The new state-of-the-art Caponigro Multimedia Lab, being installed this summer in Moore 424, will have 18 student workstations and a mediated station for the instructor as well as video-conferencing and virtual classroom capabilities.

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Dear Alumni:

I hope you are enjoying summer. Here in Mount Pleasant, work began in May on the construction of the state-of-the-art Caponigro Multimedia Lab on the fourth floor of Moore Hall.

Designed by the architectural firm, the Smith Group, Detroit, the new facility will combine the latest hardware and software for multimedia instruction with virtual classroom and video-conferencing capabilities.

The lab, funded by a gift from Jeff Caponigro, a CMU alumnus and founder and CEO of Caponigro Public Relations, Inc., and money from the university, will be completed by the start of the fall semester.

Once the lab is in place and the new media/online journalism major curriculum approved by the Academic Senate, the department will implement courses for the new major.

Among the courses in the new major are Introduction to Online Journalism, Advanced Online Journalism, Computer-Assisted Reporting, Multimedia Reporting, an Online Journalism Practicum and Online Journalism Internship.

I hope you will enjoy reading the stories that follow on the department’s efforts to grapple with convergence and on the student-created and produced e-zine, Grand Central.

Thank you all for your continued interest in and support of the department. And a special word of thanks to Eric Baerren, a 1993 CMU journalism graduate and now a self-employed freelance writer in Mount Pleasant, for writing the stories in this edition and Ken McDonald, a 1987 graduate and CMU journalism instructor, for his design work.

Best wishes,

Maria

Join us Oct. 25 as we induct the 2008 class into the CMU Journalism Hall of Fame

The inductees include:

🌟 Michelle Bearden (1976 graduate)
🌟 Sheila Gruber McLean (1982 graduate)
🌟 Randy Lovely (1986 graduate)
🌟 Mike Green (1975-1980)
🌟 Jim Reindl (1978 graduate)
🌟 Richard Milliman (Honorary)

Also honored will be the:

1978-79 CM Life staff on the 30th anniversary of their Pacemaker award (Tony Dearing, editor-in-chief)

The sixth annual banquet will be held Oct. 25, 2008, at the Soaring Eagle Inn & Conference Center (formerly the Holiday Inn)

🌟 6:00 p.m.: Welcoming reception
🌟 7:00 p.m.: Dinner
🌟 8:00 p.m.: Induction ceremony

Tickets are $60

Order them:
🌟 online at Centralboxoffice.cmich.edu
🌟 By mail:
Hall of Fame Tickets
Attn: Jennie Vickers
436 Moore Hall, CM Life
Mt. Pleasant, MI 48859
May be paid by check (payable to CMU)
🌟 By phone:
(989) 774-3493
May be paid by credit card (American Express, Visa, Mastercard and Discover card)
If you were to ask Professor Dennis Jeffers what he thinks the media will look like in 18 months, he’d probably answer, “I don’t know.” But, Jeffers said, that’s not necessarily a reason for concern.

The reason for this kind of uncertainty is that no one has a firm idea of what kinds of technology will be available then, or how media companies will be able to use those distinctive elements to do what good journalists do.

“It’s always going to come down to, ‘what is the story,’” said Professor David London, who heads the department’s curriculum committee. His committee has been working on the new media curriculum since April 2005.

It used to be that a journalist would sit at a typewriter and bang out a story. Today, journalists make use of video, audio and text applications. Media outlets offer blogs for quick hits and breaking news. Journalism-related blogs and websites pose the question of how to make use of social networking sites such as Facebook and Twitter.

Tomorrow, Jeffers said, tools will be available that exist today only in the imagination. But, it’s nothing new.

“It’s like moving from the typewriter to the word processor,” Jeffers said.

The act of tying all of these elements together is called convergence. Because technology is rapidly changing, it’s not a static thing.

“It’s an evolving process,” Jeffers said.

Dramatic changes in the media have blurred what were obvious differences between the various media. The move of readers to the Web has made it so that all media outlets offer video, audio, text and blogs.

“Distinctions almost don’t matter any more,” London said.

What does matter is the bottom line.

“Essentially, what it really means is gearing up for what the consumer wants,” he said.

For journalism schools, that means keeping abreast of developments in what media outlets can do on the Web, but it also means not forgetting the fundamentals, Jeffers said. Students will still need to know how to write well, follow Associated Press style, how to craft strong leads, and the importance of accuracy. “Facts are facts,” he said.

But, it will also require training students in ways that meet the needs of industry. It’s not a great deal different from the old days, when students were required to pass a typing test, Jeffers said.

Convergence influenced the new media curriculum the department is getting ready to roll out and can be seen in new courses. The journalism department’s new media/online journalism major will be offered in spring 2009 after it is approved by the Academic Senate in fall 2008. Journalism students made progress in convergence this spring through Grand Central e-zine, a student-run Web-only magazine that blends together stories, photos, and multimedia. To check out Grand Central, go to http://www.grandcentralmagazine.com.

Convergence also is a concept designed to be elastic enough to remain relevant while going into a future that can be summed up with just a question mark.
The video cuts on to a darkened, blurred picture. A female voice talks about being born blind, and how she relates to the world. Fade out, and fade in “I credit God with making me who I am.”

It is the first of four chapters about Cheryl Wade, a Midland-area newspaper reporter who was born blind. Her story is told on Grand Central magazine, CMU’s new student-run, Web-only publication.

Grand Central magazine, or e-zine, was launched in the spring semester by the journalism department’s newly created Central Online News Association to provide students with an opportunity to get experience in online journalism in a format that leans heavily on magazine-style storytelling. It has an eclectic blend of subject matter, ranging from technology to fashion to sports.

Its staff numbered a total of 70 students, and the range of their jobs was broader than what most people might traditionally associate with a student publication, said Ben LaMothe, Grand Central’s first editor-in-chief. There were students working as photographers and writers, but there were also students doing public relations and modeling for the magazine’s Style section.

The students came from a variety of disciplines. Although many of them were journalism students, Grand Central also included among its staff students studying political science, fashion and even education.

The idea was to give students experience in online media, which is something employers increasingly seek.

Each weekly edition was filled with up to

Members of the Grand Central team are (left to right): Row 1 – Sophie Hays, Mike Fuksman; Row 2 – Anthony Orlando, Julie Demers, Kristen Newhouse; Row 3 – Kim Walz, Ben LaMothe, Sara Bohan; Row 4 – Kent Miller (faculty adviser), Josie Schimpf, Carisa Seltz. Since this photo was taken, Ben LaMothe (editor-at-large), Josie Schimpf (director of p.r. and marketing) and Anthony Orlando (sports editor) have graduated.

**SPOTLIGHT ON NEW MEDIA**

**Staff of 70 students launches e-zine**
Continued from Page 5

14 feature stories of between 500-1,200 words in length, some of them dealing with topics that were anything but fluff. One story, for instance, dealt with violence in youth sports.

So far, each edition requires about 25-30 hours of formatting, LaMothe said, before it goes live on Thursdays. After the predictable wrinkles are ironed out and a more consistent process is established to fill the site with content, LaMothe said the idea is to start staggering content so that it is refreshed during the week.

The magazine consists of six sections – Sports, Arts & Entertainment, Technology, Style, Multimedia (where the video story of Cheryl Wade is hosted) and Travel. All section editors had latitude in developing stories and building their sections.

Carisa Seltz, editor of the Style section, said she was never hurting for story ideas. Writers either pitched their own or developed ideas she offered.

“Never once did I have to assign a story,” she said.

LaMothe and Grand Central’s staff have had to answer a question currently before media managers across the nation – how to pay the bills and generate traffic.

The journalism department sponsors the magazine, and an alumnus donor provided other money that’s being used for the e-zine. Grand Central has done some ad swaps with a campus radio station and is looking into the future potential of revenue-generating ad sales.

45K Page Views and 12K Site Visitors

If there’s something storytellers want, however, it’s an audience. Between Grand Central’s launch in January 2008 and the end of March, the site had attracted 45,000 page views and between 10,000 and 12,000 unique site visitors. That is an average of four page views per visit. LaMothe said, “I’m happy with our progress.”

Interestingly, LaMothe said site traffic seemed to remain consistent through the week, not spiking on days when new content goes live and then dropping the longer it remains the newest thing on the page. This is something that tends to conflict with what most online publications and websites see in their own traffic.

When someone broke into the small computer lab in Moore Hall that once functioned as the magazine’s office and stole a couple of computers, Grand Central magazine became something else – a virtual newsroom.

The lab was locked until a more secure door was installed, but the staff found that they could do all of their work on the Web, making use of Gmail and Google docs to edit stories and send them to the webmaster. The magazine’s storyboard and schedule also were organized online.

The staff still met face to face with semi-regularity, said section editor Seltz, but individuals working whenever they could find access to the Web undertook the actual hands-on work.

Stories were sent from section editors to LaMothe, who distributed them to other section editors. Once everyone had a look at each story, they were sent back to LaMothe, who sent them to a copy editor for a final edit and then to the webmaster.

Grand Central Puts CMU in Top Ten Multimedia Ranks

Grand Central, the journalism department’s multimedia e-zine, secured 10th place nationally for CMU in the first annual Hearst Intercollegiate Multimedia Competition this spring. Cumulative points for the multimedia entries from Grand Central submitted by students Dan Steward and Neil Blake shot CMU into the top ranks behind the University of North Carolina, Chapel Hill, which won first place in the Multimedia Competition with the highest accumulated student points in this competition. UNC was followed by: Western Kentucky University; University of Florida; Syracuse University; University of Minnesota; Arizona State University; University of Kansas; San Francisco State University; Michigan State University; Central Michigan University.

Dedicated students

Seltz, a 19-year-old sophomore from Harbor Beach, said that as spring semester’s Style editor, she spent 20–40 hours a week on Grand Central. The Style section also required her to work with the modeling director and attend to other details associated with stories devoted to fashion. It was time she spent without prospect of pay or college credit.

“I am amazed at the dedication of editors towards their sections,” said faculty adviser Kent Miller.

Maria Marron, department chair, said, “Grand Central offers students the sort of cutting-edge publishing experience that they need in today’s multimedia environment. Students need to be so versatile in their skills that they need to be involved in online journalism, the sort of opportunity that Grand Central as well as CM Life presents.”

For Seltz, who will be Health and Fitness editor next fall, there was a different kind of motivation.

“It’s something you can look at and say, ‘I was part of that when it started,” she said.
Five people were inducted into the CMU Journalism Hall of Fame Nov. 3, 2007, including one man who is not a CMU alumnus. The Class of 2007 comprises Paul Chaffee, John Grogan, Steve Jessmore, Lorrie Lynch and C. Marshall Matlock.

Paul Chaffee, editor and publisher of The Saginaw News, is serving his second term as chairman of the Student Media Board of Directors at his adopted CMU. Although he didn’t attend the university – Chaffee graduated from the University of Minnesota in 1969 – he is credited with doing a great deal to help CMU’s journalism program and promote its graduates. Chaffee worked his way up to being publisher in Saginaw from the position of metro editor, and he is credited with not just hiring CMU students as interns and full-time reporters but also encouraging students from the Saginaw area to sign into the CMU program. His relationship with the program stretches back two-and-a-half decades, and former employees who’ve gone on to other papers remember his boundless enthusiasm and willingness to promote Central’s journalism program.

“His newsroom is one of many in the state that are jokingly referred to as a ‘CMU Mafia’ stronghold, based on the number of Chippewas on the staff and in the management ranks,” wrote Tony Dearing, class of 1979, editor of The Flint Journal, in his letter of nomination for Chaffee.

John Grogan’s non-fiction bestseller, Marley & Me: Life and Love with the World’s Worst Dog, may have made him famous, but it was work that started with three-and-a-half years as a reporter for CM Life that launched his career. Grogan graduated in 1979 and went to work for The Herald-Palladium in St. Joseph, and then to The Kalamazoo Gazette. His work in both places led him to a fellowship at the Kiplinger Program in Public Affairs at The Ohio State University, where he earned a master’s degree, and to the Poynter Institute for Media Studies, St. Petersburg, Fla. He later became a reporter for The South Florida Sun-Sentinel, the editor-in-chief of Rodale’s Organic Gardening and then a columnist for The Philadelphia Inquirer. Grogan’s first book, Marley & Me, has sold more than 3.2 million copies (and counting) in 29 languages and is being made into a movie starring Jennifer Aniston.

Kim Clarke, class of 1982, executive writer

Continued on Page 13
Terry Foster, whom the Department of Journalism honored in April as the 2008 CMU Journalism Alumnus of the Year, started his career as a sports writer covering high school and college sports for The Grand Rapids Press. Today, you can find him talking about sports in his Detroit News blog, during a popular daily radio show or on one of his monthly appearances on Fox Sports in Detroit.

Foster’s career began with his 1981 graduation from CMU after a four-year period during which he spent three and a half years writing for CM Life. During his tenure, Foster covered CMU’s football team, both basketball teams, and women’s tennis. He also wrote as a sports columnist.

He joined The Detroit Free Press in 1982, first working as editor and writer for the paper’s Macomb County section, and then taking on the University of Michigan football beat. He also covered the Wimbledon tennis tournament and reported on the Daytona 500 and Indy 500.

It was in 1988 that he finally found his current home at The Detroit News, covering both the University of Michigan football team, and the Detroit Pistons’ two-year championship runs of 1989 and 1990.

When he later became a columnist, he covered the Super Bowl, the NCAA Final Four, the Stanley Cup, the World Cup, the World Series and on two occasions, the Olympics.

He added radio to his repertoire 10 years ago at the first all-sports radio station in Detroit, WDFN, Sports Radio 1130. For years he shared the show, “The Sports Doctors,” with Art Regner, and for the last four years has shared the mic with Mike Valenti on 1270 AM/97.1 FM. The Valenti and Foster show is the top-rated afternoon drive-time show for men between the ages of 25-54 in metro Detroit.

Students who received scholarships from the Department of Journalism were honored at the luncheon held April 2 at the Bovee University Center.

**Kelly Fitzpatrick & Bruce Wood Memorial Scholarship**
- Suttons Bay senior Dan Stewart is double-majoring in journalism with a concentration in photojournalism and art with a concentration in photography.

**Gilbert O. Maienknecht Scholarship**
- Laura Danielson, a sophomore from Caledonia, is a journalism major with a news-editorial concentration and a minor in music.
- Daniel Monson, a junior from Dexter, is majoring in journalism with a news-editorial concentration and a minor in sports studies.

**McCabe Scholarship**
- Garret Michael Ellison is a junior from Traverse City, majoring in journalism with a news-editorial concentration.
- Jaclyn Meinke, a junior from Dundee, is majoring in journalism with an advertising concentration.
- Sarah Schuch, a sophomore from Swartz Creek, is a journalism major with a news-editorial concentration and an art minor.
- Ashante Thomas, a sophomore from Detroit, is a journalism major with a news-editorial concentration and a minor in Spanish.

**Study Abroad Scholarship**
- Sarah Navis, a senior from Hopkins, is a double major in Spanish and journalism with an advertising concentration.

**Leadership Award**
- Sandra Burkhardt is a senior from St. Clair Shores with a double major in integrative public relations and communications and a double minor in journalism and leadership studies.

**Jim and Carol Wojcik Scholarship**
- Eric Joyce, Saginaw junior, is a journalism major with a news-editorial concentration and a cinema studies minor.
- Jake May, a sophomore from Grand Haven, is majoring in journalism with a photojournalism concentration.

**Pam Klein Memorial Scholarship**
- Brian Manzullo, a junior from Saginaw, is majoring in journalism and minor in media design, production and technology.

**Kenneth W. and Margaret Cuff Saunders Scholarship**
- Brian Brunner is a senior from Hubertus, Wis., majoring in journalism with a news-editorial concentration and minor in sports studies and English.

**Journalism Scholar of the Year**
- Laura Danielson (see above)

**Outstanding Senior**
- Alexander Stawinski is a senior majoring in journalism with a concentration in photojournalism.

**Friends of Journalism Scholarship**
- Jamie Roemer, a junior from Milford, is earning a double major in apparel merchandising and journalism with a news-editorial concentration.
SPOTLIGHT ON STUDENT INTERNSHIPS

Interns pave the way for future students

When Kameel Stanley is in Washington, D.C., this summer, she is not just working a much-sought after internship at The Washington Post. She’s also an ambassador for CMU’s journalism department.

“Our interns of today are working for our interns of the future,” said internship coordinator, Professor Jim Wojcik. “Successful first-time internships build relationships between the department and the paper, and help future students looking for experience and material for portfolios get a foot in the door.”

Stanley’s path to the Post, in fact, resulted from her previous internships and benefited from past CMU success stories.

“We’ve always had a great working relationship with Booth Newspapers,” Wojcik said. The department has more than 100 graduates in the Booth chain.

Last summer, Stanley served an internship with The St. Petersburg Times, Fla., an internship highly coveted nationwide, where she said she sought to develop her voice as a writer.

Stanley’s success opened the door for others. This summer, Jake May is interning there.

Stanley’s experience at St. Petersburg helped her get the internship with The Washington Post, where she’s on the paper’s metro desk.

Internships are critical to building both professional experience and portfolios in a highly competitive market, Wojcik said. He recommends students land as many as possible, even if they are not for college credit. And, it’s not always just about getting a big name for your resume.

One of the department’s best relationships is with The Cass City Chronicle. This summer, as in many past summers, a CMU student – Emily Davis, in this case – is spending summer in Cass City, doing just about every job there is to do at a newspaper, from taking photos to covering meetings to chasing ambulances.

Relationships between media outlets and the journalism department are largely dependent on the quality of work from students, Wojcik said. That is reinforced by the connections brought to the department by faculty.

Wojcik said he’s “always felt very comfortable,” putting up CMU journalism students against those from bigger institutions. He points to the success of graduates, to the number of awards won by CM Life, the university’s student newspaper, and to the success of student photographers, for example, whose work at professional-level conferences is judged by those working in the field.

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N/E: News/Editorial; PR: Public Relations; ADV: Advertising; Photo: Photojournalism.
Erik Nilsson went to Beijing as a journalism intern for The China Daily and found the experience so rewarding that he landed a job at the newspaper after he was done. Now, he’s got some company.

In January, Todd Balazovic left Mt. Pleasant for his turn with The China Daily, which is one of the journalism department’s opportunities to learn about journalism in other countries and to get experience in the field.

But, it’s more than that.

It’s also an opportunity for young journalists to go off and see a different chunk of the world, said Professor Jiafei Yin, a former staffer with The China Daily who oversees the scholarship.

The internship not only provides valuable experience for students hoping to get some kind of competitive edge in the journalism job market but also to come home with a broader point of view about the world.

This isn’t just important to students with their sights on big markets but translates well into the kind of community journalism that is the hallmark of CMU’s program. A student who takes overseas experiences back home will have a better understanding of how world events relate to the local community and is better situated to help relate international news to a local community, Yin said.

For the students, it’s meant prodding the natural curiosity that prompts people to seek careers in journalism.

“Experiencing other cultures through youthful eyes has instilled in me an insatiable desire to know the people of the world,” Balazovic, a graduate of Whitehall High School, said in an e-mail. “This internship has endowed me with a chance to learn about the people of China through their media, which is one of the most rudimentary functions of any culture.”

There are important differences between how China approaches its media and how the United States does.

“Few people in the United States understand that a different paradigm of journalism is practiced in China and many other countries – or why,” Nilsson, who interned with the paper in 2006, wrote in an e-mail. The model mostly used in the West is estate journalism, while most media in China and many other countries practice development journalism – that is, journalism that foremost serves the purpose of development and does so because it needs to.”

China is a growing and emerging economy, Professor Yin said, but not in ways that are widely understood in the West. Although many of the coastal cities and Beijing are cosmopolitan, the interior still lags behind in terms of services available to its people. This means there is a huge disparity in how wealth is distributed and makes it somewhat difficult to persuade people to take jobs in the nation’s interior.

**Varied experiences**

“I couldn’t imagine a more interesting job,” Nilsson wrote. “Coming here through the CMU internship led to a life of adventure I couldn’t have imagined before coming down here – visiting remote villages in Hainan province’s rainforest, spelunking through yawning caves around Beijing, scaling the mountains of Hunan province’s Zhangjiajie, discussing with Chinese tattoo artists, bar owners and DJs the latest trends in their fields; there’s something new and exciting every day – I don’t know what I could do that would be more enthralling.”

The China Daily is an English-language paper that serves Beijing’s community of Western expatriates. It was started back in the early 1980s to serve overseas investors looking for sources of information. In the beginning, it had a reputation for publishing very formal government reports. Its business section remains very popular with investors looking for specific information.

Professor Yin helped to create an exchange program between CMU and The China Daily when she came joined the journalism faculty in the late 1990s. Under that program, which is sponsored by the Dow Company, Midland, The China Daily can send a member of its staff as a visiting scholar to CMU, while CMU sends an intern to Beijing.

Establishing a successful program hinges on sending quality students, Yin said. Qualities the university looks for include solid skills and an ability to think critically. A solid academic grounding is also critical.

It certainly helps to have someone on the inside: Nilsson has helped mentor Balazovic during his time in China. The fact that the paper hired a CMU intern for its full-time staff shows that the intern was well selected, and it augurs well for the future, Yin said.
Dr. John Hartman recently returned from a week-and-a-half long trip to King Saud University, Riyadh, Saudi Arabia, where he was the Al-Jazirah (newspaper) Chair of International Journalism.

While in Riyadh, Hartman said he gave a speech on American journalism trends and held a couple of seminars on news writing. Students, he said, seemed generally well informed about media issues and asked questions about both the content and structure of Western media.

Hartman said he was well treated in Saudi Arabia and plans to return in the fall for the second trip of what could be a four-year relationship with the university. It was the university who contacted Hartman, he said, and it had to do with his research on USA Today, which has seen him produce two books and a number of columns on the subject.

He was invited to apply to teach at King Saud twice a year for four years, although the commitment can be canceled after the first one.

Hartman said the experience gave him the opportunity to finally meet the people with whom he has been building a relationship for six months. The fact that he traveled halfway across the world to finally meet people he’d known only electronically was fascinating, he said.

To facilitate the trip, the journalism department gave Hartman time off. CMU’s President Mike Rao, Provost Julia Wallace, College of Communication and Fine Arts Dean Sue Ann Martin and journalism department Chair Maria Marron extended greetings through Dr. Hartman to various officials at King Saud University. Although the department has no direct role in Hartman’s trip, there is the possibility that it could lead to ties and a developing relationship between CMU and King Saud University.

“There are lots of possibilities to be explored,” Hartman said.

Dr. John Hartman poses with Ibrahim Al Beayeyz, mass communications chairman, and Ali Alkarni, professor of journalism at King Saud University.

London to spend year in Cairo, Egypt

Future opportunities for nurturing an overseas relationship is something Dr. David London has in mind while preparing for his upcoming sojourn in the American University Cairo.

London will leave the United States in mid-August and return the following June, spending a full academic year teaching advertising and integrated marketing communications courses at the American University of Cairo, a school of about 5,000 students. Like everything these days, advertising and marketing have become globalized, he said.

While there, London said he hopes to not only see some of the country’s archaeological treasures but also to look for ways to open a connection between AUC and CMU, suggesting that it could be a way to encourage Egyptian students to come to Mt. Pleasant to study. But he said he’ll return with something less tangible.

“What I will bring back is a fairly rich experience,” he said, adding that he can use this to help broaden the perspectives of his students. That, in turn, is critical to fostering a sense of cultural understanding.

It’s something he’s building into his preparations to go overseas. He’s preparing how to teach his subject matter in a way that is appropriate for Egyptian culture. It’s critical, he said, while over there to respect the local culture and not do things to offend his hosts.
SPOTLIGHT ON FACULTY

Parker reflects on 30+ years at CMU

Looking back at a teaching career that spanned three decades at CMU, Elliott Parker identified three things as highlights – expanding the photojournalism concentration, working to develop a minor in media design, production and technology, and establishing a study-abroad program with Nanyang Technological University, Singapore.

Well, OK, there are four highlights.

“Working with students who went out and made a name for themselves,” said Parker, who retired last year.

One of those people is Steve Jessmore, who last year was inducted into CMU’s Journalism Hall of Fame.

When Parker started teaching at CMU in 1976, news photography classes shared a darkroom with CM Life in the basement of Anspach Hall. Much has changed since then, not just in the department but also in news photography in general.

The shared darkroom in Anspach gave way to a dedicated photo darkroom when the Industrial Engineering & Technology building was opened in the early 1990s. Today, that darkroom has been closed, and everything is done digitally.

And the focus on training news photographers today is less about shooting photos and more about using them.

The Web and other new technologies have opened up new sources for journalists, and it’s important to know how to use them, Parker said. Photojournalists today have to think about editing more than about shooting and about how to place photos on the page or the Web.

It also remains a tough market for journalists, especially photojournalists, he said. Photojournalists have been hit harder proportionately than other elements of news operations. But, Parker said there will always be a need for professionally trained photojournalists. They’ll just have to get used to more public input into the process.

Retirement for Parker has meant adjusting to a more open schedule. There’s no longer the pressure to be in a classroom or meeting on time. He’s keeping active with training modules in computer-assisted reporting for journalists in the middle of their career, and next year hopes to return to a place where he’s spent a good chunk of his life – Southeast Asia.

After working a stint for United Press International in Kansas City, Kan., Parker first went to Southeast Asia as a member of the Peace Corps.

He then moved to the war corps in Indochina – specifically Laos, Cambodia and Vietnam – and after finishing graduate school back in the United States, he taught in Malaysia for seven years.

In 1976, after a year at Temple University, Philadelphia, he came to CMU where he helped build the photojournalism specialty. Since then, he has helped to build the program that gives students a chance to see part of the world he’s familiar with through a study-abroad program with Nanyang Technological University in Singapore. The program provides two benefits.

“First, it’s a really great internship or opportunity to study abroad,” he said. “Second, it’s a lesson to journalism students that there’s a world outside of Michigan.”

Palen the poet publishes 6th volume

It’s probably fair to say that Professor John Palen has been a journalist his entire life. But, he’s been something else his entire life, too.

He’s been a poet.

Palen recently published his sixth chapbook of poetry, a short collection of poems called *Harry Truman All The Way*. Its content, Palen said, is about growing up in the Midwest, family and kids, music, cooking, and newspapers.

Good poetry and good journalism, Palen said, share common ground. Both seek to say something important with an economy of words and through careful use of language.

Coming from a family with longstanding journalistic traditions, it was sort of assumed that Palen would wind up in the business, he said, but he started writing poetry as a boy and 53 years later has found that the one has a way of feeding the other.

“Being a journalist has shown me some things to write about,” he said.

He cited a story of a little girl who’d fallen into a backyard well, and a huge fireman who jumped in without a thought for his own safety to rescue her. Palen described the act as “recklessly heroic.”

The idea is to slice open a little corner of life, he said, to explore, “with senses alert and eyes wide open.” If successful, both reader and poet will be just a little bit uncomfortable about what they find.

“What you want to do in poetry is get away from poetic subjects,” he said.

You can do that in a number of different ways, he said. One of his favorite poets borrowed language from a catalogue of steel pipe fittings to craft a poem. Palen once wrote a poem using terminology from an encyclopaedia of pocket watches.

The theme of the poem was how mankind’s advancing knowledge is more like a wave than the stroke of a paintbrush. The wave

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The Hearst Visiting Professionals in journalism this year included one of the nation's leading experts in opinion polling, an award-winning environmental beat reporter, an expert in computer-assisted reporting and a group of feminist authors/scholars.

John Zogby, whose firm Zogby International is considered one of the leaders in tracking public opinion – both nationally and globally, spoke to students and faculty Friday and Saturday, March 28 and 29. Zogby also participated in the “Terror at the Voting Booth: How Fear is Used in Politics,” conference where he discussed shifts in public opinion that favor political violence under conditions of perceived danger or vulnerability.

Also speaking in the Hearst Visiting Professionals series were:

☆ Jeff Alexander, the environmental beat reporter for The Muskegon Chronicle. A 1984 graduate of Michigan State University, Alexander is one of the state’s longest-serving environmental beat reporters and his work is credited with helping persuade lawmakers to ban drilling for oil beneath the Great Lakes. Last year, he published a book about how human development has damaged the Muskegon River and how people today are working to restore it.

☆ Womengirlsladies: Kristol Brent Zook, an award-winning journalist whose work includes I See Black People, and Interviews with African American Owners of Radio and Television; Gloria Feldt, author of The War on Choice: the Right-Wing Attack on Women's Rights; Courtney Martin, journalist and teacher who has written for Newsweek, The New York Times, The Village Voice, Bust, Bitch, and other publications; and Deborah Siegel, a writer and consultant whose works include Sisterhood, Interrupted: From Radical Women to Girls Gone Wild.

☆ David Donald, training director for the Investigative Reporters and Editors and the National Institute for Computer-Assisted Reporting, lectured to classes and held a hands-on workshop for professionals.

☆ John Moore, managing editor of The Ventura County Star, Calif., who guest lectured in various classes about new media initiatives and convergence at The Ventura County Star.

Other departmental guests included:

☆ Anya Kamentz, an advocate for financial literacy and responsibility, and author of Generation Debt: Why Now is a Terrible Time to be Young
☆ Kellie MacAloon, Detroit manager of advertising sales for Vanity Fair, Gourmet and Teen Vogue.
☆ Don Tanner, of Tanner-Friedman Strategic Communications in Farmington Hills.
☆ Krishna Prasad, a visiting professor and blogger from Bangalore, India.
☆ Rick Warzywak, Atlanta, a traveling preacher and evangelist.
☆ Jeff Sauger, Royal Oak, a photographer.

☆ Kelly Kolhagen, managing director, Hass MS & L Public Relations, Troy.
☆ Gary Glenn, president of the American Family Association of Michigan.
☆ Sherry Knight, Saline, president of Knight-writers.
☆ Lou Frey and Jim Lloyd, both former members of Congress.
☆ Jon Beebe, Novi, emerging media manager, Ford Motor Company
☆ Melissa McGuire, arts and entertainment editor, The Ludington Daily News
☆ Jim Schaefer, investigative and enterprise reporter for The Detroit Free Press
☆ Tom Wickham, Flint, manager of communications, global division, General Motors Corp.
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moves through, and behind it falls away pieces of human knowledge. As technology has become more advanced, that’s included the loss of terms used to describe pocket watch components.

Although he’s now published six chapbooks and two full collections of poetry, Palen said there was never a question of becoming a professional poet.

There is no career as a poet, he said, and many of the best poets can actually be found working in the advertising industry.

Lew Welch, for instance, was one of the beatniks who ran with Jack Kerouac and Allen Ginsberg, but his most famous work is an insecticide slogan – “Raid kills bugs dead.” You could have stopped with just “Raid kills bugs,” Palen said, but adding the redundant word “dead” gives it emphasis.

Understanding how to craft poetry requires a knowledge and understanding of poetry’s traditions, he said. A poet’s knowledge “must go back to more than the Rolling Stones.” It also requires a lot of reading, and much learning that takes place outside the classroom.

Palen said he’s worked with a number of mentors and attends workshops. One of the most useful to him is the Rustbelt Roethke Writer’s Retreat on the campus of Saginaw Valley State University.

Unlike other conferences, where attendance is open, it is an invitation-only affair. All of the poets in attendance have published, and they share and learn from peers rather than provide a learning experience for novices.

Palen said he writes his poetry mostly in the summer, when he has time. A poem, he said, isn’t something you can just sit down and bang off on a computer. There are drafts and revisions until you think you’ve got it just about right. It might take six months or a year of tinkering – with time spent working a number of poems at once – to finally get a poem to where he’s happy with it. It’s an intense process, he said.

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and communication counsel, University of Michigan, noted in her letter nominating Grogan for induction into the Journalism Hall of Fame, that “Grogan’s penning of Marley & Me has done more than establish the author and raise the visibility of CMU as his training ground. It has been used to promote literacy and reading, as well as raise awareness about the trials and tribulations of pet ownership.”

Won Pacemaker

The first of many accomplishments in Lorrie Lynch’s journalism career was guiding CM Life to a Pacemaker Award in 1975. Lynch is now a celebrity columnist for USA Today, a newspaper for which she served as one of the founding staff members.


Lynch has won the writing award from the National Association of Newspaper Columnists, writing awards for public service and feature writing from both the Michigan Associated Press and United Press International and a 1977 Michigan School Bell award for education writing. She is an adjunct journalism professor at the American University in Washington, D.C., and taught a special celebrity journalism class at CMU in 2005.

Sandy Petykiewicz, class of 1975, publisher, The Jackson Citizen Patriot, wrote in her nomination letter for Lynch: “She currently writes the most popular feature of USA Weekend magazine, the “Who’s News” column that appears on the inside front cover. The magazine has a circulation of 22 million and appears in 608 newspapers.

The Journalism Hall of Fame shares the name C. Marshall Matlock with an international award in newspaper design. Matlock, a 1967 graduate of CMU, lends his name to the “SND Matlock Designer of the Year Award.” While at CMU, Matlock served as managing editor of CM Life, but it was through teaching and not newspapers that he provided his greatest contribution to journalism. Matlock earned his master’s degree from CMU and in 1973 took a position on the faculty of the S.I. Newhouse School of Public Communication at Syracuse University. He retired in 2006, after 33 years of teaching at the university. In his early career, he inspired future journalists through the classroom. He would go on to win, in 1976, Columbia University’s “Gold Key Award,” and, in 2006, SND’s “Lifetime Achievement Award.”

Dr. Barbara Bealor Hines, professor and director of the graduate program, School of Communications, Howard University, Washington, D.C., wrote in her nomination: “Marshall has always been a trailblazer.” She recounted how, in 1979, she sought funding from the Gannett Foundation to develop a conference on “Scholastic Journalism in the 80s” held at Syracuse University. “It led to publication of a working document that opened doors for cooperative opportunities between state, regional and local press associations.”
SPOTLIGHT ON STUDENTS

Chippewa quarterback reports issues

For his Journalism 516, Public Affairs Reporting course, Brian Brunner got to know the Village of Lake Isabella. He covered planning board meetings and village council meetings.

Great people, he said, and the issues were fascinating.

As the semester ended and his time on the beat expired, the biggest issue was how to deal with septic issues on five property plats around the village that involved about 900 individual property owners. The village was seeking a solution to ground stability problems with the health department and the Michigan Department of Environmental Quality.

It was a great form of escapism, he said, from an average day that included not only balancing academics but also the time commitments of being a Division I student athlete.

Brunner is a quarterback on CMU’s football team, one of a handful of students who balance sports and courses and who are pursuing a career in journalism.

Journalism is especially challenging, Brunner said, because of its many outside-the-classroom commitments. But, he loves being busy and loves the separation between news and sports.

“IT can create a lot of long days,” he said.

When Brunner, a fifth-year senior from Hartford, Wis., came to CMU, he hoped to graduate and go to work for newspapers. Thanks to a changing media dynamic, he’s looking to new media for a career.

And covering the news can provide a break from the pressures of sport for this student athlete.

“It can provide a nice escape at times,” he said.

That perhaps is especially important because the life of a student athlete can be filled with emotional ups and downs thanks to things that happen on the field.

Brunner started the 2006 season as the Chippewas’ starting quarterback and left the season opener against Boston College with a second-quarter concussion. He was replaced by backup Dan LeFevour, who ultimately took the team to a MAC championship and Motor City Bowl victory.

LeFevour has started since, and there is loose talk about him becoming the next quarterback to leave the MAC for the National Football League.

That resulted in emotional ups and downs for Brunner, who said that the experience will eventually make him a stronger person and more capable of dealing with problems later in life.

Brunner said that he likes to keep a distinct separation between sports and academics and maintains an interest in news and politics. That occasionally leads to the breaking down of a stereotype.

Professors occasionally say, “I’m shocked that you’re an athlete,” he said.

It’s easy to let athletics envelop your personality, he said, but he tries to prevent that.

“I think it’s good to have broad horizons,” he said.

Balancing sports and athletics also means juggling the various elements students need to make themselves marketable to potential employers. While lots of journalism students spend their summers in internships, Brunner said he’ll join the football squad for summertime training and will get some experience working for CM Life. He hopes to intern next spring for The Wisconsin State Journal in Madison, Wis.

Goodall receives Lem Tucker scholarship

Kyle Goodall, a graduate of Lake Orion High School, is the winner of the Lem Tucker 2008 scholarship. He says that good journalism can empower people.

Goodall wrote in his Lem Tucker essay, part of the scholarship application, that journalists who wish to empower people must do so in a way that places an emphasis on good ethics. When he hears a story idea, he wrote, the first question that pops into his head is whether the story is a fair one, clean of bias and opinion, and built on a foundation of solid facts.

Goodall officially received his honor at the 12th annual Lem Tucker Media Leadership Speaker Series on May 1 at the Antheneum, a hotel in Detroit’s Greektown. Ed Gordon, host of “Our World with Black Enterprise,” was the keynote speaker.

Lem Tucker, a native of Saginaw, was the first African American elected to student body president at CMU, and also served as president Pi Kappa Delta, a national speech honorary fraternity. He graduated in 1960.

His broadcast career started with NBC in 1965. Then he moved to ABC in 1972 and moved again in 1977 to CBS, where he worked until his death in 1991. During his career, he won two Emmys — one in 1979 and the other in 1983 — and provided early and continuous coverage of the shooting of then-President Ronald Reagan in 1983.

The scholarship given in his name is a four-year, full-tuition award. It is given to a student who wishes to pursue a career in print or broadcast media, who meets the scholarship criteria and who is selected from a pool of candidates by the Lem Tucker Scholarship Selection Committee.
Alumni Information Request

Please help us update our files with your current data. All information is voluntary and greatly appreciated.

Name: ___________________________________________________________________________________________

Address: _________________________________________________________________________________________

City: __________________________________________  State: __________________  Zip: __________________

OPTIONAL INFORMATION:

Daytime Phone: ( _______ ) ________ - ______________          Cell Phone: ( _______ ) ________ - ______________

Graduation Year: ____________________  E-mail Address: _____________________________________________________

Current Employer: ___________________________________________  Title: ________________________________

Other Pertinent Information: _________________________________________________________________________

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SPOTLIGHT ON STUDENTS

Stawinski receives national award from SPJ

Alexander Stawinski, a CMU senior majoring in journalism with a concentration in photojournalism, was named a national winner in the feature writing category in the 2007 Mark of Excellence Awards presented by the Society of Professional Journalists.

SPJ received more than 3,400 entries from collegiate journalists in 39 categories. There was one national winner in each category and two national finalists.

CM Life was named a national finalist in best all-around non-daily student newspaper.

National winners and finalists will be recognized Sept. 5 at the Mark of Excellence Luncheon, which occurs during the 2008 SPJ Convention & National Journalism Conference in Atlanta.

2007-08 Award winners

Michigan Collegiate Press Association awards

Division I General Excellence Award: Central Michigan Life
Deadline Story: 2nd Place: Nathan Mueller; 3rd Place, Dana DeFeer
Non-Deadline Story: 3rd Place: Caitlin Foyt
Sports News: 1st Place: Robert McLean; 3rd Place: Nathan Mueller
Sports Feature: 2nd Place: Robbie Sgro; 3rd Place: Kevin MacMillan
Editorial Writing: 1st Place: Phil Hornshaw; 3rd Place: Kevin MacMillan
Column Writing: 1st Place: David Harris
News Photo: 1st Place: Alexander Stawinski; 3rd Place: Ryan Ehnke
Feature Photo: 1st Place: Krista Mayo; 2nd Place: Jeffrey Lamonde
Original Cartoon: 2nd Place: Evan Shaner
Overall Newspaper Design: 1st Place: Mark W. Smith
News Page Design: 3rd Place: Alison Horn
Sports Page Design: 1st Place: Robert McLean
Feature Page Design: 2nd Place: Alison Horn
News Special Section: 3rd Place: “Motor City Bowl, Motor Ahead”

Online Newspaper: 1st: Central Michigan Life

Michigan Press Photographers Association awards

Sports action: Honorable Mention: Sophie Hays
Feature Picture Story: Honorable Mention: Alexander Stawinski
Editorial Illustration: 3rd place: Dan Stewart
Multimedia-audio slideshow: Honorable Mention: Nichole Lockman
College photographer of the year: 2nd place: Alexander Stawinski; 3rd place: Jessica Scott;
Honorable Mention: Holly Parker

Society of Professional Journalists Regional awards

General News Reporting: 3rd Place: Brian McLean
Feature Writing: 1st Place: Alexander Stawinski
Sports Writing: 2nd Place: Daniel Monson
Editorial Writing: 2nd Place: Central Michigan Life
Editorial Board
Editorial Cartooning: 3rd Place: Evan T. Shaner
Sports Column Writing: 2nd Place: Brian Manzullo
Best All-Around Non-Daily Student Newspaper: 1st Place: Staff, Central Michigan Life
Breaking News Photography: 2nd Place: Krista Mayo; 3rd Place: Krista Mayo
General News Photography: 3rd Place: Patrick Siller
Feature Photography: 2nd Place: Lucas Merrill
Sports Photography: 2nd Place: John Ehlike

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Thank you for your contribution! CMU, an AA/EO institution, strongly and actively strives to increase diversity within its community (see www.cmich.edu/aaeo.html).