

Submitted by:

Jeffrey J. Stoltman, Interim Vice President
Marketing and Communications

MARKETING AND COMMUNICATIONS REPORT

Media Relations

- A news conference June 12 on the future direction of WSU's athletic program resulted in print and broadcast stories about WSU, the NCAA and a new sports facility. In the Saturday Detroit News and Detroit Free Press June 13, sports writer George Sipple outlined the recommendations of the Blue Ribbon panel to add ice hockey and to begin the move to Division I competition in other sports. The news conference was covered by TV50, the Detroit Free Press, New Center News and Renaissance Times, WDET-FM, the South End, Alumni News and other media while the Flint Journal and other news sources picked up the story from the Associated Press wire.
- A news conference for astronaut Jerry Linenger, a WSU medical school alumnus, on June 4 attracted Detroit's major radio and TV stations to campus. TV stations 2, 4, 7 and 50 were joined by print media to interview Linenger about his exploits in space. The Detroit News ran a teaser for the story June 4 and carried a long feature by Rusty Hoover June 5. Hoover reported the story was picked up by the Associated Press for the national wire. WJR-AM's Paul W. Smith's "The Morning Show" June 5 carried a long interview; TV 2 carried teasers about the WSU grad's visit, and both TV 2 and 7 carried the story in prime time.
- The Clarence Thomas visit to award a prestigious legal prize to Judge Damon Keith was carried on the front page of The Detroit News Metro section June 4 and on the 11 o'clock news on Channel 7 June 5, shortly after the awards ceremony. The Detroit Free Press and other media covered the ceremony as well. It was videotaped for both C-Span and Comcast Cable Television. A long opinion piece contrasting the views of Judge Keith and Justice Thomas mentioning the evening ceremony at Wayne State appeared in The Detroit News the morning before the event on June 5.

- Jet magazine's Law & Justice section in the June 29 issue carried a photo of Supreme Court Justice Clarence Thomas presenting the Edward J. Devitt Distinguished Service to Justice Award to alumnus Judge Damon Keith in June at a ceremony at Wayne State University. The article noted that Judge Keith donated the \$15,000 prize to WSU's Damon J. Keith Law Collection of African American Legal History.
- The death of Wayne State University's fifth president, William Rea Keast, was reported in the Detroit Free Press and other media July 2. The obituary noted President Irvin D. Reid's comment that Dr. Keast led the university in turbulent times (1965-71), and "kept the university running, the education of students continued and, I am told, even led them in some protest marches."
- Detroit-trained choreographer Garth Fagan won his first Tony Award for his dances in Broadway's Tony-winning musical "The Lion King," The Detroit News reported June 15. Fagan also came on top with the Drama Desk, Outer Critics Circle and Astaire awards he won earlier this year. Fagan began as a student at Wayne State University, where he graduated in 1969. Now he is a professor of dance at the State University of New York, in Brockport, and heads his own troupe, Garth Fagan Dance, based in nearby Rochester, N.Y.
- "Italian pride gets a boost," was the headline of a June 14 article in The Detroit News on Dr. Irvin D. Reid's dedication of the Italian Heritage Room at the General Lectures Building.
- WSU's plan to increase tuition and fees was reported by WDIV-TV 4 on June 12 and June 13 as well as by the Oakland Press.
- In a lengthy USA Today article June 17 about the lack of growth by the UAW, Irving Bluestone, a Wayne State professor of labor studies and past UAW vice president, said that the UAW will be around for years and years to come.
- Television and radio carried the story about a new AIDS vaccine being tested by a California company and the comments of Dr. Rodger MacArthur, WSU School of Medicine and Harper Hospital physician, who noted that it is still too early to make any promises and that large numbers of tests still must be done. WDIV-TV 4 and WWJ-AM were two of the stations reporting the news. The Detroit News also carried the story June 5.
- Former WSU governor C. Gary Artinian, running for the Republican nomination for governor, was the subject of an extensive editorial page interview with the Detroit Free Press on June 22. Dr. Artinian's views have been reported widely in Detroit's two dailies and other media in recent weeks.

- The New York Daily News on June 10 reported that Dr. Michael Kaplan, a WSU transplant specialist, said it was impossible to tell whether the kidneys removed from a suicide patient -- with the help of Dr. Kevorkian -- would be any good. He said his secretary discouraged two patients who called his office about the possibility of transplants.
- A page 1 story in the New Center News on June 1 headlined "Fraser: Union Hero," resulted from the exhibit opened recently at the Reuther Library.
- The Detroit Free Press June 4 reported that WSU Professor Emeritus of Art and Art History Robert Wilbert painted the portrait of former Governor James Blanchard that hangs in the Capitol rotunda. The painting took seven years to complete because of Blanchard's busy schedule.
- The head of WSU's journalism program, Benjamin Burns, was interviewed by WWJ-AM radio July 2 on the highly publicized statutory rape trial of four young men from the metropolitan area's affluent Grosse Pointe neighborhoods, explaining that the story's elements of sex and wealth made it the kind that captures the attention of the public.

Marketing Communications

Publications

- The Inaugural Invitation Packet is in the final copy and design stage and will be mailed during the last week in July.
- Individual inaugural event invitations and flyers are in the initial copy and design production phase. Distribution will begin in mid-August.
- The Economic Impact brochure will be available the first week in July.

Advertisements - Television

- Wayne State University commercials aired during the Red Wings Stanley Cup Celebration special on FOX-TV on Wednesday, June 17.
- Wayne State University commercials aired during the Celebration of the Stanley Cup Championship 2-Hour show on WKBD-TV on June 19.
- Developing new ads for August to October.

Advertisements - Radio

- Programming radio for the period of July - September.
- Developing new ads for August to October.

Advertisements - Print

- Programming mass media marketing for the period of July -September.
- Developing new ads for August to October.

Publicity

- Designed graphics and backdrop/stage banners for the Blue Ribbon Panel on Athletics Press Conference, June 12.
- Designed and produced media kits for the Blue Ribbon Panel on Athletics Press Conference, June 12.
- Designed and produced an award plaque that was presented to alumnus, Jeffery Tambor on the Howie Mandel Show. The show will be aired in August.

WDET-FM 101.9

University Promotion and Coverage

- WDET provided live reads of promotional copy for:
 1. WSU presents the 40th annual conference on local history: Michigan in Perspective
 2. Michigan Dance Archives Conference at WSU
 3. WSU's summer children's theater presentation
 4. WSU's Jacob Gallery exhibit, Shouts from the Wall
- WDET broadcast the following news interviews and/or commentary involving WSU personnel:
 1. 5/8 - Casino Symposium: Leah Fleming reports on a casino jobs symposium held at WSU
 2. 5/13 - Cleveland Runs: Roger Adams speaks with WSU Lecturer Jack Lessenberry about Clyde Cleveland's run for Wayne County Executive
 3. 5/13 - Fraser: Kim Sorise reports on WSU honoring former UAW President and Wayne State professor Doug Fraser, including an interview with CULMA Dean Sue Marx Smock
 4. 5/20 - Caryn Mathes promotes WSU Television's assistance during the satellite Galaxy 4 "spinout" in a live interview on WWJ-AM
 5. 5/27 - WSU Plans: Jerome Vaughn reports on plans to revamp WSU's campus, including an interview with Marketing & Communications Vice President Jeffrey Stoltman

Other Support

- WDET loaned several archive editions of its program guide to WSU's archives for a special display on the UAW
- WDET provided magnets and clips for the hospitality packs for WSU's (McGregor Center) presentation to the Greater Detroit Chamber of Commerce

Student Internships and/or employment

<u>Student</u>	<u>Major</u>	<u>School</u>	<u>Work Assignment</u>
Fleming, Leah	Journalism	WSU	WDET News
Long, Jon	Radio/TV/Film	WSU	WDET News
Rande, Jennifer	Graduate Student: PR	WSU	WDET PR
Sawyer, Winnetra	Radio/TV/Film	WSU	DRIS Audio Production

McGregor Memorial Conference Center

Recent Major Initiatives at McGregor

- Negotiations began for a first-time contract with the Hotel Employees and Restaurant Employees (H.E.R.E.) Union Local 24. Meetings are scheduled to be held every Wednesday until completion.

Performance Measures	May 1998	May 1997	YTD 1998	YTD 1997
Revenue less Subsidy ¹	\$134.1	\$161.8	\$895.4	\$1,037
General Fund Subsidy ¹	\$20.7	\$20.7	\$167.1	\$155.1
Client Opinion Index ²	15.2	18.1	98.7	72.6
Total Guests Served	12,421	16,132	73,059	N/A
Total Number of Events	199	297	1561	N/A

¹Figures in thousands of dollars

²Client Opinion Index – 1-4 rating (4 = best)