

Submitted by: Gary E. Rounding, Senior Vice President  
University Advancement

## **ALUMNI RECENT EVENTS**

### **RECENT EVENTS**

- The College of Nursing Alumni Association participated as a sponsor of the college's Life Line Awards event on September 20.
- The College of Lifelong Learning Alumni Association sponsored an event celebrating the history of the college and the interdisciplinary studies program on September 20 in the Adamany Undergraduate Library.
- The Medical Alumni Association hosted the Alumni-Department of Internal Medicine reception on September 20, at the Grand Traverse Resort, Traverse City.
- The Medical Alumni Association hosted the Alumni-Department of Otolaryngology reception on September 24, at the Marriott Hotel in San Diego.
- The Medical Alumni Association hosted the Alumni-Department of Urology reception on September 26, at the Athenaeum Suites and Conference Center in Detroit.
- Annual membership in the national alumni association reached 18,291 dues paying members as of September 30, with total membership at 32,900, a 7.5 percent increase over the previous year.
- More than 60 alumni and friends traveled on alumni association-sponsored tours to China from October 2 thru 16, Rhone River from October 18 thru 26 and Cuba from October 25 thru 31.
- The Medical Alumni Association held its monthly board meeting on October 2, 2002, followed by the 2002 Telefund Kick-Off reception at the Excalibur Banquet Center, Southfield, MI.
- Twenty alumni and friends participated in a luncheon at the Detroit Yacht Club on October 4. The program was highlighted by presentations on new developments in the Division of Student Development and Campus Life by Dr. Charles L. Brown, Vice President, Dr. David Strauss, dean of students and Dr. Ed Bell, director of housing and residential life.
- The Medical Alumni Association hosted the Alumni-Department of Emergency Medicine reception on October 7, 2002, at the Westin Seattle, in Seattle, WA.

- The Medical Alumni Association hosted the Alumni-Department of Surgery reception on October 8, 2002, at the Fairmont San Francisco, in San Francisco, CA.
- The national alumni association sponsored a bus trip from campus to Hillsdale College for the football game on October 12.
- The Washington, D.C.-Baltimore area alumni chapter hosted a luncheon cruise for 30 alumni and guests on the Potomac River aboard *The Odyssey* on October 12.
- The Medical Alumni Association hosted the Alumni-Department of Anesthesiology reception on October 13, 2002, at the Peabody Orlando Hotel, in Orlando, FL.
- The Medical Alumni Association's annual Telefund ran from October 14 – November 7, 2002, at the WSU School of Medicine, Detroit, MI.
- The Constituent Presidents Council of the national alumni association met on October 15 at Alumni House.
- More than 20 alumni and students volunteered to answer phones at the WDET-FM fall pledge drive on October 20.
- The Medical Alumni Association hosted the Alumni-Department of Ophthalmology reception on October 21, 2002, at the Peabody Orlando Hotel, in Orlando, FL.
- The National Alumni Association sponsored a pre-game reception and hockey game night at Fraser Arena on October 25 for alumni and friends.
- The first alumni homecoming breakfast was held at the North Residence Hall on October 26 prior to the Homecoming Parade and Cruise along Warren Avenue.
- The Student Alumni Association conducted the fourth annual T-shirt trade-in for charity at the Homecoming picnic, October 26.
- The School of Business Administration Alumni Association hosted a networking event for recent alumni at the Emagine Theatres, Novi, on October 29.
- The Library and Information Science Alumni Association co-hosted a reception for alumni at Michigan Library Association conference in Grand Rapids on October 31.
- The Organization of Black Alumni held its ninth annual alumni achievement awards banquet on November 1 at the Detroit Golf Club. Honorees included: Rita F. Hillman, director, Fannie Mae Michigan; Jeffrey Lee Edison, attorney; Iris

A. Taylor, chief nursing officer and senior vice president for patient care services, Detroit Medical Center; Tyrone M. Davenport, chief administrative officer, Charles H. Wright Museum of African American History; and Barbara Bowen Coulter, former administrator, Detroit Public Schools. Posthumous awards were presented to the families of Brenda M. Scott, member, Detroit City Council, and Murray E. Jackson, governor emeritus, Wayne State University, both of whom died this year.

- The annual Travel Preview and Reunion took place on November 3 at the Oakland Center. Representatives from travel agencies presented information on tours sponsored by the national alumni association for 2003.
- The Medical Alumni Association held its annual reception at the Michigan State Medical Society's Annual Meeting on November 6, 2002, at the Somerset Inn in Troy, MI.
- More than 25 alumni board members attended "Effective boards, exemplary committees," a workshop presented by alumni relations' staff, on November 7 at Alumni House.
- The Library and Information Science Alumni Association held a "best practices" roundtable discussion for alumni at the Adamany Undergraduate Library on November 7. The topic was "Digitizing Libraries."
- The Women of Wayne Alumni Association hosted a job search seminar for graduating students at Alumni House on November 7.
- Alumni chapter leadership recruitment meetings were held in Ann Arbor on November 7, Grand Rapids on November 9 and Toledo on November 12.
- Through the Community Relations Committee of the national alumni association, more than 20 alumni and students volunteered to rehabilitate a home in the Brightmoor neighborhood of Detroit on November 9 in conjunction with City Mission.
- The national alumni association sponsored the Knowledge Road Show faculty lecture featuring Mame Jackson, professor of art and art history, at The Art Exchange gallery and museum in Detroit on November 10.
- The fall issue of *Wayne State* magazine featured a retrospective of the first five years of President Irvin D. Reid's administration, his assessment of the state of the university and his vision for the next five years.

## **UPCOMING EVENTS**

- The Commencement Office and the University Bookstore will co-sponsor the 2002 Grad Fair, November 13 and 14 at the Bookstore for students graduating

December 12. More than 1000 graduates will attend the fair for academic regalia, graduation merchandise and to join the alumni association.

- The Windsor, Ontario alumni chapter will host a guided tour and reception at the newly renovated Canadian Club Brand Center in Windsor on November 14.
- The Women of Wayne Eastern Region will host a breakfast and talk with a local historian at the Grosse Pointe Hunt Club on November 16.
- The national alumni association will sponsor the annual wine tasting on November 21 at Morel's Restaurant in Bingham Farms. Eighty alumni and friends are expected to attend.
- Alumni chapter leadership recruitment meetings will be held at the Redwood Brewing Company in Flint on November 21 and Red Cedar Grill in Lansing on November 30.
- The Florida Gulf Coast alumni chapter will host a lunch and tour of the Ringling Center for the Cultural Arts in Sarasota on November 23.
- The Medical Alumni Association will hold its monthly board meeting on December 4, 2002, at the WSU School of Medicine, Detroit, MI.
- The Women of Wayne Alumni Association will participate in Noel Night on December 7 by offering guided tours of Beecher House.
- Winter Commencement will be held at Cobo Arena on December 12. Distinguished Alumni Awards will be presented to Dr. Phoebe Mainster and Chris Allen and honorary degrees to Maggie Allesee and Richard Holbrooke.
- Alumni of the College of Lifelong Learning will host a convocation for new graduates of the Interdisciplinary Studies Program at Cobo Conference Center on December 12. Distinguished alumni will also be honored.
- The College of Engineering Alumni Association will co-host "Order of the Engineer," a convocation for graduating engineers, on December 12.
- The Women of Wayne Northern Region will host a luncheon and take part in the annual Holiday Walk at Meadow Brook Hall on December 14.
- The Medical Alumni Association will hold its monthly board meeting on January 8, at the WSU School of Medicine, Detroit, MI.
- The Medical Alumni Association will hold its annual Alumni/Student Career Evening on January 8, at the WSU School of Medicine, Detroit, MI.

- The Constituent Presidents Council of the national alumni association will meet on January 15 at Alumni House.
- Alumni and students will participate in volunteer activities coordinated by Project Volunteer/Students of Service on Martin Luther King, Jr. Day, January 20.

## **MAJOR GIFTS**

- Aventis Pharmaceuticals, Inc. contributed \$60,000 to the School of Medicine for support of the Women and Cancer Program.
- The CVS Corporation contributed \$66,750 to the Eugene Applebaum College of Pharmacy and Health Sciences for its *Preparing for Tomorrow* Campaign. This payment is part of a multi-year grant of \$1,000,000.
- Mr. Sidney Fields contributed \$50,000 to the university for support of the President's Enhancement Fund.
- Ford Motor Company contributed \$32,000 to the School of Business Administration for support of the E-Commerce Summer Camp. The Principal Investigator is Thomas C. Anderson, associate dean.
- The Alfred and Hanna Fromm Fund contributed \$65,000 to the School of Medicine.
- The Fund for Medical Research and Education (FMRE) continues its support of the School of Medicine with the following contributions: \$1,267,523 – Public Service; \$658,137 – Academic Support; \$412,724 – Research; and \$100,000 – Pathology General Research and Development.
- The Jampel Family Foundation contributed \$50,000 to the School of Medicine for support of the Robert S. Jampel, M.D., Ph.D. Endowed Chair in Ophthalmology.
- The Max Kade Foundation, Inc. contributed \$25,000 to the College of Liberal Arts for support of the Junior Year in Munich Program.
- Plastech contributed \$100,000 to the Law School for support of the Damon J. Keith Law Collection of African-American Legal History.
- Schering Sales Corporation contributed \$60,000 to the School of Medicine for support of gastroenterology research and development.
- The Skillman Foundation contributed \$166,000 to the College of Urban, Labor and Metropolitan Affairs for support of the Skillman Center for Children. The Managing Director is Kristine Miranne.

- SEIU – General Fund U.S. Division contributed \$37,500 to the College of Urban, Labor and Metropolitan Affairs for support of the Service Employees International Union SEIU Archives Project.
- Target Marshall Field's Mervyn's contributed \$50,000 to the College of Fine, Performing and Communication Arts for support of the Arts Centered Education (ACE) Program.
- University Affiliated Neurologists contributed \$50,000 to the School of Medicine for support of the General Residency Training Program in Neurology.
- University Physicians Services, Inc. contributed \$66,000 to the School of Medicine for support of the Dean's Discretionary Fund.
- Mr. Maurice J. Zelonka contributed \$57,673 to the College of Science for support of the Maurice J. Zelonka Endowed Scholarship in the department of Mathematics.

## **SCHOOL OF MEDICINE**

- Proposals in support of the Department of Obstetrics and Gynecology are being considered by The Gerber Foundation and The Sinai Guild Fund. Funding discussions are currently underway with the W.M. Keck Foundation and The Carls Foundation.
- Telefund Kick-Off was held on October 2, at Excalibur in Southfield. The event celebrated the beginning of Telefund and the \$117,000 that's already been raised through the pre-letter solicitation. Telefund calls will be made from October 14 – November 7.
- The School of Medicine was pleased to accept a contribution of \$65,000 from The Alfred & Hanna From Fund. This gift will establish an endowed scholarship fund for medical students.
- This summer and early fall, Dean John Crissman hosted several intimate events at his home. The events recognized the long-term dedication of leadership staff members and those who assisted with the county psychiatric contract and the PRB.
- On October 16, the Detroit President's Organization will visit Wayne State University, hosted by the School of Medicine. The evening will focus on a presentation about genetics led by Dr. Mark Hughes. Nearly 100 people are expected to attend.
- Dr. Taylor Lewis and the Pathfinders In Medicine committee is pleased to announce this year's award recipients: Ethelene Jones Crockett, M.D. (posthumous award); Peter Karmanos, Jr.; Mark Kelley, M.D.; and Altha Stewart, M.D. One additional award recipient has been identified, but has not been available to agree to the honor.

- The Shin Lectureship in Ophthalmology took place on September 21. This event marked the completion of fundraising for the Shin Lectureship and shared the latest in ophthalmology research with alums, faculty members and other distinguished guests.

### **WAYNE STATE UNIVERSITY FOUNDATION**

- Foundation Board meeting is scheduled for December 10.
  - Investment Committee meeting being planned for mid-late November.
  - Development Committee meeting was held October 3.
  - Each of the foundation members are being asked to host a social gathering at their club or home at which President Reid will provide an overview of the university's needs.

### **SPECIAL EVENTS AND SERVICES**

- Coordinated a luncheon with David Handleman at Jacob House; a tribute program for the Howard Baker Foundation for approximately 200 people at Alumni House and a reception in Community Arts and the President's apartment; and a dinner with Roger Boesky and Robert Ziegelman at Jacob House on September 19.
- Coordinated a dinner with AVI President and staff in the apartment on October 1 and an Academic Reception in the apartment on October 2.
- Coordinated a dinner with Mayor Kwame Kilpatrick and his staff, the President's Cabinet and Deans in the apartment on October 3.
- Coordinated the Eugene Applebaum College of Pharmacy and Health Sciences Grand Opening on October 10, assisted with the CVS Pharmacy Practice Lab Grand Opening on October 18 and coordinated the Eugene Applebaum Donor Appreciation Dinner at the Detroit Athletic Club on October 18.
- Coordinated a reception hosted by President and Dr. Reid for Peter Williams in the President's apartment on October 15. The dinner was in recognition of Mr. Williams' receiving the highest honors in the field of contemporary American Art.
- Coordinated "A Conversation with the President" at the Detroit Athletic Club on October 16 and the Wayne State University Bookstore operated by Barnes and Noble College Bookstore's Grand Opening on October 17.
- Coordinated an Old Main Society Brunch at the Detroit Golf Club on October 20 and a reception for Morris Goodman to recognize his achievements in the College of Medicine in the President's apartment on November 7.

**Wayne State Fund Office Private Gift and Grant Report**  
**September 2002**

<i>Description</i>		<b>September 2002</b>	<b>September 2001</b>	<b>Net Change</b>	<b>% Change</b>	<b>FYTD 2002</b>	<b>FYTD 2001</b>	<b>Net Change</b>	<b>% Change</b>
Alumni Association	P	\$4,727.97	\$4,168.50	\$559.47	13.42%	\$73,539.63	\$51,985.00	\$21,554.63	41.46%
College of Engineering	r	\$75,085.76	\$4,898.68	\$70,187.08	1432.78%	\$1,910,303.17	\$2,149,664.46	-\$239,361.29	-11.13%
College of Liberal Arts	e	\$11,604.40	\$3,073.32	\$8,531.08	277.59%	\$384,136.12	\$637,259.92	-\$253,123.80	-39.72%
College of Nursing	i	\$25,018.56	\$14,242.24	\$10,776.32	75.66%	\$294,614.64	\$272,543.16	\$22,071.48	8.10%
College of Science	n	\$19,218.66	\$19,797.56	-\$578.90	-2.92%	\$505,291.02	\$290,070.97	\$215,220.05	74.20%
Fine, Performing & Comm. Arts	i	\$92,086.32	\$214,454.06	-\$122,367.74	-57.06%	\$1,796,334.11	\$1,900,961.85	-\$104,627.74	-5.50%
Law School	m	\$121,511.50	\$1,537,144.00	-\$1,415,632.50	-92.09%	\$1,414,189.03	\$3,246,921.35	-\$1,832,732.32	-56.45%
Lifelong Learning	i	\$1,650.32	\$821.00	\$829.32	101.01%	\$135,008.80	\$147,175.50	-\$12,166.70	-8.27%
Pharmacy and Allied Health	n	\$57,334.60	\$80,263.54	-\$22,928.94	-28.57%	\$2,477,560.79	\$2,848,146.50	-\$370,585.71	-13.01%
School of Business Admin.	a	\$18,160.03	\$9,816.56	\$8,343.47	84.99%	\$489,293.75	\$719,251.80	-\$229,958.05	-31.97%
School of Social Work	r	\$18,785.70	\$4,409.07	\$14,376.63	326.07%	\$619,488.09	\$75,162.29	\$544,325.80	724.20%
University Libraries	y	\$6,175.46	\$3,466.66	\$2,708.80	78.14%	\$38,774.06	\$195,233.49	-\$156,459.43	-80.14%
Urban, Labor, & Metro Affairs	R	\$46,196.34	\$80,432.00	-\$34,235.66	-42.56%	\$819,186.10	\$948,631.38	-\$129,445.28	-13.65%
College of Education	e	\$344,865.80	\$21,065.44	\$323,800.36	1537.12%	\$941,833.48	\$797,291.12	\$144,542.36	18.13%
School of Medicine	R	\$589,761.80	\$345,110.41	\$244,651.39	70.89%	\$7,328,683.26	\$8,030,425.27	-\$701,742.01	-8.74%
Merrill Palmer Institute	e	\$59,549.24	\$36.00	\$59,513.24	165314.56%	\$632,579.98	\$209,268.75	\$423,311.23	202.28%
Student Devl. & Campus Life	R	\$40,615.92	-\$1,314.68	\$41,930.60	-3189.41%	\$464,409.33	\$333,520.80	\$130,888.53	39.24%
Athletics	e	\$9,708.50	\$25,080.00	-\$15,371.50	-61.29%	\$186,389.41	\$165,402.39	\$20,987.02	12.69%
President	R	\$0.00	\$0.00	\$0.00	0.00%	\$0.00	\$25,000.00	-\$25,000.00	0.00%
President's Enhancement Fund(2)	e	\$58,025.92	\$1,551.66	\$56,474.26	3639.60%	\$146,983.68	\$74,834.41	\$72,149.27	96.41%
DRIS	R	\$11,879.00	\$8,617.12	\$3,261.88	37.85%	\$90,334.00	\$68,626.12	\$21,707.88	31.63%
WDET	e	\$37,261.67	\$37,234.29	\$27.38	0.07%	\$1,631,739.40	\$1,674,262.16	-\$42,522.76	-2.54%
Other (3)	R	\$153,909.48	\$87,437.22	\$66,472.26	76.02%	\$1,242,655.21	\$685,356.34	\$557,298.87	81.32%
<b>Total Dollar Amount</b>	e	\$1,803,132.95	\$2,501,804.65	-\$698,671.70	-27.93%	\$23,623,327.06	\$25,546,995.03	-\$1,923,667.97	-7.53%
<b>No of Gifts:</b>		3,295	1,752	1543	88.07%	46,398	46,836	-438	-0.94%
Fund for Medical Research and Education		\$705,573.38	\$416,501.38	\$289,072.00	69.40%	\$12,859,401.24	\$8,427,798.51	\$4,431,602.73	52.58%
Gift in Kind (6)		\$580,826.39	\$7,169.00	\$573,657.39	8001.92%	\$8,184,173.89	\$482,333.24	\$7,701,840.65	1596.79%



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<b>Grand Total Dollar Amount</b>	\$3,089,532.72	\$2,925,475.03	\$164,057.69	5.61%	\$44,666,902.19	\$34,457,126.78	\$10,209,775.41	29.63%
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- A dinner is planned with the South End at Jacob House November 14.
- The Anthony Wayne Society Charter Night black-tie reception and dinner will be held at the Welcome Center on November 16.
- Thanksgiving Day Parade participation with donors will be held at the Welcome Center on November 28.
- Winter Commencement at Cobo Arena is December 12.
- The President's Commencement Dinner will be held on December 12.
- The President's Holiday Party will be held on January 19.

## **MARKETING AND COMMUNICATIONS**

- Received unanimous approval on the new university wide positioning of "World-class education in the real world." This theme will be used throughout university-driven communications.
- Produced 13, 30-second image radio spots highlighting Did You Know facts from each school and college for the fall-winter athletics season and for other appropriate venues. These spots will have more than 35 scheduled dates and air three times per game.
- Creating a new advertising campaign. The first ad will be published in the October 31 *Crain's Detroit Business* "Book of Lists."
- Wrote Research and Technology Park marketing and communications plan that received the grant for the NextEnergy Initiative.
- Developed 2002-2003 Advertising and Marketing Communications Plan to guide high-level, central university advertising and marketing efforts.
- Organized and supervised Professional Photographer Dwight Cendrowski on a daylong photo shoot that featured President Irvin D. Reid alone, with WSU students and in various external campus scenes.

## **Publications**

- Created and produced the Presidential Scholarship brochure, a recruitment piece for the Office of University Admissions, to highlight WSU's premier scholarship program.
- Created and produced a housing brochure for the Office of University Admissions that targets high school students graduating in spring 2003 and provides an

overview of the North Residence Hall and the under-construction South Residence Hall.

- Created and produced an invitation package for the WSU Foundation Charter Night event set for November 16.
- Created and produced the grand opening publicity material for the new Wayne State University Bookstore. The package included an invitation to the grand opening event and a flier for the campus community.
- Created and produced a Keepsake Program for the Eugene Applebaum College of Pharmacy and Health Sciences VIP Dinner on October 18. The program features a short biography of Applebaum and a list of contributors to the new building.
- Created and produced invitation packages for the following events: Stewardship Meeting and Appreciation Luncheon for Endowment Donors on October 7; Peter Williams Reception, October 15; and Conversations with the President, October 16.

### **Presentation**

- Created and produced two colorful banners for the Student Center Building.

### **Web**

- Launched new and improved wayne.edu Web site, including design, development and deployment of pages, navigational requirements, functionalities and graphic interface.
- Designed and produced more than 50 teasers and three-panel pictures with accompanying Did You Know messages for Web site home page.
- Researched and collected information for Phase II requirements and functionalities to provide a cohesive university wide Web presence.
- Began training university community in how to use new Web site templates and how to incorporate new Web site headers and footers into their Web pages.

### **Outreach and Recruitment**

- Received and filled 2,974 total requests for information in September and through October 7 (a 16 percent decrease from September through October 7, 2001).
- Received 10,779 total phone calls in September through October 7 (a 22 percent increase over September through October 7, 2001) and answered 97 percent of those calls.

- Created and mailed 1,300 letters to prospective College of Engineering students on behalf of the Dean of the College of Engineering.
- Created e-mail communication flow (automated e-mails to prospective students) for the South Residence Hall.
- Created letter communication flow (automated letter generation to prospective students) for graduate domestic students to send the new graduate school folder.

## **PUBLIC RELATIONS**

- Associated Press, CBS MarketWatch; Dallas News; Finance Canada; Finance Lycos; Mlive; MedicalDevices; Morningstar; NBC; National Hispanic Corporate Council; Business Yahoo and other local and national media outlets October 1 and later reported the National Institutes of Health (NIH) award to Wayne State University of a 10-year, 125 million dollar contract to house and support an intramural branch of NIH to conduct studies into maternal and infant health and disease, called the Perinatology Research Branch (PRB). President Irvin D. Reid was quoted.
- President Irvin D. Reid talks about the impact of the NextEnergy project recently awarded to Wayne State in the September 23 Renaissance Times. "The city of Detroit continues to do what the mayor has set out to do, which is to attract high quality businesses to the area that can engage the resources that are already here and make them better. Wayne State's new fuel-cell project was lauded on the editorial page of the Detroit Free Press September 24. The NextEnergy Center will bring prestige, jobs and new businesses to the university as it gains an important anchor for its Woodward Technology Corridor. The Research and Technology Park, now has its first major tenant, and is primed to attract 60 businesses and create 2,000 jobs, according to Wayne President Irvin D. Reid. President Reid and Detroit Mayor Kwame Kilpatrick's efforts are credited with the coup of landing the NextEnergy Center in Detroit instead of Ann Arbor. The paper included a news story on the project as well as the editorial. And Crain's Detroit Business carried it September 23.
- "WSU lifts medical study to new level" heads a piece in the Detroit Free Press October 7 on the high tech nature of the Eugene Applebaum College of Pharmacy and Health Sciences. The article focused on the comments of Dean Beverly Schmoll and other faculty excited about the human patient simulator, videoconferencing, smart classrooms and other technological improvements, as well as more space than the former home of the college.
- Opening ceremonies of the Welcome Center were covered by Detroit area radio and television. UPN 50 highlighted President Irvin D. Reid's remarks and showed video of him participating in the ribbon-cutting ceremony. Fox 2 provided video of the new facility showcasing interior and exterior shots. WWJ aired reports on the Welcome Center in its evening newscast. WJR also ran an

interview with President Reid with comments on the Welcome Center in its evening news broadcast as well. Commuters and passersby now will know when they have entered the campus of Wayne State, the [Detroit Free Press](#) said September 13. The school's name is prominently displayed on a new, glass-fronted, \$18.5-million welcome center. President Irvin D. Reid said, "We have placed ourselves among our neighbors in a way unprecedented in the university's history."

- An article in [Crain's Detroit Business](#) September 23 on the launch of MSU's \$1.2 billion capital campaign Friday notes that WSU expects to enter the silent phase of a seven-year \$500 million campaign next year.
- President Irvin D. Reid was interviewed on WJR September 18 regarding the campus development and opening of the North Residence Hall. WWJ AM, UPN 50, Fox 2, and CBS 62 were among media outlets September 18 that provided on-site coverage of the grand opening ceremonies of the North Residence Hall.
- The September 19 [Oakland Press](#) reported the new North Residence Hall opening and quoted Wayne State freshman Brittaney Wilson, who lives in the new residence hall. The article also mentioned the new Welcome Center, Barnes & Noble bookstore, and the Eugene Applebaum College of Pharmacy and Health Sciences Building.
- James Higgins' Sunday column in the [Detroit News and Free Press](#) September 29 announced Dean of Business Administration Harvey Kahalas' vision for a fund-raising drive and a new \$50 million building located in the Tech Park area north of campus.
- Wayne State donor Mat Dawson told the [Michigan Front Page](#) for September 27 that the reason for his donation of nearly \$650,000 to WSU is simple: "I want to leave a legacy." Dawson is pictured in a photo with scholarship recipient Tanisha Clay. Senior Vice President Gary Rounding was quoted, "You distinguished yourself at Ford and you are the epitome of the best of WSU. For that, we salute you today."
- Law professor Jessica Litman is quoted in numerous national publications including the [Los Angeles Times](#) and [USA Today](#), and November's [PcWorld magazine](#). Her comments are about Hollywood and the recording industry's campaign to prevent digital copyright infringement. Litman is the author of the book *Digital Copyright*.
- An article in the October 1 [New York Times](#) discussed the role culture plays in shaping attitudes toward medicine and the notion of "culturally sensitive care" and reports Wayne State nursing emeritus professor Dr. Madeleine Leininger began developing a theory that used techniques drawn from anthropology to investigate people's underlying beliefs and traditional healing arts.

- Robert Sedler, a constitutional law professor at WSU, was quoted in a Detroit News article October 3 about an Arab-American restaurant. The restaurateur has sued five Oakland County residents, accusing them of severely damaging his business by spreading rumors that workers at one of his establishments cheered the September 11 terrorist attacks. Sedler, who has been quoted frequently on constitutional law, says spreading such rumors could be slanderous if the person responsible knows the information is not true.
- USA Today on September 29 reported Michael Rybak, Eugene Applebaum College of Pharmacy and Health Sciences, presented data at the international meeting of the American Society of Microbiology showing that a drug called daptomycin was effective against vancomycin-resistant pneumonia. Vancomycin has been known as a drug of last resort to treat infections that don't respond to other drugs
- Detroit News; Detroit Free Press; Crain's Detroit.com, Michigan Craintech on October 1 & 2 carried the announcement that Compuware Corporation has named Faye Nelson, vice president for governmental and community affairs, as an independent director to its board.
- Douglas A. Fraser, university professor of labor studies, CULMA, commented for the September 22 New York Times about the Canadian Auto Workers (CAW) union president Buzz Hargrove and his recent settlement of a General Motors labor contract. "He's a wonderful saber-rattler."
- A Wayne State University study conducted in 2000 revealed that one in six U.S. workers are bullied at the workplace, the San Jose Mercury News said September 24. The study's research also showed that there is a clear link between childhood bullying and adult criminal behavior.
- Sacramento Business Journal, September 17, and United Press International, September 19 carried a piece about researchers at the University of California-Davis and reported that chemists at UCD and Wayne State have developed nanografting, a new method of making very small patterns of DNA molecules on surfaces. Christine Chow at WSU took part.
- The Chicago Tribune and New York Times, September 17, carried an article on the raw food movement that quotes Dave Klurfeld, professor of nutrition and food science. "There's no basis for it. The whole concept is based on pseudoscience." Aside from a slight loss of some vitamins, Klurfeld says, cooking produces no proven detriment and provides plenty of benefits. In addition to making food taste good, cooking sterilizes it.
- A brief article in the September 11 Crain's Detroit Business mentioned that Wayne State President Irvin D. Reid was elected to the board of directors of Troy-based Handleman Co. at its annual meeting on September 10.

- Detroit's two dailies September 13 covered the "largest street party" on the Wayne State University campus for the 16th annual Festival of the Arts. Although the main fair offers plenty of enjoyment for families, there's also a Children's Fest on Wayne State University's Gullen Mall. The Wayne State Dance Team and the Wayne State Fencing Demonstration programs will be conducted in the Performance Area.
- A plan by Wayne State University to build a high-tech corridor along the northern edge of campus got a boost last month when the Michigan Economic Development Corp. awarded the university a \$400,000 grant to start a technology incubator, the Detroit News reported September 11.
- Singapore Straits Times, New York Times, Seattle Post Intelligencer, International Herald Tribune, and The Lancet reported in early September that research by a team including Wayne State University researchers has determined the genetic fingerprint of healthy human sperm. It was described as an advance that could be a major step in understanding male fertility.

## **WDET-FM 101.9**

### **News Coverage Involving WSU:**

News Coverage Involving or Emanating From WSU:

- Death of City Councilwoman and former WSU Governor Brenda Scott
- WSU President Irvin Reid's speech to students
- 9/11 Commemoration at WSU
- 16<sup>th</sup> Annual Detroit Festival of the Arts
- Feature interview with WSU President Reid on winning the NextEnergy fuel cell project
- Republican Gubernatorial candidate Posthumus' unveiling of his economic plan at WSU

### **Other Support:**

- Interview with President Reid during WDET's live remote at the Detroit Festival of the Arts
- Commercial value of WSU's FY 2002 420-spot underwriting package on WDET valued at between \$84,000 and \$252,000 by media buyer Jan Blashill & Assoc. WSU paid \$30,000.

### **Special Programming, Events & Community Service**

- September 11 – WDET and NPR™ devoted 17 hours of special programming centered around 9/11 remembrance activities
- September 12 – Live special coverage of President Bush's address to the UN General Assembly concerning allegations against Iraq
- September 14 – Live remote broadcast (5 hours) on site at the Detroit Festival of the Arts

- September 14 – Detroit Radio Information Service (DRIS) “Walk With Art” 5K Walk-a-thon
- September 25 – Live broadcast of the U.S. Senate Hearings (Senate Armed Services Committee) on Iraq
- September 26 – Live broadcast of Congressional Committee Hearings on the subject of Iraq
- September 30 – Carriage began of NPR’s™ 7-part series on the history of conflict between Israelis and Palestinians
- September 30 – Debut of *The Tavis Smiley Show*, the first NPR™-produced talk magazine hosted and “signed” by an African-American.

Planning is underway for a live special next month honoring and saying “farewell” to Hall of Fame baseball broadcaster Ernie Harwell.

### **Outreach, Cultural Education & Information**

Live performance:

A sampling of the 11 live or live-on-tape performances/interviews that occurred this month:

- September 13 – Detroit Blues legend Alberta Adams. Performance promoted her appearance at the Ann Arbor Blues & Jazz Festival.
- September 13 – Vocalist and pianist Andy Bey. Interview promoted Bey’s performance at the Detroit Festival of the Arts.
- September 14 – Blues performer Precious Bryant. Performance promoted her appearance at the Detroit Festival of the Arts.
- September 18 – Detroit singer/songwriter Liz Larin (Winner of the 2001 Detroit Music Awards for Outstanding Songwriter). Performance promoted her upcoming appearance at Memphis Smoke in Royal Oak.
- September 27 – Iceland’s Gus Gus. Performance was in promotion of their 3<sup>rd</sup> album of electronica and their performance at St. Andrews Hall.
- September 30 – Gomez (winner of England’s coveted Mercury Music Prize for Album of the Year). Quintet’s performance was in promotion of their St. Andrews Hall performance.

### **Media Sponsorships produced by WDET:**

- Ford Detroit International Jazz Festival
- Arts, Beats and Eats Festival
- Detroit Festival of the Arts (\$82,000 worth of media exposure)
- Midwest AIDS Prevention Project, 7<sup>th</sup> Annual “Artworks for Life”
- Cranbrook Institute of Science’s “Engineer It” interactive exhibit
- Casa De Unidad’s 24<sup>th</sup> Annual “Unity in the Community” Festival
- Bluegrass Festival at Meadow Brook
- Kurosawa Series at the Detroit Film Theatre of the Detroit Institute of Arts
- Detroit Symphony Orchestra Gala Benefit with Kathleen Battle
- DSO Beethoven Commemorative Concert



- 30<sup>th</sup> Anniversary of the Ann Arbor Blues & Jazz Festival
- “Mark Twain Tonight” at the Fisher Theatre

**News Coverage:**

- 110 different story subjects were covered in September.
- Twenty (20) stories “went national” and were aired within the NPR™ news magazines.
- Forty-nine (49) stories were distributed by the Michigan Public Radio State Network.

**Web:**

- WDET’s website <http://www.wdetfm.org> received nearly 25,000 visits in September.

**Fundraising:**

The station had 102% of its FY02 revenue projection in hand as of the preliminary September report. Overall revenue was 8% ahead of year-ago. WDET’s Underwriting Department passed a milestone, achieving \$1,000,000 in cash billings and more than \$991,000 in receipts.

**Awards & Recognition:**

- Metro Times’ “People’s Picks” Award for *Best Reason to Have Hope for Radio in Detroit*
- Metro Times’ “People’s Picks” Award for *Best Rock DJ* – WDET’s Willy Wilson
- Southeast Michigan Jazz Association (SEMJA) award to WDET’s Ed Love for *Outstanding Contribution to Jazz and The Arts*

**INTERNS TRAINED AT WDET-FM 101.9**

October 1, 2001 – September 30, 2002

<b>STUDENT</b>	<b>MAJOR</b>	<b>SCHOOL</b>	<b>WORK ASSIGNMENT</b>
1. Anderegg, John	English	Wayne State University	WDET Public Relations
2. Behnke, Jason	Audio Production	Specs Howard School	DRIS Production
3. Boros, Ryan	Graduate	Eastern Mich. Univ.	DRIS Production
4. Boyle, Robert		Oakland University	WDET News
5. Brown, Tricia	Journalism Institute for Minorities	Wayne State University	WDET News
6. Cochran, China		Oklahoma State Univ.	WDET News

7. Constantakis, Sarah	Radio, TV, Film	Wayne State University	WDET News
8. Demchak, Michael	English	Wayne State University	DRIS Marketing
9. DiFatta, Kyle	Public Relations	Wayne State University	WDET Public Relations
10. Dixon, Myreo <sup>1</sup>	Radio Broadcasting/Computer Systems	Specs Howard School	DRIS Production
11. Ellis, Dory	Advertising & Public Relations	Emerson College, Boston, MA	WDET Public Relations
12. Guest, Jamison			
13. Horton, Leah	Masters/Communication	Wayne State University	DRIS Marketing/On-Air Intern
14. Jackson, Wonetha	Journalism Institute for Minorities	Wayne State University	WDET News
15. Khan, Saira	High School student	Gilmour Academy, OH	DRIS Production
16. Landers, Karen	Graduate student	Wayne State University	WDET News
17. Lee, James		Unaffiliated	WDET News/Web submissions
18. Leggett, Roland	Communications	Wayne State University	DRIS Production/On-Air Intern
19. Manley, Jim	Journalism	Arizona State	DRIS Marketing, P.R., On-air Host
20. McClure, Anavia	English	Wayne State University	WDET Public Relations
21. Oza, Prema		Unaffiliated	WDET News
22. Page, Mekisha		Unaffiliated	WDET News
23. Patel, Hiren	Computer Science	Wayne State University	WDET News
24. Plant, Lorne		Specs Howard School	WDET News
25. Poertner, Matthew		Specs Howard School	WDET Production
26. Roach, Drew			
27. Schuterra, Sara	Graduate Student/Public Relations	Miami University of Ohio	WDET Public Relations
28. Scott, Tanisha	Broadcast Journalism	Wayne State University	DRIS Production

<sup>1</sup> Mr. Dixon has graduated from Specs Howard School and is obtaining additional training at WDET/DRIS through a program of Michigan Rehabilitation Services (MRS).

29. Stachura, Colleen	Graduate Studies	University of Missouri	WDET News
30. Syed, Zaahir	Mathematics/Economics	Vanderbilt University	DRIS Production and P.R.
31. Tiderington, Stacy		University of Michigan	WDET News
32. Vanderbilt, Thomas		Unaffiliated	WDET News
33. Wiest, Nathan	Graduate	Western Michigan University	WDET Underwriting

- WDET News also provided a day long “shadowing” opportunity for German student Kristen Eikelberg.
- DRIS took on one visually impaired high school student for the summer, Jesse Lowe, who will be paid through the Upshaw Institute’s summer employment program.