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07/09/1987 - Dave Reed Media Management Program

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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

HARRY READ, Director of Information and Publications (217) 581-5981

FOR IMMEDIATE RELEASE (July 9, 1987)

CHARLESTON, ILL.--Dr. Dave Reed, Director of the Journalism Department at Eastern Illinois University, is one of 15 faculty members from throughout the U.S. named to attend the Poynter Institute (St. Petersburg, Fla.) media management program.

The workshop on journalism education will be conducted by media management personnel. Dates are July 19-29.

Reed said participants will learn about media management, economic trends, minority attitudes and perceptions, technology, research, labor relations and ethics.

"Experience gained at the institute," Reed said, "will improve my supervision of our major indirect educational tool--the student publications operation which includes the daily newspaper, yearbook, general interest magazine and a minority newspaper.