

# The WPC BULLETIN

VOL. 8, NO. 2

WILLIAM PATERSON COLLEGE

OCTOBER 18, 1993

## Communication Alumni Honor "Doc" Maltese

Ask 10 communication department alumni to name their favorite faculty members, and 10 out of 10 times, Anthony "Doc" Maltese will be on the list.

That respect and affection took form on September 22 during the rededication of Hobart Hall, when Allan Gorab, president of the WPC Alumni Association, announced a communication alumni campaign to raise \$150,000 to name TV Studio B in Hobart Hall for the man "whose vision, competence, drive and warmth has brought WPC to this momentous occasion," and to "memorialize forever the founding contributions of the 'Doc' to this flourishing program."



Anthony Maltese with his son, David, at the Hobart Hall dedication ceremony on September 22. David, who earned his communication degree at WPC last May, is now employed as a videographer by the New York Giants.

Since joining the faculty of what was then the Department of Speech in 1960, "Doc," as he is affectionately known by his students, has helped develop communication into a program which, in his own words, "bridges the

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ON THE AIR: WPC's own TV cameras captured the action live as the new Hobart Hall was dedicated on September 22. On the dais, from left, were Henry Fruitt, chair of WPC's Board of Trustees; President Arnold Speert; William Martini, Nicholas Martini Foundation; Stephen Wiley, chair of the Board of Higher Education; and Edward Goldberg, chancellor of higher education.

## Daylong Ceremonies Dedicate New Hobart Hall

The College dedicated its sophisticated, redesigned communication showcase on September 22 with a daylong schedule of special events at Hobart Hall and an announcement by President Arnold Speert that WPC will begin a \$1 million fund-raising campaign to equip the building with the latest technology. (See story on page 4.)

"Today we celebrate the full flowering of communication on this campus," Speert told an overflow group of distinguished guests during the morning ceremony held in TV Studio A. "We intend to make 'Communication Across the Curriculum' an on-going program at William Paterson College."

"This will create opportunities for every academic and administrative area of this institution to share in the global communications revolution," Speert

added. "We want to become full partners, not only with the state of New Jersey, but with our friends in the

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## Author John Updike Slated for Lecture Series

The award-winning author John Updike will present a reading of his works on Friday, November 5 as the 1993-94 Distinguished Lecturer Series continues.

A limited number of tickets for the 8 pm event in Shea Center, at \$10 for faculty and staff, may become available at the Shea Center

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## FOCUS ON

### George McCloud: The Global World of Communication

When George McCloud talks with students here on campus, those conversations often bring back a flood of memories. "I was a lot like these kids when I went to college in 1963," he says, adding that he, like many of WPC's students, was the first in his family to go to college. "I perceive in them the same kind of uncertainty I felt about college and what it was supposed to mean in my life."

In his discussions with students, McCloud says he also senses an appetite and enthusiasm for learning. "Those students are the reason why I continue to be involved in education — I have a wonderful opportunity to help them explore their options."

For WPC's dean of the School of Arts and Communication, that year 30 years ago was a pivotal one. He endured the scare of the Cuban missile crisis, graduated from high school, traveled to Washington, D.C. to hear Martin Luther King give "one of the great poetic speeches" at the historic civil rights march, enrolled in college, and shared with the entire country the shock and sorrow of the assassination of President John F. Kennedy.

"When I look at these students, I really wonder what they will look back on 30 years from now that will reverberate in a historic way," McCloud says.

If he has anything to do with it, the revolution in communications technology, both at the college and around the world, will certainly shape their futures. With Hobart Hall, WPC's state-of-the-art communication complex newly dedicated on September 22, the college is poised to make its mark in today's global world of communication.

"Hobart Hall, with its satellite dishes and sophisticated telecommunications technology, provides us with the opportunity to engage with a larger world than we may have dreamed of until now," he says with great enthusiasm. "The building is a symbol of WPC's maturation into a center of regional and even national prominence."

McCloud clearly delights in the technological wonders of Hobart, with its TV studios, teleconference center,

research labs, film screening room and production facilities, telemedia lab, and much more. But he is even more excited by the potential for using the facility to create new programming and an academic curriculum that will guide the college's students into the 21st century.

"What I find most interesting is the prospect of an integrated outlook on the arts and communication," he explains.

"Hobart Hall will be a place where all four departments in the school — art, communication, music and theatre — can find common ground." From the conference room table designed by art department chair Alan Lazarus, to the student-

designed logo for the school, to the fact that the electronic music lab and a portion of the computer animation program will move to Hobart, McCloud sees evidence of the beginnings of an integrated approach.

The dean stresses that he feels a special responsibility to use the power of communication to focus light on the arts. "The artistic experience is very important to the life of the campus," he says. "Now is the time to make sure the campus is attracted to the events we are offering."

McCloud admits that he has a habit of making all things feel urgent. "It's a lesson I learned very early from my grandmother: once time is gone, you can never get some more," he says.

Family has been a very important part of McCloud's life. He was born in 1945 while his father, George Sr., was in the Army in France, so he and his mother, Janet, lived with his mother's parents. "My grandparents came from a small village outside Warsaw in Poland, and my grandfather didn't speak English —

in fact, I spoke Polish before I spoke English," he recalls.

The eldest of six, he grew up in a diverse neighborhood in Detroit, in an area filled with African-Americans, Arabs, Poles and Russians. "One of my earliest memories is going to the Eastern Market, a big open air place surrounded by a number of ethnic communities," he says. "I can still remember seeing all the people, hearing the different languages and smelling all sorts of exotic foods."

McCloud's first experience with education was at St. Mary's, a local Catholic school. "The curriculum was rigorous, and I learned a great deal



about language," he says. "There was also never a question that the business of values was a central element of all education, which is something I absorbed."

But it was clear that his future lay elsewhere. "I was the only fourth grader at St. Mary's who ever got kicked out of school for questioning the virgin birth," he says with a laugh. A

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Managing Editor: Dianne Franconeri		
Associate Editor: Mary Beth Zeman		
Contributing Writer: Joseph Martinelli		
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## Phosphorus Hopes to Be the Spark That Ignites

The idea grew out of an informal meeting late last May attended by



Michael Osofski  
Meryle Kaplan

Meryle Kaplan, coordinator of the Women's Center; Rita Manas, director of minority education, and William Rosa, a professor of languages and cultures.

"We wanted to make a contribution to the campus community and be a spark that ignited real discussion and appreciation for those who have been historically ignored," says Kaplan. The result: a new campus group called Phosphorus, a word defined by *Webster's Dictionary* as "a substance or body that glows in the dark."

## Louden is Visiting Professor

Dr. Delroy Louden, an assistant professor in the Department of Preventive Medicine at the University of Toronto since 1991, has been selected as WPC's 1993-94 Visiting Distinguished Professor in the Department of African, African-American and Caribbean Studies.

A clinical psychologist and epidemiologist, Louden received his undergraduate education in England and holds a Ph.D. in mental health from the University of Bristol. He then joined the University of Maiduguri in Nigeria, and later the University of the West Indies, Jamaica, where he established the first master's degree program in clinical psychology in the English-speaking Caribbean.

## Updike

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Box Office on the day of the lecture. Tickets can be purchased by calling the box office that day between 10 am and 1 pm at x2371.

Updike is the author of 15 novels, as well as more than 20 other titles, including poetry, short stories, essays and criticism. His fiction has won the Pulitzer Prize, the National Book Award, the American Book Award and the National Book Critics Circle Award. His most recent works include *Memories of the Ford Administration — A Novel*, and *Collected Poems, 1953-1993*.

"Phosphorus is a multicultural network designed to promote and enhance awareness through provocative programs," says Manas. "We seek to address issues related to race, class, gender and diversity of cultures through a range of arts and media activities."

To date, the group has written its own mission statement and presented two programs, including a lecture by Tricia Rose, an expert on the meaning of rap music performed by black women. Her speech drew a standing room only audience in the Student Center



Bill Crislow  
Dr. Rita Manas

Ballroom on September 28. Phosphorus also hosted a lecture by Jamaican writer Joan Riley on October 13.

"We want to attract attention, be exciting and plan programs that will shake up the campus and challenge people to think in new ways," says Kaplan. "For example, Tricia Rose's lecture broke down the common perception that rap music is created and performed only by black males."

Kaplan, Manas and Rosa are also seeking to join forces with other campus groups in promoting multicultural awareness. The first program was co-sponsored by the Office of Minority Education, M.E.I.S.A., the Women's Center, the School of the Arts and Communication, and the



Michael Osofski  
William Rosa



W. Crislow  
THE BOURBON STREET BAND, shown here during a previous engagement on campus last fall, will provide music with a dixieland flair for this year's All-Campus Fall Social, to be held Saturday, October 23 from 5:30 to 8:30 pm in the Student Center Ballroom. The cost is \$17.50 per person, which includes cajun-style chicken, jambalaya, ribs, catfish, black bean soup and other New Orleans-style specialties.

provost's office. They also plan to work closely with campus groups on Puerto Rican Heritage Month in November, African-American History Month in February and Women's History Month in March.

Upcoming programs for the fall semester include the Latin American Improvisation Theater Company and Chicano writer Gary Keller, both scheduled for dates in November. Also on the horizon is a plan to develop teleconferences. The invitation came from George McCloud, dean of the School of the Arts and Communication. "We're busy thinking of exciting ideas," says Kaplan.

## United States Tour Brings Percussive Rotterdam to WPC

Percussive Rotterdam, an award-winning percussion ensemble in residence at the Rotterdam Academy of Music in the Netherlands, will present two performances at WPC the week of November 1 as part of a coast-to-coast tour of the United States.

The group, led by American marimba virtuoso Robert van Sice, will perform on Monday, November 1 at 8 pm as part of the 20th anniversary season of the New Music Festival, and on Thursday, November 4 at 12:30 pm on the Midday Artists Series. Both

concerts will be held in Shea Center.

Percussive Rotterdam's appearances at the college complete an international exchange between New Jersey and the Netherlands which began earlier this year when the New Jersey Percussion Ensemble, a group in residence at WPC, traveled to the Netherlands for a number of performances.

"This is a wonderful opportunity for our music students to exchange ideas and become familiar with other works in the repertoire, as well as for the general public to hear an exciting musical group," says Raymond Des Roches, WPC professor of music and director of the New Jersey Percussion Ensemble.

# The Grand Re-opening of Hobart Hall

## WPC Begins Its First Fund-Raising Drive

For the first time in its history, the college is inaugurating a coordinated campaign to raise funds from the private sector under the auspices of the recently reorganized William Paterson College Foundation. Needed is \$1 million to equip the remodeled Hobart Hall with up-to-date technical hardware.

The equipment is required by the communication department's 730 undergraduate majors and 80 graduate students to prepare them for leadership roles in the fast-moving worlds of telecommunications, television, electronic journalism, computer graphics and electronic music.

The Foundation, whose directors have important ties to business and community organizations, is chaired by Joseph DiGiacomo, a former WPC Alumni Association president who is township manager of Cedar Grove.

On campus, a group of staff members, previously engaged in aspects of fund raising and external activities, have been organized under President Arnold Speert to conduct the campaign. They are: Dennis Santillo, director of external relations; Joe Tanis, executive director of the WPC Foundation; Kathy

Ragan, director of economic development and advancement operations; Mike Driscoll, alumni director; Robin Endicott, assistant alumni director; Sue Semegran, alumni records and research coordinator; and Judy Linder, assistant director of community affairs.

George McCloud, dean of the School of the Arts and Communication, leads the school's participation in the campaign. The fund-raising effort is supported by the college relations department, headed by Richard D. Nirenberg. It includes the Office of Public Information, which handles all internal and external publicity, and the Office of Publications, which produced the campaign prospectus, "The Case for Communication."

"We have researched the appropriate foundations to approach," says Santillo, "and we have identified the individuals and organizations that may want to invest in the future of our communication program and all that it means to the region and the state."

Also in the works are coordinated campus and alumni fund-raising drives with Barry Morganstern, communication professor, heading up the faculty/



Jennifer King



Barry Morganstern

staff effort, and Jennifer King and Alice Swan, students, seeking contributions from their fellow students. A committee of communication alumni is conducting the alumni drive.

While stating that the college is relatively new, as are most public institutions, at the difficult art of fund raising from the private sector, Santillo points out that one-third of the \$1 million goal is within sight. The Nicholas Martini Foundation has provided a \$180,000 grant for the Nicholas Martini Teleconference Center and the Alumni Association has adopted a \$150,000 goal. That is the amount designated as necessary to name TV Studio B in Hobart Hall in honor of Tony Maltese, the chair of the communication department, who is beloved by the hundreds of students he has guided during his 33 years of teaching at WPC.



**PARTICIPANTS IN THE DEDICATION CEREMONY** included (from left) George McCloud, dean of arts and communication; Henry Pruitt, chair of WPC's Board of Trustees; President Arnold Speert; Edward Goldberg, chancellor of higher education; Steven Wiley, chair of the Board of Higher Education; and William Martini, Nicholas Martini Foundation.

**CONGRATULATIONS** are offered to Anthony Maltese, communication chair, by Barry Morganstern as Allan Gorab, president of the Alumni Association, and student Jennifer King wait their turns.



**UNVEILING A PLAQUE** to be placed at the entrance of the Nicholas Martini Teleconference Center is William Martini of the Nicholas Martini Foundation. George McCloud is behind the lectern.



Photos By Brigitta Hanggi



ALUMNA Edith Campbell gets a tour of the "head end" from John Kiernan, media technician.



COMMUNICATION FACULTY gathered for a breakfast on the morning of the Hobart Hall rededication. They were addressed by President Arnold Speert.



"DOC" MALTESE got a standing ovation from his former students, who are mounting a campaign to name TV Studio B in his honor.

Photos By Brigitta Hangi

## Hobart Dedication

(Continued from page 1)

private sector to make this college and this state international leaders in communication technology."

### Martini Teleconference Center

One of the highlights of the program was the unveiling of a plaque commemorating the Nicholas Martini Teleconference Center, which was financed with a \$180,000 grant from the Nicholas Martini Foundation in June. Dramatizing the capabilities of this modern facility, the morning ceremony featured a live satellite transmission from Washington, D.C. with New Jersey Senators Bill Bradley and Frank Lautenberg and Congressman Herb Klein.

### Bradley and Lautenberg

"William Paterson College is leading the way," said Bradley. "Its students will graduate miles ahead of the game." Similar thoughts were expressed by Lautenberg, who said: "It puts us on the map as far as communication in New Jersey is concerned."

Two officials of the Board of Higher Education, which held its monthly meeting at the college so its members

could participate in the ceremonies, also spoke in TV Studio A. Stephen Wiley, chairman of the Board, stated that Hobart Hall will help New Jersey to ensure its leadership in communication. Dr. Edward Goldberg, chancellor of higher education, read a letter of congratulation from Governor Jim Florio and then told the audience: "I am proud of you. I am proud of New Jersey. And, I am proud of what we can do together."

Other speakers included Dr. Henry Fruitt, chairman of the WPC Board of Trustees, who introduced Bill Martini, the executive director of the foundation which bears his uncle's name, and Dr. George McCloud, dean of the School of the Arts and Communication, who acted as master of ceremonies.

The hour-long program was followed by tours of the building conducted by McCloud, faculty and a specially trained cadre of communication students.

### Vaillancourt Speaks

At a luncheon held under a white tent in the Hobart Hall parking lot, Don Vaillancourt, vice president of communication for the Grand Union Company, who is an alumnus of WPC's graduate program in communication

and an adjunct professor of communication at the college, told a select group of invited guests that his company "has already determined to contribute toward the \$1 million goal announced here today. I have pledged a personal contribution and I have committed myself to work with the college faculty and staff to assist them in raising funds from associates in the food industry," he said.

### College Community

The period from 2 to 5 pm was set aside for members of the college community to tour the redesigned facility. At 5 o'clock another program was held for invited WPC alumni. Speert outlined the goals of the fund-raising drive and McCloud named the coordinators of the alumni, faculty/staff and student fund-raising committees.

Capping the day was the announcement by Allan Gorab, president of the WPC Alumni Association, that the alumni had pledged to raise \$150,000 to name TV Studio B in honor of Tony Maltese, chair of the communication department, who is known affectionately as "Doc" by hundreds of his former students. (See related story on page 1.)

# BULLETIN BOARD

## Kudos....

Congratulations to **Rev. Louis Scurti**, *Catholic campus minister*, who has been certified by the Catholic Campus



Rev. Louis Scurti

Ministry Association (CCMA), a national professional organization for campus ministers. "Father Lou," who is also an adjunct art faculty member at WPC and St. Peter's College, Jersey City, says this "makes official" what he has been doing on campus since 1978, five years after he was ordained....**Priscilla Orr**, *academic support*, has received a 1993-94



Priscilla Orr

fellowship from the New Jersey State Council on the Arts. She was one of only 68 winners selected from more than 900 applicants in all artistic fields. Orr, who recently received an M.F.A. degree from Warren Wilson College, will use the grant to finish a book of poetry in progress—working title "Forgiveness"....**John Archibald**, *campus police*, continues to build his reputation as a photographer. His photo "Flowers by Water" took first prize in the still life category at the August exhibition of the Ringwood Manor Association of the Arts.

## In Faraway Places....

**James Teng**, *marketing and management sciences*, spent last summer at the National Tsing Hua University in Taiwan, where he was visiting distinguished lecturer and conducted a research project. He was invited by the National Science Council of the Republic of



James Teng at Tsing Hua University



Diana Peck's adopted son, Gregory

China....**Diana Peck**, *communication*, also spent her summer overseas, but for a very different reason. From May until September, she was in Brazil, arranging for the adoption of her son, **Gregory**, who was born April 14....**Frank Petrozzino**, *campus activities*, wasn't too far from home but certainly far from civilization when he took on the challenge of whitewater rafting this fall on the Gauley River at Hico, West Virginia. "We covered 26 miles and navigated more than 50 rapids, class 3 to 5-plus, including a 12-foot waterfall," says this intrepid adventurer.



Petrozzino (2nd from left) on the Gauley River

## Movers and Shakers....

The Latin American Network of College Employees (LANCE) has elected a new executive board. New officers are **Grace Galindo**, *president's office*, president; **Julie Barrier**, *continuing education*, vice president; **Flora Luna**, *financial aid*, secretary; **Marcelo Llaurul**, *mathematics*, treasurer; and **Reynaldo Martinez**, *advisement center*, public relations....**Vashali Nayak**, daughter of **Prabhaker Nayak**, *marketing and management sciences*, has been named an "Extraordinary Teen" for her work to eliminate racism and sexism. She is a founding member of ERASE (End Racism and Sexism Everywhere), formed at Lakeland Regional High School in Wanque after a community landmark was defaced with racial slurs last year.



Grace Galindo

ERASE has been named grand prize winner of the Noxema Extraordinary Teen Awards. **Vashali** accepted the award for ERASE from **Joey Lawrence** of the television series "Blossom" and **Gabrielle Carteris** of "Beverly Hills 90210" at a gala luncheon in New York.



Linda Dye

## Moving on....

**Betty Kenyon**, *enrollment management and student services*, says she planned to work at WPC "just long enough to pay for the children's braces and college tuition." That was 19 years ago. On September 29, **Dr. Anthony Lolli** and his staff hosted a day-long retirement reception for **Betty**, who is moving to **Dingman's Ferry** with her husband **Lloyd**, who recently retired as pastor of the Preakness Baptist Church. Commenting on the reason for the steady stream of co-workers, former co-workers and students who visited Kenyon throughout the day, Lolli noted: "Betty is a person who cares very much about other people, and they value the concern she has for them."

## Wedding Chimes and Baby Rattles...

**Berch Haroian**, *economics and finance*, and **Claire McNab**, *assistant personnel director* at Ebasco Services, on July 3 in an outdoor ceremony in Walkkill, New York. In attendance were his WPC colleagues **Reginald Grier**, **C.K. Leung**, **Sue Hawes** and **Dottie Rector**....**Virginia Mollenkott**, *English*, was mother of the groom when her son, **Paul Friedrich Mollenkott**, tied the knot with **Barbara Yodice** on May 15. The wedding took place at the St. Elizabeth Chapel (built by **Alexander Hamilton** in honor of his daughter) in Tuxedo Park, NY, followed by a catered reception at **Paul and Barbara's** home in Ringwood....**Mary Ann Spatz**, *academic support*, and her husband **Kevin** are proud grandparents. Their son **John** and his wife **Jean** of **Wyckoff**

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## Bulletin Board

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are the parents of 7 lb., 2 oz. Sean, who arrived on July 30. John is employed by Soloman Brothers; Jean is an emergency room nurse at New York Hospital...

**Timothy Gerne**, *curriculum and instruction*, became a grandfather for the 16th time on Friday, September 24, the birthdate of Eric Timothy Peschel. "We now have an even number of boys and girls," reports Gerne. "Nine of our grandchildren have mothers who are graduates of WPC," he adds....**Stacy Glazer**, the seven-year-old son of **Susan Reiss**, director of WPC's *Child Care Center*, was featured in the June 1 edition of *Woman's World* magazine.



Haroon with bride Claire McNab and WPC colleagues

The double-page story with photos told the story of Stacy's adjustment to the birth of his new

baby sister, Sarah, on February 15. "Now that I'm getting used to her, I don't think having a little sister around is so bad," Stacy says.

### Still Carrying the Torch....

WPC's police officers continue to "carry the torch" for New Jersey's Special Olympians, reports **Sgt. Robert MacFarlane**, *campus police*. On May 8, WPC officer **Al Clark**, joined police from several Passaic County police departments to "run" the Olympic Torch to Wayne Valley High School to kick off the Passaic County Special Olympic area games; on June 18 Clark was joined by officers **Bob Bergmann** and **Dennis Johnston** at gate 4 on Pompton Road where they ran the torch for the New Jersey Special Olympics to Haledon where it was passed to that town's police relay team. Meanwhile, WPC recruits **Anthony Ciravolo**, **Al Gawron**, **Joseph Griglio** and **Joseph Mourao** ran with the Passaic County Police Academy team and MacFarlane, assisted by WPC officer **Michael Dobrowski**, coordinated the run starting in West Caldwell. All the torches eventually ended up at Trenton State College, the site of the summer games.

## Freshman Convocation Message: The Power of Education

"Empowerment, Opportunity, Commitment and Obligation" —these words were offered to WPC's freshmen as keys to success by Martin Hahn, professor of biology and featured speaker at WPC's 1993 Freshman Class Convocation. "To be empowered to achieve your dream you begin with an opportunity here at William Paterson College," he told the freshmen. "If you make a commitment to your own education you will succeed. As a member of the WPC community you have an obligation to guard and protect the institution that is giving you this opportunity."

The program also featured an address by student **Jamie Summers**, president of



Martin Hahn presents the keynote address.

the Black Student Association and a performance by the WPC Jazz Quartet, conducted by **David Demsey**. **Reginald Grier**, accounting and law, chaired the convocation planning committee, assisted by **Jacques Pluss**, history.

## Dorothy Franchino, Frederick Kretzmer Remembered



Dorothy Franchino

**Dorothy Franchino**, a former assistant professor at the college, and **Frederick Kretzmer**, supervisor of preventive maintenance at WPC, died during September.

Franchino, a WPC graduate and a faculty member in the School of Education until her retirement in 1975,

taught psychology and language arts. Her portrait hangs above the mantel in The Dorothy Killian Franchino Library on the second floor of the newly-refurbished Hobart Manor. The library restoration was a gift to the college from Franchino's daughter **Dorothy Watkins**.

Kretzmer, a Navy veteran, had been a member of the college's maintenance staff since 1987. He was a member of the Washington Park Little League and the Washington Park Men's Club.

## Maltese

(Continued from page 1)

academic and professional worlds." Since 1968, when the Department of Communication was born and Maltese became chair, he has worked to develop television and mass media courses, and has dreamed of a state-of-the-art facility where his students might remain on the cutting edge of emerging technology.

He has also kept in touch with his former students, many of whom are now professionals in the worlds of television, journalism, marketing and public relations. "I have a bond with my students," he reflects. "I spend a lot of time with them and am proud of their accomplishments. They are part of my extended family."

That extended family includes communication alumna **Mary Gentle** (BA '79, MA '80), now manager of sales administration, promotions and

exhibits for **Matthew Bender & Co.**, New York City, who has volunteered to head a special events committee that will raise funds by "roasting" Maltese next spring. "I'm giving my time to honor a terrific teacher for whom I always had the highest respect," she says.

"Both WPC and Hobart Hall took shape from **Doc Maltese**," says former student **Ronald Morano** (BA '80, MA '81), a former WPC admissions staffer and now a public affairs representative at Jersey Central Power and Light Co. Morano, who in his student days was manager of the college radio station, recalls that Maltese paved the way for WPC to win its FM license.

"Doc helped shape the careers and lives of many of us," says Morano. "He was always there. He personifies what the communication process is all about — it's a two-way street."

## Focus on McCloud

(Continued from page 2)

few years later, he transferred to public school, where he found the academics less than challenging. He began reading about physics as a way of entertaining himself, an interest he keeps to this day.

Though neither of McCloud's parents had attended college, they encouraged him to go. A strong football player in high school (positions: running back and free safety), he was offered a scholarship to play college ball under the now-legendary coach Bo Schembecher when he was coaching at Miami of Ohio, but he decided he was tired of all those "hours and hours spent in the weight room." Instead, he chose to commute to Eastern Michigan University in Ypsilanti, where he had an academic scholarship in speech/communication.

"At that time, you were either a theatre student, or a TV student, or a rhetoric student," he says. "But my instincts led me to shape my degree to include all those areas, as well as the visual arts and music. It caused a lot of trouble — neither the professors nor my classmates could understand what I was doing."

He received his bachelor's degree in 1967, and though he planned to pursue a master's at the University of Michigan, he was tired of being poor. "I decided I would get a job at night and go to school during the day," he says. McCloud looked everywhere, and finally ended up at the University of Michigan Medical Center, where he met an administrator named Arlene Howe.

"She wanted to create a new position — an evening supervisor for the unit management department, which hired and trained all the clerical and maintenance personnel," he recalls. "She decided that this smart-ass kid might have enough chutzpah to pull it off." So after a summer-long training program, he started full-time work and study that September. For a year he kept a grueling schedule. "I'd go to school from 9 am to 1 pm, then to the library for a few hours, and then at 4 pm I'd go to the hospital until midnight," he says. "When I got home, I'd study until 2 or 3 am and then get up at 8 am to start all over again."

Somehow, it worked. McCloud completed his master's degree in speech/communication in a year, and immediately began his studies toward a doctorate. He also progressed up the ladder at the hospital, serving as director of training and then assistant director of unit management.

"I was making good money and learning a lot about administration, but I never planned on making hospital administration a career," he says. By chance, in 1970, he met a former professor from Eastern Michigan in one of his classes, who told him the chairman of the speech department there was looking for new faculty. Offered a position as an instructor of speech and dramatic arts at Eastern Michigan, he jumped at the chance, taking a sizable pay cut. When he received his Ph.D. in 1975, he was promoted to assistant professor. He taught a variety of performance-oriented courses in speech, dramatic arts, television and film, and directed a number of student productions.

During that time, McCloud also served on a number of committees and continued to enjoy the give and take associated with an administrative role. "By 1980, as a tenured associate professor, I was hovering on the brink between moving into administration or committing myself to serious academic scholarship," he says. Shortly after returning from Princeton, where he had been a National Endowment for the Humanities Summer Fellow, he was asked to coordinate the university's accreditation self-study. "I said yes without even thinking," he recalls.

Since then, McCloud has served in a number of administrative posts, including assistant to the dean, associate dean and interim dean of the graduate school at Eastern Michigan; dean of the Graduate School of Communication at Fairfield University; special assistant to the provost at Eastern Michigan, and, just prior to assuming his position at WPC in July, 1992, as executive counsel to the president and director of strategic planning at Eastern Michigan.

During the summer of 1991, McCloud attended Harvard University's intensive Institute for Educational Management as one of 90 specially selected college administrators from across the country. "It was definitely one of the most educationally

rewarding experiences of my professional life," he says. "It helped me to crystallize my thinking on a number of academic issues."

In addition to his roles as a professor and administrator, McCloud has also been a professional actor. He has appeared in more than 25 commercials and industrial motion picture films for clients such as Pontiac, Volkswagen and Frigidaire. For five years, he wrote, produced and directed a variety of radio commercials for Music Mills Productions in Ann Arbor, Michigan.

For McCloud, his role as a dean at WPC is "a return to my roots in communication, art and the theatre," he says. "I've been looking to integrate those areas ever since my days as an undergraduate, and now I have that chance."

Despite the long hours he spends in his office in Hobart Hall, McCloud says he looks forward to coming to work every day. "Even the problems are interesting," he says. "The faculty and staff are wonderful to work with — they are creative and willing to consider new ideas."

McCloud lives in Montclair with his wife, Maggie. They met in the Xerox room at Fairfield University, where she was a faculty member in the School of Business. "She had been interrupted several times at the machine, trying to finish photocopying her dissertation, and she was not happy when I asked if I can could make a few copies," he recalls. They later got acquainted during a university dinner — seated between them was an executive from Xerox. They were married in 1988.

Both are avid readers — McCloud is currently reading four books simultaneously, including an historical novel and a volume on chaos theory. He also enjoys sports, especially sailing, keeping up with college football, and watching baseball (he was a frequent visitor to Wightman Field to watch the Pioneers last spring). The McClouds also share a love for jazz and dramatic literature (Eugene O'Neill is a favorite).

Essentially, though, "work is play for me," McCloud says. "Einstein was my hero as a kid. He talked about the necessity of the play of possibilities in thinking. That's what I try to do here — spend my time examining the ebb and flow of possibilities."