

Submitted by: Andrea Roumell Dickson, Executive Vice President and Chief of Staff

## PUBLIC RELATIONS

The following is a compilation of highlights of recent media coverage of Wayne State University.

- In an article in the December edition of *Diverse Issues in Higher Education*, Wayne State University Board of Governors chair **Eugene Driker** comments about the university's efforts to deal with the wavering economy and lower enrollment numbers. He describes several programs initiated by WSU to address the issues. "It's essentially a function of the economy," said Driker. "We're working on a variety of programs to address it. We're not sitting back saying 'this is inevitable.'"
- Numerous media outlets nationwide carried an *Associated Press* story noting that Wayne State has raised nearly \$900 million, far exceeding its \$500 million capital campaign goal. "Wayne First was one of the most important endeavors undertaken in the history of Wayne State," said President **Jay Noren**.
- President **Jay Noren** is quoted in a Feb. 3 *Windsor Star* column by Jack Lessenberry about Michigan's University Research Corridor. "I don't know of a case anywhere in the country where you have three major universities put together less than three years ago to 'transform, strengthen and diversify the state's economy,'" he said. Among Wayne State assets cited are the Law School, School of Medicine and diverse undergraduate population.
- Numerous media outlets nationwide including Web sites, bloggers, newspapers, magazines, television and radio ran stories about Wayne State University's new launching of the Web site "Word Warriors." The site highlights seldom-used words and provides their definition, phonetic spelling and a sample sentence. **Jerry Herron**, dean of WSU's Irvin D. Reid Honors College and co-founder of the site, is quoted in several stories.
- **Harvey Hollins**, vice president for government affairs, is quoted in a Feb. 4 *Crain's Detroit Business* story about Gov. Granholm's call in the State of the State address for freezing college tuition in the next academic year. He said Wayne State is waiting for more specifics on the governor's proposal before reacting.
- Nine local colleges and universities, including Wayne State, are working with the state's "Keep Michigan Working" Talent Action Committee to align curricular and extracurricular offerings with industries that are seen as having high growth potential. *Crain's Detroit Business* reported in this Feb. 8 story that WSU has 23 programs targeting nine growth industries. **Ahmad Ezzeddine**, director of community outreach communications at WSU and a member of the state's Talent Action Committee, is quoted extensively in the story.
- *The Sun-Herald (Biloxi Miss.)*, and numerous other news outlets nationwide reported on WDET's announced format changes on Feb. 9. WDET General Manager **J. Mikel Elcessor** is quoted throughout the piece. "As everyone in the region feels every day, Detroit has a set of unique, complicated and urgent

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needs. WDET's schedule now more accurately addresses those needs and mirrors the city's tone, style and approach.”

- **David Strauss**, Wayne State's dean of students, commented in a Jan. 19 *Detroit News* story chronicling the planned inaugural observances in the metropolitan Detroit area. WSU showed the live inauguration in six locations, including a theater-size screen in the North Commons area in the Student Center. The campus also hosted discussions about Obama's speech, citizenship and presidential leadership. *WWJ-AM 950*, *WMYD-TV 20*, *Fox 2* and *WXYZ-TV 7* also provided live coverage during the Jan. 20 event.
- A Feb. 2 *Detroit Free Press* front page feature story about the growing trend of bigger linemen in college football looks at a new study that raises questions about the best way to spare the players from an early death because of obesity. **Sean Matela**, a Wayne State University offensive lineman, and Warrior teammate **Curtis Ferguson** are featured in the story. WSU offensive line coach **Terry Heffernan** also is quoted in the story. A photo of Matela and Ferguson in the weight room at Matthaei is included.
- The Detroit African-American History Project Web site, [www.daa hp.wayne.edu](http://www.daa hp.wayne.edu), is reviewed in this **Hour Detroit** magazine February 2009 article lauding the site as an information-rich location. The site is a collaboration between Wayne State University's Education Technology Services/Computing and Information Services and the Walter P. Reuther Library. Three history scholars — **Mike Smith**, **Todd Duncan** and **De Witt Dykes** serve as content advisers. A photo, courtesy of the Reuther Library, is included.
- In a Feb. 1 *Crain's Detroit Business* article about year-end fundraising efforts by non-profit organizations, Wayne State University is mentioned as sending 57,000 direct mail pieces to its alumni and supporters between Oct. 1 and the first week of December. According to **Jana Stoyanovich**, Wayne State's director of annual giving, this number was about 21,000 fewer than the year before. The university raised just less than \$400,000 during its year-end push, down from about \$429,000 at the end of 2007. But the average gift amount increased to \$172 from \$143, she said, and the participation rate rose to 4.32 percent from 3.97 percent the year before.
- *WWJ-AM* morning anchor Greg Bowman, host for a regular segment called "Making the Grade," interviewed **Stephen Cavanagh** on Jan. 29 about the nursing shortage and the College of Nursing's new Doctorate of Nursing Practice Degree. Cavanagh, associate dean in the College of Nursing, said demand for nurses makes this a good time for those who wish to go into the nursing field.
- A prominent Jan. 20 *Model D* feature story explores *WDET's* move to offering more music. *WDET* is using its HD radio capacity -- which gives it multiple "stations" to broadcast on -- to offer more music. Several photos and quotes from *WDET* personnel are included.

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- WXYZ-TV (7) ran a feature story on Jan. 23 and 25 about the Warriors women's hockey team.
- *Great Lakes IT Report* reported on Jan. 27, *WDET* on Feb. 2 and *Fox 2's* Lila Lazarus health segment also showcased Dr. **Avraham Raz's** new research from Wayne State University's School of Medicine that has identified a gene that may contribute to the racial disparity in breast cancer incidence among Asian and Caucasian women. The study provides evidence that an allelic variation in the galectin-3 gene may influence a woman's risk for developing breast cancer and partially explain why Caucasian women have a higher occurrence of breast cancer than Asian women.
- The Wayne County Land Bank has awarded TechTown a \$750,000 grant for further construction of TechOne, its first business incubator facility. Construction is expected to begin immediately. "The action of the Wayne County Economic Development Council demonstrates their commitment to diversifying our economy and growing jobs and businesses in the Detroit area," TechTown executive director **Randal Charlton** said. "TechTown is on the way to becoming a major success story for the city and county." Wayne State is noted as one of the supporters of TechTown in this Jan. 15 *Great Lakes IT Report* article.
- *Crain's Detroit Business* reported on a team of researchers from Wayne State University, working with Basrah Medical College in Iraq, releasing a study published in *The New Iraqi Journal of Medicine* on war-related mental health disorders among Iraqis 10 years after the Gulf War. The researchers, led by **Bengt Arnetz**, professor of family medicine and public health sciences at WSU's School of Medicine, aimed to determine whether mental health disorders differ between Iraqi soldiers deployed during the Gulf War and Iraqi civilians. It also studied whether soldiers deployed closer to combat exhibited more disorders than soldiers deployed farther away. The story ran on Jan. 18.
- *Model D* reported in a Jan. 20 issue that the U.S. Department of Defense is giving Dr. **Isaac J. Powell**, a urology professor at Wayne State University's School of Medicine, \$564,000 to study the influence of metabolic syndrome on prostate cancer and the risk of recurrence in African-American men over the next three years.
- Wayne State University's 10-student Formula Society of Automotive Engineers racing team is featured at the North American International Auto Show. The student-run organization designs, builds and races a small open-wheel race car every year. "It's engineering super-charged," said **Rolando Moya Ferrer**, the assistant captain of the WSU team. "You learn engineering, management skills, accounting and you have to find sponsors." A photo of the car is included with the Jan. 21 *Detroit Free Press* feature story.
- A Jan. 23 *Detroit Free Press* feature story focuses on Wayne State University champion fencer **Slava Zingerman**, a student in the College of Engineering. Photos of Zingerman in action accompany the story.

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- *Detroit News* reporter Michael Hodges reviews in this Jan. 29 story "Spatial Effects: New Digital Arts," a new exhibition on the digital arts at Wayne State's Elaine L. Jacob Gallery.
- **Ron Kent**, director of Career Services, is quoted in a *Detroit Make It Here.com* Jan. 30 article about how the sagging economy is impacting new college graduates seeking jobs. He points out that 80 percent of new WSU graduates normally are employed within six months, but those statistics may prove to be different for last December's graduates.
- Wayne State University Digital Arts Professor **Bang Geul Han** appeared on *WDET-FM's* "Detroit Today" show talking about the Elaine L. Jacob: Special Effects: New Digital Art exhibit now through April 3rd at WSU's Elaine L. Jacob Gallery. Han discussed the kinetic sculptures and technological experiments now on display.
- A team at Wayne State University will lead a study, sponsored by the Edge Foundation, on the effectiveness of personal coaching on college students suffering from ADHD. The complete story ran in the Feb. 3 *Seattle Times*.