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## The Troubadour, Issue 24 (November 16, 2004)

Cardinal Stritch University

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# THE TROUBADOUR

November 16, 2004

Issue 24

## Stritch pulls ads after Belling's ethnic slur

Under the direction of Enrollment Management Vice President Peter Holbrook, Stritch has pulled advertising in the wake of radio personality Mark Belling's on-air racial slur.

Stritch pulled Spanish-language billboard ads that were scheduled to appear in Latino neighborhoods because the billboards are owned by Clear Channel Outdoor. Their parent company, Clear Channel Communications, owns WISN-AM radio, on which Belling said the week before the presidential election, "You're going to see every wetback and every other non-citizen out there voting." Belling later sarcastically apologized, then asked his listeners whether he "should have used a different mean term." After enraged members of the Hispanic and greater Milwaukee community staged a number of protests, Belling issued a formal apology, and he was suspended last week, more than a week after he made the initial remarks. But radio station officials said the popular conservative talk show host would not be fired. He was back on the air as of Monday, Nov. 15.

Stritch also pulled radio spots on WKKV-FM radio, because that station is also owned by Clear Channel. Although it has a largely African-American audience, Holbrook was adamant that the University should do no business with any Clear Channel affiliate. Stritch does not advertise on WDJT-TV, Channel 58, on which Belling does a Sunday televised panel show, nor on WISN-AM radio.

"As a Franciscan university, Stritch had to take a stand on this," Holbrook

said. "Mark Belling's remarks, as well as his subsequent on-air behavior, is simply contrary to our core values and may not be tolerated. Franciscans must work to promote a caring community, compassion and peacemaking. Mark Belling's behavior is the embodiment of everything that is opposite to those values.

"Furthermore, Clear Channel avoided its responsibility to social justice. This corporate entity is basically profiting off of the denigration of Hispanics."

Maria Monreal-Cameron, who heads the Hispanic Chamber of Commerce and is a member of Stritch's Board of Trustees, has been a key spokesperson for Latinos demanding that Belling be fired.

"We applaud Maria's efforts, and we are united in trying to combat racism and hatred," Holbrook said. "I want to make it clear that Stritch's actions were taken on its own, with no directive from her. This was a moral decision we simply had to make."

Meyer & Wallis, the University's advertising agency, is looking for alternative ways to place the Spanish-language billboard ads, possibly on buses that run through Hispanic neighborhoods, said Chris Dresselhuys of the agency. Dresselhuys said funds that had been earmarked for broadcast advertising connected to Clear Channel would be reallocated, possibly for more television time on the Telemundo TV network or other Latino media.



## Message from the President

Dear Colleagues,

This past Friday at the all-University Assembly, I discussed the importance of participation in shaping the way we live our new Vision. An essential step in the Visioning process will take place this Saturday, Nov. 20, during the University Planning Day.

The day's events will begin at 8:30 a.m. in Serra Hall with a Continental Breakfast. Kathy Freuler will pass out tickets for breakfast and lunch to each attendee and check their names off a list as they enter.

Over the course of the day, we will be discussing the questions outlined in my presentation, the implications of these questions, possible recommendations, and potential next steps in the process.

All faculty and staff are strongly encouraged to participate this Saturday. **If you plan on attending, please contact Kathy at [kmfreuler@stritch.edu](mailto:kmfreuler@stritch.edu) or at ext. 4003 to RSVP by Wednesday afternoon, Nov. 17.**

I hope to see many of you there, as each of our voices is a vital component of the Vision and its ability to guide this University into the future.

With God's blessings,

*S. Mary Lee*

## The movers are coming, the movers are coming!

The first phase of the Bonaventure Hall construction project is almost done, and the general contractor expects to turn over the first phase of the building to Stritch by the end of this week or early next week.

The moving of about 120 staff members and all of their belongings plus three computer labs is expected to start Dec. 1 and continue through Dec. 10. Offices going into the lower level will move first, then those going to the upper two floors of the expanded area.

As the moves progress, people should start entering the building through the new main entrance at the south end of Bonaventure, which will include a receptionist and signage to direct them to the new location of offices. Anyone who enters into the former “front” of Bonaventure, on the east side of campus, will be able to proceed right, to the north, only. The area south of the old switchboard will be torn down as construction starts on phase two of the project.

If you can't find someone's new office, you can still call the phone number listed in the campus directories. Phone numbers won't change.

**About 120 staff members and their belongings, plus three computer labs, will begin moving Dec. 1 and continue through Dec. 10**

## What's up with the listservs and campus-wide e-mail messages?

The Public Relations office has received many questions lately regarding e-mails that go to all faculty and staff, so clarification is in order as to what's what.

The official listservs, which include all staff and faculty in all regions and from which people may NOT opt out, are the purview of the Public Relations office. Messages sent on these listservs, by Linda Steiner, Scott Rudie and Brett Kell, include official notices from the president and the vice presidents, the Troubadour, information on health insurance, payroll, etc., and brief items on major achievements by faculty and staff.

There is another set of listservs that all faculty and staff can use ON THEIR OWN. People who do not want to receive messages may opt out of this one. The e-mail addresses are [faculty-list@stritch.edu](mailto:faculty-list@stritch.edu) and [staff-list@stritch.edu](mailto:staff-list@stritch.edu). This listserv is for “calendar-type” items, such as reminders of campus presentations, information on special events, articles faculty want to share with colleagues, etc. The primary difference between the two is the opt-out capability for this one.

To subscribe to the optional listservs, send an e-mail to [imalsev@stritch.edu](mailto:imalsev@stritch.edu), leave the subject blank, and in the message box write: `subscribe staff-list@stritch.edu` or `faculty-list@stritch.edu + yourlogin name`.

To unsubscribe from the optional listservs, send an e-mail to the same address, and leave the subject line blank. In the message box, write: `unsubscribe faculty-list@stritch.edu + your login name`.

It is important to understand that Steve Tracy in the technical services area maintains the official listservs, working with Human Resources to keep them accurate. If you are not receiving messages on the official listservs, please contact him at [swtracy@stritch.edu](mailto:swtracy@stritch.edu), Ext. 4023. If you have questions about the optional listservs or need help regarding them, you can also contact Tracy or Suzy Richards.

Faculty and staff should not reply to messages sent on the official listservs. Questions or comments should go to the person or office for whom the message is being sent, and that person or office always is indicated in the e-mail message. Replying to listserv messages sent by Linda Steiner, Scott Rudie or Brett Kell merely delays having questions answered, as they must then forward them to the appropriate office.

Replying to the optional listserv will send the reply to everyone on the list.

On another topic, people whose names are not in the “people-search” function on the Stritch Web site may contact Scott Rudie in the Public Relations office to get them added. As the person in charge of Web content, he has the access needed to handle such changes. He can be reached at [shrudie@stritch.edu](mailto:shrudie@stritch.edu), Ext. 4593.

Also, the campus should realize that, to date, there is no listserv exclusively for students. Public Relations can send messages to everyone in the campus community, including almost all students who have Stritch e-mail addresses, but there is no way to break out a message only for the students.

The official listservs, which include all faculty and staff, are the purview of the PR office.

There is another set of listservs that all faculty and staff can use on their own and can opt out of.

## New associate dean named for COB Wisconsin Region

The College of Business has named a new associate dean for the Wisconsin Region. Carol Drury, who started Oct. 28, will oversee facilities, operations, and business outreach for the college in most of Wisconsin. (Some northern parts of the state are included in Stritch's Minnesota Region.)

Born in Washington D.C., Drury spent most of her formative years overseas. Her father worked for the State Department, which landed a young Carol in the Philippines, where one sister was born; Taiwan, where another sister was born; and British Guiana.

Drury received her bachelor's degree from Chatham College in Pittsburgh, in psychology and communications, and a master's in management degree from Webster University in St. Louis, a city she called home since 1977.

Drury worked previously at Fontbonne University in St. Louis. She served first as director of curriculum in an accelerated adult program similar to Stritch's, then later as executive director of the program. She had met several COB staff members at professional meetings during her time at Fontbonne, including associate dean Gwen Rivkin, who persuaded her to bring her skills to Stritch. Drury hopes that her experience at Fontbonne, a

small Catholic university, will allow her to assimilate quickly into Stritch's learning community.



Drury's resume also includes fundraising and public relations for non-profit organizations, including public radio and social services. She is confident that her professional experience will lend itself to achieving what she sees as the most important goal of her new position: increasing enrollment and retention in COB programs.

Though she is glad to be in Milwaukee, Drury admits that she still has some settling in to do at her home in Glendale. "So far, I have a computer, cable TV and a futon!" she said. Her husband will be arriving with more furniture and their two dogs, a black lab and a German pointer/Great Dane mix, in the near future. She is happy to be closer to her son, who just began film school at Columbia University in Chicago.

Drury said her hobby of making collages will keep her spare time occupied, and she hopes to enroll in yoga classes.

Of her first weeks at Stritch, Drury said, "I'm really impressed by how kind everyone is, and how present the Franciscan values are. I feel very comfortable here."

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## GET YOUR STRITCH GEAR!

The Holiday 2004 Faculty and Staff Appreciation Event will be taking place at the Cardinal Stritch University bookstore this



Wednesday, Nov. 17 from 9 a.m. to 6 p.m. All are encouraged to come by and take advantage of the 20% discount on all Stritch affinity items. Remember, Mondays are casual days too, but only if you're wearing Stritch gear! Show your school spirit! Have some refreshments!

## THE TROUBADOUR

The Troubadour supports the overall mission, goals, and objectives of Cardinal Stritch University, and is meant to serve as a communications tool for the campus community.

### Copy

Linda Steiner and Brett Kell

### Design

Brett Kell

### Photography

Kou Vang and Brett Kell

If you have feedback or story ideas, please contact Public Relations at [prdept@stritch.edu](mailto:prdept@stritch.edu).

### Want back issues of The Troubadour?

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