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Recommended Citation

University Marketing and Communications, "06/25/1984 - Daniel Thornburgh Named Acting Director of University Relations and Development" (1984). 1984. 261.

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EASTERN ILLINOIS UNIVERSITY
 Charleston, Illinois

news

June 25, 1984

Area

HARRY READ, Director of Information and Publications (217) 581-2820

FOR IMMEDIATE RELEASE

CHARLESTON, IL--Dr. Daniel E. Thornburgh, Chairman of the Department of Journalism at Eastern Illinois University, has been named the University's Acting Director of University Relations and Development, it was announced today by Dr. Stanley G. Rives, President.

Thornburgh, who will assume his duties July 1, succeeds Kenneth E. Hesler, who will begin a six-month leave on that date prior to his retirement December 31.

Hesler, who has served in various capacities in the Office of University Relations and Development at Eastern after joining the staff in 1951, has been its Director since 1968. A search committee has begun the process of filling the position on a permanent basis effective January 1, 1985.

Rives said Thornburgh was selected for the acting appointment following a search among current employees of the University.

"Thornburgh's qualifications are considerable. He knows the university well; he has an extensive background in both educational administration and public relations; and his general knowledge of the duties and staff in the office will provide for a smooth transition of responsibilities. While no one can 'replace' Ken Hesler who has served Eastern for more than 30 years, Dan Thornburgh is an excellent choice for the position," said Rives.

Hesler said, "Thornburgh has an extensive public relations background, both in training and experience, and I am looking forward to working with him during the transitional period."

Add 1

Among the responsibilities of the Director of University Relations and Development are Alumni Services, Development, Duplicating Services, EIU Foundation, Information and Publications, Radio-Television Center, general public relations, and special assignments by the President.

Thornburgh came to Eastern in 1959 from Marshall University, Huntington, West Virginia, where he was Director of Information. At Eastern, he was Director of Information and Publications from 1960-1965 and a full-time member of the journalism faculty since 1965. He was Director of Journalism Studies from 1970-78 and Chairman of the Department of Journalism since its formal establishment in 1978.

During the 1982-83 academic year, he was on leave from Eastern as Visiting Associate Professor of Journalism at the University of Hawaii where he taught public relations and held membership on two system-wide public relations study committees.

Thornburgh earned his bachelor's degree from Indiana State University and the master's from the University of Iowa. He received the doctorate degree (Ed.D.) from Indiana University in 1980, majoring in higher education and journalism. He is a member of the Public Relations Society of America and numerous journalism organizations.

His wife Adrienne is a teacher in the Oakland public school system. They have three children, one daughter and two sons.