deadline: Items to be considered for publication should be submitted to the Office of Marketing, Public Relations and Communications by noon Tuesday of the week of publication. Offices that receive too many copies — or too few copies — are asked to call 387-8400. WMU is an equal opportunity/employer/affirmative action institution.

WESTERN MICHIGAN UNIVERSITY
A WORLD OF DIFFERENCE

Stewart selected as women's basketball coach

Ron Stewart, who has been an assistant with nationally-prominent men's basketball programs at the University of Florida and Kansas State University, has been named WMU's new head women's basketball coach.

He replaces Pat Charity who resigned after seven years to accept a position as assistant coach/recruiting coordinator at the University of Alabama.

Stewart served six years (1991-96) on head coach Lon Kruger's Florida staff. During his tenure, the Gators qualified for two NCAA tournaments, reaching the Final Four in 1994, and also were in the Final Four of the National Invitation Tournament. In 1995 at Gainesville, he assisted with practice and training camp for the USA Basketball World University Games Team.

Stewart initially joined Kruger at Kansas State (1987-90), when the Wildcats made four NCAA appearances. The 1988 club played in the Big Eight Conference and NCAA regional championship games. Stewart earlier had two-year stints as an assistant for Dave Bliss at Southern Methodist University (1981-82) and at the University of Nebraska (1979-80), with the Cornhuskers qualifying for the NIT.

"I'm pleased and proud that Ron Stewart is our new head women's basketball coach at Western Michigan," said James C.

Weaver, intercollegiate athletics. "He is a tireless worker who possesses outstanding integrity, a thorough knowledge of the game and excellent recruiting skills. I believe he is the best person to take our program to the next level."

A native of Speedway, Ind., Stewart had head high school coaching experiences at Carmel (1983-85) and Indianapolis Cathedral (1977-78), guiding both of those clubs to sectional titles. He began coaching at the junior high school level in 1973 and served at two Carmel schools.

During the past year, Stewart has been national director of Showcase Camps for All Star Sports of Lenior, N.C.

Stewart earned his bachelor's degree in political science/education from Indiana University and his master's degree in history/political science from Butler University.

Publication schedule set

This is the last Western News of the spring session. The News will be published in a smaller size every other week during the summer when classes are in session. Publication dates are Thursdays: July 3, July 17, July 31 and Aug. 14. The deadline for each issue is at noon on the Tuesday preceding the publication date.

On campus

THE MAN IN THE VALLEY — Got a door to fix? Some furniture that needs repairs? Willie J. Harrell could be your man. In fact, he jokingly calls himself "the man in the Valley." Harrell is a carpenter in the physical plant's auxiliary maintenance area. He takes care of such jobs as repairing doors and furniture, hanging curtains and screens and fixing countertops in the Valley II residence halls, the Goldsworth Valley Apartments and sometimes the Bernhard Center. "We have an excellent crew," says Harrell, who is one of four carpenters and several other tradespersons in his area. "We help each other." Harrell, who learned his trade working construction in the Detroit area, is a licensed builder. He's also a Chicago Bulls fan, an active church member and a dedicated family man. He and his wife have five children, one of whom recently won first place in the Black Heroes Essay Contest at the Alma Powell Branch of the Kalamazoo Public Library. Harrell is proud of the fact that the hero his son identified in the essay published in the Kalamazoo Gazette was none other than himself.



Four employees recognized for outstanding service with \$1,000 awards

Four employees have been chosen by the Staff Service Excellence Awards selection committee from campuswide nominations to receive the 1997 annual awards of \$1,000.

They are, along with the employee groups they represent: Dorothea I. Barr, political science, clerical/technical; Patricia Duzan, foreign languages and literatures, professional/technical/administrative; Alice F. Krepel, physical plant-building custodial and support services, American Federation of State, County and Municipal Employees; and Sally A. Veeder, Evaluation Center, professional/technical/administrative.

The awards are intended for those staff members who reach far beyond their assigned responsibilities to give generously and creatively of their time and talents to make a difference. A total of 39 persons were nominated. In addition to the cash awards, the winners will receive a framed certificate and will be honored at a July 14 luncheon.

Barr was recognized for her outstanding service as a secretary in the political science department, where she has worked for 24 of her 30 years at the University. Barr's nominator stated that she is "the most selfless, industrious, most dedicated member" of the department he has known in three decades. Described as a central figure in the department's complex academic and administrative activity, Barr is credited with providing continuity, bridging changes in administration and managing the transitions in faculty and staff over the years.

Barr also was cited for her response to students' needs; sincere, professional, meticulous and impartial service to the faculty; and a superb combination of commitment and performance. Barr's nominator describes her as a "reserved and unassuming woman, satisfied to remain in the background...." The selection committee agreed that there "comes a time for recognition for persons of silence, who have done their job to perfection repeatedly, year after year."

Duzan, an administrative assistant in foreign languages and literatures, received six nominations. Each stressed her "unparalleled talent and ability," exemplary service and a "sense of department." Reaching out to faculty, staff, students and the public, Duzan is "a walking advertisement for the product we offer and represents the department attitudes to students and the general public with great fidelity and enthusiasm," one nomination stated. Making a large investment of time and effort, Duzan has learned to speak French and Spanish fluently; she also knows some German, Japanese, Russian and Chinese and hopes to learn some Latin as well.

A great concern for the personal well-being of faculty and students was also stressed in Duzan's nominations. Her caring and nurturing attitude has been revealed in many ways, including taking in three foreign teaching assistants when they arrived in Kalamazoo and found their housing was not ready, helping graduate students move over the weekend and striving to meet the human needs of retired faculty. Endless patience, good nature and sensitivity describe Duzan, of whom one nominator said, "Her attitude and work are one of the most important reasons we all want to work here ... she shares our goals and no one cares more, works harder or is better prepared for her field." Duzan has been a University employee since 1986.

Krepel began at the University as a temporary employee in 1993 and soon became a regular staff member. She works as a custodian in Kohrman Hall, where 10 faculty and staff members, as well as the entire Sunseeker solar-powered car team, supported her nomination. Krepel performs beyond her duties with "much pride and enthusiasm for WMU and the students," they said. For example, nominators said she is highly supportive of the Sunseeker team, offering moral support, interest and encouragement, even in small ways such as bringing in cookies and snacks for them. She was noted for her kindness in taking "that extra minute to help students and resolve any problems," even to the extent

Service

These faculty and staff members are recognized for five, 10, 15, 20 and 25 years of service to the University in June:

25 years — Patrick M. Halpin, campus

Web watch

The Office of Planning and Institutional Research has the newest site on the WMU Web. Its pages feature an electronic version of the 1996-97 Fact Book, which offers detailed facts and statistics about WMU. The site also includes information about the office and a complete staff directory. The home page can be linked to through the University Information page, or directly at the URL below.

■ <http://www.wmich.edu/opir>

A Web version of the WMU Calendar of Events is available through the University Information page or directly at the URL below. This calendar page corresponds to the printed calendar in the Western News and was previously available on Gopher. Current listings run through April 1998.

■ <http://www.wmich.edu/wmu/news/calendar1.html>

of rounding up a team of students to help another student whose car was stuck in the snow. Krepel has turned her door into a bulletin board of student support, displaying articles about their projects and accomplishments.

The custodial staff who work with Krepel cited her for her team spirit which "brings together all of us on the project, and in turn creates an atmosphere of pride in a job well done. She also works with an eye on proper procedures and safety for all. Her job knowledge is shared with other employees to expand their knowledge."

Veeder is the assistant director of the Evaluation Center, where she began 13 years ago as a secretary. She received nine nominations from her co-workers, stressing her comportsment, commitment and professionalism. Veeder "embodies excellence in service to Western Michigan University and sets the highest standards in personal integrity," they said. According to one nomination, she is "extraordinarily skilled at the work she does and exceptionally admirable for the person she is."

Veeder was especially commended for never passing up an opportunity to learn. With no formal training in the field of evaluation, she has developed considerable expertise in the principles and procedures of both program and personnel evaluation. Veeder now teaches others about evaluation both on campus and at national conferences. She juggles the progress of

facility development; Michele M. Moe, Haworth College of Business; and Lynn M. Ross, intercollegiate athletics.

20 years — Janet S. Callahan, College of Health and Human Services; Charles E. Hines Jr., accountancy; Blaine D. Kalafut, public safety; and Thomas L. Van Valey, sociology.

15 years — J. Patrick Forrest, accountancy; Francies Frazier, physical plant-building custodial and support services; and Shirley A. Vernia, admissions and orientation.

10 years — Patricia A. Conolly, Haworth College of Business; James P. D'Mello, finance and commercial law; Betty D. Dennis, Center for Academic Support Programs; Roger A. DeKoekkoek, physical plant-maintenance services; Carol A. Hogmire, public safety; Amy Kizzie, student financial aid and scholarships; Angela M. Miller, accounts payable; Dan L. St. Clair, physical plant-maintenance services; Randy D. VanAvery, physical plant-maintenance services; and Karen R. Wendell, human resources.

Five years — Judy J. Beam, business information systems; and Kyle W. Nystrom, intercollegiate athletics.

multiple projects, including exercising final technical editorial authority over all research proposals and reports. Proposals she has edited have received funding of more than \$10 million. Veeder developed a project accounting system, enabling the center to apportion costs to multiple projects; the system has attracted the interest of other research organizations. She "contributes immeasurably to the organization's image for high standards in everything it does and produces." Veeder has been a University employee since 1981.

The Staff Service Excellence Awards program was established three years ago by the University at the joint request of the Administrative Professional Association, the Professional Support Staff Organization, AFSCME and the Police Officers Association. Members of the Michigan State Employees Association also joined the program when they became University employees. In addition to the annual awards, the program awards up to 12 semi-annual awards.

Jobs

The following list of vacancies is currently being posted through the Job Opportunity Program by employment services in the Department of Human Resources. Interested benefits-eligible employees should submit a job opportunity transfer application during the posting period, and may contact an employment services staff member for assistance in securing these positions.

S-01 and S-02 clerical positions are not required to be posted. For persons interested in faculty positions, there are openings in selected fields. A letter of application should be submitted to the appropriate dean or chairperson.

(N) **Recreation Sports Specialist I** (Repost), M-3.5, Physical Plant-Building Custodial and Support Services, 96/97-442, 6/17-6/23/97.

(R) **Electrician** (First, Second or Third Shift), M-6, Physical Plant-Maintenance Services, 96/97-454, 6/17-6/23/97.

(R) **Assistant Director, Accounting**, P-06, Accounting Services, 96/97-455, 6/17-6/23/97.

(N) **Student Recruiter, Rural Health** (.5 FTE; Term Ends 6/30/98), P-02, College of Health and Human Services, 96/97-456, 6/17-6/23/97.

(R) **Instructor/Assistant Professor** (One-Year Term), I-40/30, Social Work, 96/97-448, 6/17-6/23/97.

Please call the Applicant Information Service at 7-3669 for up-to-date information on the Job Opportunity Program and vacancies available to external applicants.

(N) New

(R) Replacement

WMU is an EO/AA employer

Gershon book analyzes global media corporations

While scholars and critics have been increasingly suspicious of the recent string of high-profile media mergers, a WMU faculty member attempts to take a more objective look in a text exploring the business logic behind such global decision-making.

Richard A. Gershon, communication, is the author of "The Transnational Media Corporation: Global Messages and Free Market Competition." The book offers an in-depth business analysis of the forces that cause a media company to become global, and once it does, how that impacts the cost, availability and quality of information and entertainment it provides.

"There is a public perception that such companies are huge, monolithic entities that are systematically trying to control the marketplace of ideas and I would argue just the opposite is true," says Gershon, who teaches telecommunications management courses. "Companies like Microsoft and Disney are very dominant in certain areas, but no one company can control it all — try as it might. The most successful companies in media and telecommunications tend to be highly individualistic and entrepreneurial in their approach to business."

Gershon defines the transnational media corporation as a company that operates globally with information and entertainment as its principal commodity. An evolution of the multinational corporations of the 1960s and '70s, today's transnational company is characterized by a corporate center that is often unknown to the general public and a corporate culture reflected by those who founded the corporation. The transnational company also operates in specific markets, with an obvious prefer-

ences toward its home. However, Gershon notes that this doesn't influence strategic decision making and resource allocation, which is based on economic goals and not national boundaries.

Divided into two parts, Gershon's book not only examines the regulatory and economic reasons that prompt companies to become transnational, but it also illustrates these concepts through case studies of five leading media giants, including Time Warner, Sony, Bertelsmann A.G., the Walt Disney Co. and News Corp. Ltd. For instance, Gershon uses News Corp., owner of the Fox Television Network, TV Guide and 20th Century Fox, to illustrate how a company can strategically promote its own interests by integrating these multiple resources.

The book also gives a thorough explanation of the business philosophies and histories of these fierce competitors. Readers can learn how the Walt Disney Co. transformed itself from an ailing business into a \$22 billion giant, how Fox became a serious network, capturing the television rights to the National Football League, and how the German company Bertelsmann A.G. grew from a printer of religious hymnals to the second largest transnational media corporation in the world, owning Doubleday Publishing and RCA Records.

Gershon also uses the book to highlight the unique if not humble beginnings of these firms, refuting several popular myths concerning large-scale companies.

"People don't realize that most of these companies didn't set out with the intention of becoming global titans," he says. "Instead, as they became bigger, competitive pressures forced them to develop an inter-

national business strategy."

While Gershon was primarily interested in providing a business analysis of the transnational media corporation, he does devote a significant portion of the book to discussing the consequences of media mergers and how they affect what he calls the "marketplace of ideas." He argues that there is limited evidence to support the claim that these companies will use their media concentration to promote a particular corporate agenda. In fact, he says the result has been quite the opposite, with many of the companies adopting an attitude of neutrality and refusing to make any judgments over whether media products are appropriate for public consumption in order to protect their profits.

"It's almost a cultural mainstreaming where it's safer to do something middle of the road rather than push the edge for unique and innovative products," he says. "Also, rather than being civic-minded in terms of what's an acceptable product, companies will sometimes do what sells and that's always a potential hazard."

Gershon says probably the primary issue to emerge in the years to come, as the number of media leaders becomes even smaller, will be cultural preservation. With the globalization of television, and people the world over watching CNN, "The Simpsons" and MTV, there's the risk that cultures will become homogenized. Gershon believes countries will recognize this and will put more effort into preserving their unique qualities. Overall, he believes that deregulation will ultimately be beneficial.

"The free market forces a level of accountability that a controlled marketplace doesn't," he says. "Are we better off for having a 24-hour news network? I think so. It brought competition to the floor and made all of the other news organizations better."

Published by Lawrence Erlbaum Associates, Publishers, of Mahwah, N.J., the book is available from the company in softcover for \$22.50 or hardcover for \$49.95.

Gershon has been a WMU faculty member since 1989 and teaches courses in telecommunications management, law and regulation and international communication. His articles have appeared in such publications as Telecommunication Policy, Communication and the Law, Journal of Media Economics and Telephony Magazine.

Graduate

(Continued from page one)

ments in the area.

"I've moved around a little," he said, ticking off a list of several restaurants and convenience stores. "As soon as they couldn't accommodate my school schedule, I'd quit. I'd tell them weeks in advance of a test and want to get out the night before early. As soon as they couldn't do that, I'd just say, 'I'm sorry. My school's more important for \$5.75 an hour.'"

While he was flying through school, terSteeg also made sure to find time for his hobby. He owns two airplanes and has accumulated about 350 hours since he began flying four years ago.

terSteeg said that by taking so much on, he knows that his grades have suffered a bit. But he doesn't think that will affect his plans for the future.

"I came out with a 3.28 and that's still acceptable," he said. "When I tell people that I graduated so fast, it seems to not matter that much."

"I was a real stickler for getting A's, but that's impractical in the real world," he continued. "I wanted to try and learn a way that I could not get A's and still be happy with myself. This was the easiest way to do it."

terSteeg credits WMU for helping to make his plan succeed. "Here's what I love about Western: the fact that I could get all the classes I wanted," he said. "Western allows people to be independent — you can do anything you want to do there. You can take seven years to get out or you can take two years to get out. The point is that it's all available and there for you to do what you want to do."

With his job already secure, terSteeg's plans for the immediate future are in place. Down the road, he hopes to someday work for a publicly traded company in a position that would utilize his interests in both finance and technology.

"I want to do something important," he said. Judging from past performance, it probably won't be long before he does.

Medieval

(Continued from page two)

knowledge to the seminar, having spent five years examining "The Archaeology of Anglo-Saxon Manuscripts" at the Parker Library. That work, which he completed in 1994, left him with a detailed knowledge of all the library's holdings. He also has used ultraviolet and cold fiber-optic light to produce new editions of damaged Old English texts that were previously indecipherable.

University Theatre offers premiere season of 'Summer Dinner Theatre' program

The University Theatre is offering the opportunity for an evening of good food and good fun with its first "Summer Dinner Theatre" program.

"Broadway: Hammerstein toondheim" will be presented Friday, July 18, and Saturday, July 26. "Goodnight Desdemona (Good Morning Juliet)" will be staged Saturday, July 19, and Friday, July 25.

The evenings will begin with dinner at 6:30 p.m. in the Gilmore Theatre Complex atrium, followed by the show at 8 p.m. in the Multiform Theatre.

"Broadway" is a musical revue of Broadway hits from the 1940s to the present and features Pat Stromsta and Bob Ricci. The dinner that evening will be roast pork loin with cranberry stuffing.

"Goodnight Desdemona" is a comical parody of Shakespeare's tragedies and is a winner of Canada's Governor General's Award. The dinner preceding that show will feature poached salmon with asparagus and basil sauce.

All dinners also include salad, rolls, vegetable, potato, dessert and beverage.

Tickets are \$37 for adults and \$35 for students and seniors. Tickets also are available for performances only at \$12 for adults and \$10 for students and seniors.

For more information, call the Gilmore Theatre Complex ticket office between noon and 5 p.m. weekdays at 7-6222.

Gary Fund

(Continued from page one)

talent and personal resources for the benefit of the University and those it serves."

Pretty also congratulated Stephen M. Keizer, who directs the Mike Gary Athletic Fund. "Steve did a great job in his first year as director of the fund," Pretty said. "He brought a lot of energy and support to the outstanding efforts of our volunteers."

Team captains this year included Jim McIntyre, Lou White, Gary Gunia, Gitta Kudlicki, Jim Lamborn, Larry Leuth and Fred Sitkins. They and their teams made more than 1,800 telephone calls to Bronco supporters across the country between April 21 and the conclusion of the campaign May 21.

Calendar

The master calendar maintained by the Office of Marketing, Public Relations and Communications for use in Western News is available through WMU's home page on the World Wide Web. Select University Information and then look for the Calendar of Events under the News and Events heading. You can also link directly to the calendar at this URL: <http://www.wmich.edu/wmu/news/calendar1.html>.

Thursday, June 19

(and 20) Exhibition of ceramics, "Parallels," Ed Harkness, art, Gallery II, Sangren Hall, noon-4 p.m.; closing reception, Friday, June 20, 2-4 p.m.

Friday, June 27

Meeting, Academic and Student Affairs Committee of the Board of Trustees, 204 Bernhard Center, 9 a.m.

Meeting, Budget and Finance Committee of the Board of Trustees, 204 Bernhard Center, 9:30 a.m.

Meeting, Board of Trustees, Connable Board Room, Bernhard Center, 11 a.m.

Saturday, June 28

Commencement, Miller Auditorium, 9 a.m. and 11:30 a.m.

Monday, June 30

Summer session classes begin.

Doctoral oral examination, "Effects of Linear and Non-Linear Incentive Pay Systems With Individual and Group Payouts on the Social Psychology Phenomenon of Social Loafing," Delores A. Tinley-Smoot, psychology, 208 North Hall, 2 p.m.

Doctoral oral examination, "What's Good for GM...: Deindustrialization and Crime in Four Michigan Cities, 1975-1993," Rick Matthews, sociology, 2518 Sangren Hall, 2 p.m.

*Admission charged

TOUR DE FORCE — Fourteen sculptures by artists from across the United States as well as Canada and Germany are being installed this summer as part of the University's Sculpture Tour Program. Between now and the beginning of the school year, the pieces are being placed at various sites around campus, replacing works that were included in the 1995-97 large-scale exterior sculpture invitational. Last week, Cyril Reade, right, a sculptor from Toronto and a faculty member at the French College at Jarvis, was installing his work, "Academe," on the west side of Sangren Hall. The piece, which was designed specifically for the triangular site formed by the crossing sidewalks, features 10 school desks bordered by a 10-foot steel fence. "One of the motivations for the work is the budget cuts to education," he said. "The chairs will deteriorate over time — there's a metaphor there." Reade was assisted during his week's stay to install the piece by Steven L. Sipe, left, a senior art major from Kalamazoo. Several special events are being planned for this fall surrounding the Sculpture Tour Program, including one intended to help celebrate the 25th anniversary of the College of Fine Arts.

