

2009 Media Conference Biographies

Cheryl Bates-Lee, director of public relations at Tennessee State University, assists in planning, development, and implementation of communication strategies to promote and clarify the university's mission, goals, and objectives and serves as the university's spokesperson. Bates-Lee has more than 20 years of experience in government, education, media management, and community relations communications. She taught junior and senior division courses at Benedict College's School of Business and has been an integral member of senior executive leadership teams at Indiana University, South Carolina Department of Corrections, South Carolina State University, and University of North Florida. Previously, as director of news and communications at South Carolina State University, she oversaw major alumni, faculty, staff, and student marketing materials. She also has served as media relations coordinator and public information specialist at University of North Florida and as adjunct instructor of public relations for Claflin University. She received a master's degree from University of North Florida and a bachelor's degree in mass communications from Morehead State University in Kentucky.

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David Beard has been a reporter and editor for more than a quarter century, covering education, foreign affairs, and business. He is the editor of *Boston.com*, the *Boston Globe's* website, one of the nation's top-ten newspaper-based websites. He has been an assistant managing editor, regional editor, and deputy foreign editor of the *Globe*, and before that, he worked for nearly a decade at Associated Press in New York, the Caribbean, Argentina, and Mississippi. He has won several journalism awards and has taught since 2001 at the Harvard Extension School, where he sits on the board of the graduate journalism school. Beard also has worked at *The Plain Dealer* (Cleveland) and South Florida's *Sun-Sentinel* and is a graduate of Northwestern University's Medill School of Journalism.

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Elizabeth Bernstein has been a reporter for *The Wall Street Journal* for eight years. Since 2006 she has covered consumer health, especially mental health, and she has written extensively about teen and college health issues. Previously she was a reporter for the *Journal's* Weekend Journal section, where she wrote about religion and higher education and focused on national trends. She also launched a weekly philanthropy column at the *Journal* and served as the *Journal's* philanthropy reporter. Prior to joining the *Journal* in 2000, Bernstein wrote for various publications, including *New York Magazine*, *Forbes*, *Chicago Tribune*, *Village Voice*, and *Publisher's Weekly*. Bernstein has received numerous awards, including the American

Psychoanalytic Association's Excellence in Journalism Award; the 2007 beat reporting award from the Deadline Club, the New York City chapter of the Society of Professional Journalists; and an award from Mental Health America for "Timely Coverage of a Mental Health Issue." She has a bachelor's degree in journalism and English from Indiana University and a master's degree in journalism with honors from Columbia University. She completed a Knight Science Journalism Fellowship, which focused on brain science, at MIT in 2008.

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Cory Charles is senior editorial director and executive producer for CNN International Guest Planning. She is responsible for the daily live and taped guest interviews seen on CNN International around the world, supervising a team of guest bookers in London, Hong Kong, the Mideast, and the U.S. She has been working with CNN in Atlanta since 1990 when she started as a researcher. Previously, she was assistant director of research in Washington, DC for *The McLaughlin Group*. She also interned for *Crossfire* and *Capitol Gang* in DC and was an NBC intern in New York during her senior year in college. In 1985–1986 Charles was an editorial assistant at *New York Daily News* where she also wrote articles for the City and Travel sections. She graduated *cum laude* from Long Island University with a bachelor's degree in communications and received a master's degree in international relations/political science from the University of California, Santa Barbara.

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Kim Clark, a veteran journalist with more than 20 years of experience, specializes in college financial aid, personal finance, business, and economics. Clark regularly appears on national television and presents to student, parent, and professional groups on these issues. As a 2007 Kiplinger Fellow at Ohio State University, she created a website, www.financialaidletter.com, which shows how misleading some colleges' financial aid information can be. She started her journalism career at the *Portland Press Herald* (Maine), where she worked her way up from community reporter to State House correspondent. She then worked as a business reporter for the *Baltimore Sun* and as an economics writer for *Fortune*. Her work also has been published in the *Wall Street Journal* and the *New Republic*. Clark received a bachelor's degree with honors in semiotics from Brown University and a master's degree in public administration from the John F. Kennedy School of Government at Harvard, where she studied economics, regulatory law, and accounting. She has earned numerous honors and is a frequent contributor to American Public Media's *Marketplace*, a daily business show that airs on public radio stations nationwide.

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Toni Coleman is editor of *Diverse: Issues in Higher Education*, an award-winning national magazine dedicated to news, analysis, and opinion on diversity issues and selected higher education issues. Before joining the publication as the associate editor responsible for daily web-based news, Coleman was a congressional correspondent for Gannett News Service in Washington, DC. She spent five years at the *St. Paul Pioneer Press* in Minnesota and served as transportation columnist and a politics reporter covering the Minnesota legislature. The Chicago

native earned a bachelor's degree from the University of Illinois at Urbana-Champaign and a master's degree in journalism from Marquette University.

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Callie Crossley is a television and radio commentator with a rich background as a broadcast journalist, documentary filmmaker, and public speaker. Crossley has provided commentary on CNN's *Reliable Sources*, *Our World with Ed Gordon*, and *The News Hour with Jim Lehrer*. She is a frequent guest on national radio programs including *Tell Me More with Michel Martin* and *On the Media*. On C-SPAN, she appears as a moderator for forums at the John F. Kennedy Library. She is best known to Bostonians for her weekly television commentary on *Beat the Press*, WGBH-TV's ten-year-old media criticism program, which examines local and national media coverage. She also serves as program manager for the Nieman Foundation for Journalism at Harvard, directing the speakers program. She spent 13 years as a network television producer for ABC News' *20/20*, reporting health and medical stories. In addition, she was a producer on the critically acclaimed PBS documentary series, *Eyes on the Prize: America's Civil Rights Years 1954–1965*. The Academy of Motion Picture Arts and Sciences honored her hour in the series with an Oscar® nomination for Best Documentary Feature. Crossley also served as senior series producer on the PBS documentary series, *This Far By Faith: African-American Spiritual Journeys*. She has won an Emmy, a Peabody, a Christopher, an Edward R. Murrow awards, and the Alfred I. Dupont-Columbia award (Gold Baton). Crossley is a Council of Independent Colleges Woodrow Wilson Visiting Fellow and is a graduate of Wellesley College.

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Jennifer Donovan is director of public relations at Michigan Technological University. Her primary responsibility is seeking regional and national media coverage for Michigan Tech. She has nearly 20 years of daily newspaper reporting (she wrote for *The San Francisco Chronicle* and the late *Dallas Times Herald*) and close to 20 years in academic news offices, including the University of Texas Southwestern Medical Center at Dallas, University of Maryland, Baltimore, and Howard Hughes Medical Institute. She is an active member of the National Association of Science Writers and the National Education Writers Association and has served on the Board of the DC Science Writers Association.

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Brian Eckert, director of media and public relations at University of Richmond, is responsible for local and national media relations, public information, crisis communications, e-newsletters, and the internal university newspaper. He serves on the editorial boards and is a staff editor-writer for both the alumni and law school magazines. During more than 17 years of public relations work, he has represented two top-tier private universities, a 45,000-student public school district, and an airline (as executive consumer affairs representative and assistant to the president-CEO and chairman). Eckert spent the previous 14 years as a newspaper reporter, travel writer, magazine editor, and radio-TV anchor, producer, and news director. He is a past president

of the college PR associations of Virginia-DC and North Carolina-South Carolina, as well as the Society of Professional Journalists-Virginia Pro Chapter. He is an alumnus of the Reuters Fellowship Programme at the University of Oxford, which he attended as a Rotary Ambassadorial Scholar.

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John Finn is director of public information at The College of Wooster, where he has coordinated media relations since 1999. Prior to that, he served as Wooster's director of sports information for 15 years. During his 25 years at Wooster, he has been involved in a number of media initiatives that have resulted in regional and national placements in such outlets as *The New York Times*, *USA Today*, *Washington Post*, *Los Angeles Times*, and NBC's *Today Show*. His other responsibilities include providing content for the College of Wooster's website and occasional features in Wooster's alumni magazine. In addition, he served on the board of the Independent College Advancement Associates (ICAA) for two years and hosted several media relations workshops for ICAA. A graduate of the University of Pittsburgh where he majored in English and communication, Finn earned a master's degree in communication from the University of Akron.

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Megan Culhane Galbraith, director of communications for The State University of New York's 64-campus system, entered Pennsylvania State University on a music scholarship and graduated with a degree in journalism in 1988. Since then she has held positions in sports information, media relations, and communications at Lehigh University, Cornell University, Siena College, Rensselaer Polytechnic Institute, and The Sage Colleges. During her career, she has won awards from CASE, the American Marketing Association, and Graphic Design USA. She has been a conference speaker at CASE and the College Sports Information Directors of America. She is also is a board member of the SUNY Council for University Advancement, a member of the Women's Press Club of New York State, and the National Association of Science Writers.

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Michael Griffin is director of news and digital content services at Clarkson University. A higher education communication veteran of more than 20 years, Griffin is responsible for crisis communications, national and local media relations, and internal communications and is the university's spokesperson. Griffin developed the university's first website and subsequently led three redesigns. Griffin was a co-founder of the New York State Higher Education Professional Communicators Action Team, a statewide association of college and university public information officers, and is a member of ProfNet. A native of Scranton, Pennsylvania, he earned master's degrees from Clarkson University and Clarion University and a bachelor's degree from the University of Scranton.

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Scott Jaschik is the editor and one of the three founders of *Inside Higher Ed*, an online daily with more than two million monthly page views. With Doug Lederman, he leads the editorial operations of *Inside Higher Ed*, overseeing news content, opinion pieces, resources, and interactive features. Jaschik is a leading voice on higher education issues, is quoted regularly in publications nationwide, and publishes articles on college issues in *The New York Times*, *Boston Globe*, *Washington Post*, *Salon*, and elsewhere. He has been a judge or screener for the National Magazine Awards, the Online Journalism Awards, the Folio Editorial Excellence Awards, and the Education Writers Association Awards. Jaschik is a mentor in the community college fellowship program of the Hechinger Institute on Education and the Media. From 1999–2003, he was editor of *The Chronicle of Higher Education*. He grew up in Rochester, New York, and earned a bachelor's degree from Cornell University.

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Jane Karr is Education Life editor at *The New York Times*. She supervises all aspects of the quarterly magazine including conceptualizing, assigning, editing all copy, and coordinating photography and art direction. Since 1988, she has worked at the *Times* in a variety of roles, including as deputy education editor, enterprise editor of the Style department, Sunday Styles editor, metro assistant editor, deputy arts and leisure editor, pop music editor, and travel manuscript editor. She edited at the *Miami Herald* from 1981 to 1985, at *Rolling Stone* magazine from 1978 to 1981, and also at *Us Magazine*. She earned an Education Writers Association award in 2003 for first place in features on financial aid, and second place in features on the Rhodes Scholarship. She earned a bachelor's degree from the University of Illinois at Urbana.

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Tysen Kendig, associate vice chancellor for university relations at the University of Arkansas, serves as the institution's senior communications administrator and spokesperson. He is responsible for the development and management of university-wide communication strategies, public relations, media relations, marketing, and advertising, as well as the university's web presence. He is charged with developing and implementing strategies to increase public understanding and support for the university and its mission, as well as enhancing the image and reputation of the university, its programs, its faculty, and its more than 19,000 students. Kendig also provides public relations counsel to the chancellor, senior administrators, and deans and manages all aspects of crisis communications. He is currently pursuing a master's degree in higher education at the University of Arkansas and earned a bachelor's degree in journalism from Pennsylvania State University in May 1995. He began his communications career as a sports reporter and editor at *The Trentonian*, a daily newspaper in Trenton, New Jersey. From there he moved into the public relations realm at Rider University, where he spent more than four years as associate director of public relations prior to returning to his alma mater. At Penn State, Kendig held communications positions of increasing administrative responsibility in the university's central department of public information from 2000 to 2006 before assuming his current role at the University of Arkansas.

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Eric J. Kuhn is a recent graduate with a bachelor's degree from Hamilton College but already has many years of experience as both a journalist and new media consultant. He started his career at age 17 on a local television show in Westchester, New York and since then has traveled the world interviewing presidential candidates, CEOs, entertainers, and major journalists. His interviews have been featured on his podcast and radio show "Kuhn and Company," as well as the *Huffington Post*, where he is a regular contributor. Kuhn has published and produced articles and videos on *MSNBC.com*, *TodayShow.com*, *CBSNews.com*, *WashingtonPost.com*, *MediaBistro.com* and *CNBC.com*. Until recently, he was co-editor of *PBase Magazine* (an international photography magazine). In his role as new media consultant, Kuhn has helped a range of organizations from large media outlets to small nonprofits link new and traditional media. He regularly appears on radio programs and is frequently quoted in articles regarding politics and the use of new media. Kuhn has interned with Katie Couric, Chris Matthews, Mark Lukasiewicz (Vice President of Digital Media at NBC News), and in the press office of Senator Chuck Schumer. As a recognized member of the UWire100 list, he is considered one of the most influential young people in the field today.

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Charles M. Madigan is presidential writer in residence at Roosevelt University and is a veteran journalist and author. His specialties include American politics, journalism, and culture. He has written extensively on business and economic issues. Madigan was a reporter, senior writer, editor, and columnist for the *Chicago Tribune* for 27 years. For a decade before that, he was a reporter, writer, editor, and foreign correspondent for United Press International in Philadelphia, Harrisburg, and overseas. He wrote from Moscow for UPI from 1977 to 1979 when he joined *The Tribune*. Madigan started working in journalism as a 19-year-old at a small paper in Pennsylvania while he was attending Pennsylvania State University. In 1968, he joined the *Altoona Mirror* then later the *Harrisburg Patriot*. After spending years in the field as a *Tribune* writer and editor, he was named the paper's first senior writer in 1996. He became its Perspective editor, a position he held for more than five years. He then became an op-ed columnist and designed and ran the paper's first Internet news desk. He has written a number of books, among them *Dangerous Company: Management Consultants and the Businesses They Save and Ruin*, (with co-author James O'Shea), and he wrote and edited *-30-: The Collapse of the Great American Newspaper*. Madigan was an instructor in global studies at Northwestern University's Medill School of Journalism and has lectured at Earlham College and Columbia College in Chicago. At Roosevelt University, he teaches media, writing, and politics courses.

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Mary Beth Marklein has covered higher education for *USA Today* since 1997. She spent the 2004–2005 academic year teaching journalism in Romania as part of the Fulbright Scholars program. She received a fellowship from the Hechinger Institute on Education and the Media to write a series of stories about community colleges. Before joining *USA Today*, she was a freelance writer, contributing to the *San Francisco Chronicle* and *Baltimore Sun*, among other publications. She also taught journalism courses at American University from 1990 to 2000. She received a bachelor's degree in journalism from University of Wisconsin at Madison in 1981 and a master's degree in journalism and public affairs from American University in 1988.

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Timothy McDonough, assistant vice president for public affairs for the American Council on Education (ACE), manages a comprehensive program to enhance public understanding of a wide range of higher education issues, government policies affecting colleges and universities, and the specific activities of ACE. Before joining ACE, McDonough served as vice president for public affairs at the National Association of Independent Colleges and Universities (NAICU).

Previously he held a number of university relations positions at University of Maryland at College Park, including director of development communications and associate editor of public affairs in the Office of Institutional Advancement and alumni director for the College of Business and Management. In 1988 and 1989, he was public relations director of *Washington Journalism Review* (now *American Journalism Review*), the monthly media magazine published by University of Maryland's College of Journalism. In April 2002, McDonough was named to the board of directors of the Education Writers Association, the national professional organization of education reporters, based in Washington, DC. McDonough holds a bachelor's degree in government from Georgetown University and a master's degree in journalism from University of Maryland, College Park.

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Kevin Merida became national editor of *The Washington Post* in December 2008. Previously, he wrote broadly for the paper, handled special editing assignments, and helped develop and coach younger staffers. He was the coordinating editor of the *Post's* year-long 2006 series, "Being a Black Man," which is being turned into a book. During a 28-year career in journalism, Merida's assignments have ranged from investigating organized dog fighting to covering the U.S. invasion of Panama. A graduate of Boston University with a degree in journalism, he started his career at *The Milwaukee Journal*, serving as a general assignments reporter and rotating city desk editor, then served as a special projects reporter, local political writer, national reporter, White House correspondent, and assistant managing editor for *The Dallas Morning News*. He has won a number of awards, including a 2006 Vernon Jarrett Medal for feature writing and a first-place commentary prize in 2003 from the National Association of Black Journalists (NABJ). He was named NABJ's "Journalist of the Year" in 2000. He also was a Pulitzer Prize finalist in 1990 as part of a *Dallas Morning News* team reporting on the world's hidden wars. He has taught journalism at Marquette University and Boston University and recently published a book on Supreme Court Justice Clarence Thomas.

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Janet Raloff writes about the environment, nutrition, and science policy for *Science News* magazine. She was among the first to give national visibility to such issues as electromagnetic pulse weaponry and hormone-mimicking pollutants and was the very first to report on the widespread tainting with pharmaceuticals of streams, groundwater, and tap water. After a dozen years, her weekly electronic column on food has just morphed into a daily blog on the *Science News* website (www.sciencenews.org). She is also the acting administrator of *Science News for*

Kids, a weekly online newsmagazine. Raloff is active in the Society of Environmental Journalists, an organization that she helped found 20 years ago. Prior to joining *Science News*, Raloff was managing editor of *Energy Research Reports* in the Boston area; staff writer for *Chemistry* magazine, published by the American Chemical Society; and reporter for the *Oak Ridge* newspaper. With a background in physics, Raloff garnered undergraduate and graduate degrees from the Medill School of Journalism at Northwestern University. Her writing has won awards from a number of organizations, including the National Association of Science Writers and the Free Press Association.

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Debra Rosenberg was named assistant managing editor of *Newsweek* in October 2006. She oversees the magazine's coverage of health, medicine, education, family, society, and ideas stories. Previously, Rosenberg served as deputy Washington bureau chief and national correspondent. In addition to helping manage the Washington bureau and its news coverage, she reported on social issues, national affairs, and politics. In 1996, as a member of *Newsweek's* Special Projects Team, Rosenberg covered Bob Dole's presidential campaign for a special election issue. She uncovered never-before-reported details and shared the inside story of the former senator's troubled White House bid. The 60,000-word special issue was expanded into *Back From the Dead: How Clinton Survived the Republican Revolution*, a book published in 1997. Rosenberg joined *Newsweek* in April 1990 as a reporter in the Boston bureau and was named a correspondent in 1994. She received a master's degree in journalism in 1989 from Columbia University's Graduate School of Journalism and graduated from Wellesley College with a bachelor's degree in English.

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Claudio Sanchez, a former elementary and middle school teacher, is education correspondent for National Public Radio (NPR). His reports air regularly on NPR's award-winning newsmagazines, *Morning Edition*, *All Things Considered*, and *Weekend Edition*. Sanchez joined NPR in 1989 after serving for a year as executive producer for the El Paso, Texas-based Latin American News Service, a daily national radio news service covering Latin America and the U.S.- Mexico border. From 1984 to 1988, Sanchez was news and public affairs director at KXCR-FM in El Paso. During this time, he contributed reports and features to NPR's news programs. Sanchez was named a Class of 2007 Fellow by the Nieman Foundation for Journalism at Harvard University. In 1985, he received one of broadcasting's top honors, the Alfred I. duPont-Columbia University Silver Baton. In addition, he has won the Guillermo Martinez-Marquez Award for Best Spot News and the El Paso Press Club Award for Best Investigative Reporting, and he was recognized for outstanding local news coverage by the Corporation for Public Broadcasting. Sanchez is a native of Nogales, Mexico, and a graduate of Northern Arizona University, with post-baccalaureate studies at the University of Arizona in Tucson.

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Jeffrey Selingo was named editor of *The Chronicle of Higher Education* in August 2007. Previously he had been an assistant managing editor and senior editor at the *Chronicle*, overseeing coverage of higher education policy, campus leadership, fundraising, and surveys of presidents and trustees. Before that, he had been a reporter covering state politics. In his 11 years at the *Chronicle*, his work has been honored with a National Award for Education Reporting from the Education Writers Association and a Dateline Award from the Society of Professional Journalists. Prior to coming to the *Chronicle*, he was the environmental reporter for the *Wilmington Star-News* (North Carolina). He was a member of the staff that won a North Carolina Press Association Award for its coverage of two major hurricanes in 1996 and was the recipient of the state's top Associated Press writing award. He also worked for *The Ithaca Journal* (New York), and as a recipient of the Pulliam Journalism Fellowship he covered business technology for *The Arizona Republic*. He received his bachelor's degree in journalism from Ithaca College and a master's degree in government from Johns Hopkins University.

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Dee Dee Thomas is supervising producer of NBC's "Today Show." She graduated in 1993 with a bachelor's degree in communication and history from Southwestern University. During college she interned with *NBC Nightly News with Tom Brokaw*, then worked as an associate producer at Bakersfield's CBS affiliate (KERO TV) before moving to New York to work with *Today Weekend*. In 1995, she moved to the *Today Show*, serving as a production associate, senior researcher, associate producer, producer, coordinating producer overseeing programming, and most recently she was promoted to supervising producer, overseeing programming, managing editorial aspects, assigning segments, and planning special projects.

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Lee Thornton is an award-winning journalist who holds the Richard Eaton Chair in Broadcast Journalism at University of Maryland's Philip Merrill College of Journalism, recognized as one of the leading journalism schools in America. In June 2008 she was named interim dean of the college. At Maryland, she has twice been recognized by the university for teaching excellence. Her students have won more than 70 regional and national citations. Thornton earned her PhD at Northwestern University. Prior to her work at Maryland, she was a CBS News White House Correspondent, a CNN public affairs producer, and a program host at National Public Radio. She also worked in local television and radio news and in nationwide syndication for Warner Bros. Domestic Television and Quincy Jones Entertainment.

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Sanford J. Ungar was named president of Goucher College in 2001. Previously he was director for two years of the Voice of America (VOA), where he oversaw broadcasts in English and 52 other languages to some 100 million people around the world. From 1986 to 1999 he was dean of the school of communication at American University in Washington, DC. He is the author of *Fresh Blood: The New American Immigrants*, *The Papers & The Papers: An Account of the Legal and Political Battle over the Pentagon Papers*, and *Africa: The People and Politics of an*

Emerging Continent. Between 1980 and 1983 he was host of several programs on National Public Radio, including “All Things Considered.” He has been Washington editor of *The Atlantic*, managing editor of *Foreign Policy* magazine, and a staff writer for *The Washington Post*. He was a correspondent for United Press International in Paris and for *Newsweek* in Nairobi, and for many years he contributed to *The Economist* and *The New York Times Magazine*. Ungar obtained his bachelor’s degree in government from Harvard College and a master’s degree in international history from the London School of Economics and Political Science, where he was a Rotary Foundation fellow. He is chair of the Maryland Independent College and University Association.

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Theresa G. Wiseman is director of media relations at College of Notre Dame of Maryland, a position she has held since 2002. Previously she worked for *The Catholic Review*, first as director of development and public relations, then as news editor, followed by director of marketing. She also has served as producer of *Catholic News Radio*. Wiseman served on the communications team for the 1995 visit of Pope John Paul II to Baltimore, where she dealt with the more than 1,000 media representatives who covered the historic trip to the city. Two years later, in 1997, she served as the Archdiocese of Baltimore’s communications director during the visit of Ecumenical Patriarch Bartholomew to Baltimore. Wiseman holds a bachelor’s degree in communication arts from College of Notre Dame of Maryland. She has received several awards for her work, including a “Best of Show” from the Maryland-Delaware-DC Press Association for print promotion of a newspaper and Individual Excellence Award for Business/Marketing from the Catholic Press Association of the United States and Canada. She has received two awards from College of Notre Dame: 2000 Outstanding Recent Graduate Award and 2008 SSND Mission and Ministry Award.

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