

inside

OAKLAND

Mid-November 1996

News briefs for Oakland University colleagues

breaking NEWS

OU airs first TV commercials

A first in its history, Oakland University is airing television commercials. Directed by OU's University Communications and Marketing Department, the commercials air now through December 10 on local TV.

Set your VCRs for:

- WDIV Channel 4: 10-11 p.m. November 26, *Dateline NBC*; 8:30-11 p.m. December 1, *Jurassic Park*
- WJBK Channel 2 Fox: 8-10 p.m. November 19, *Speed*; 8-10 p.m. November 26, *Cliffhanger*
- WWJ Channel 62: 7-8 p.m. November 24, *60 Minutes*
- WXYZ Channel 7: 1-2:30 p.m. November 17, *Entertainment Tonight*; 8-9 p.m. November 18 and 25, *Dangerous Minds*; 1-2 p.m. November 24, *Entertainment Tonight This Week*

OU is airing eight TV commercials focusing on the School of Engineering and Science:

- WDIV Channel 4: 5-6:30 p.m. November 11-18, *Newsbeat Evening News*
- WJBK Channel 2 Fox: 5-5:30 p.m. November 17 and December 1, *Fox 2 Eyewitness News*; 1-4 p.m. December 1, *Bears vs. Green Bay*
- WXYZ Channel 7: 7-7:30 p.m. November 16, after *Wisconsin vs. Iowa*; 7-7:30 p.m. November 23, after *MSU vs. Penn State*; noon-3:30 p.m. November 30, *Florida vs. Florida State*

OU heads up North American distance learning network

Oakland University is the headquarters for a new North American distance learning educational network that is bringing experts from around the world into the college classroom.

Called the Mercury Project, named after the Roman messenger to the gods, the network is a consortium of universities in the United States, Canada and Mexico. The project is opening the doors of communication and education through

French, German, Spanish and Russian college language departments.

The Mercury Project is centered around video teleconferencing but uses other electronic media such as e-mail and the World Wide Web.

More and more, OU faculty say, language is becoming a second major or minor for students studying business in order to allow them to be more competitive in the international marketplace.

OU helps Compuware stay competitive

With a grant from the Michigan Jobs Commission, Oakland University will upgrade the skills of 64 computer programming professionals at Compuware Corporation.

Compuware is a provider of software products and professional services.

OU will use the \$91,000 Michigan Jobs Commission grant to train professionals at Compuware's Farmington Hills, office. Training is to be completed by spring 1997.

Liz Barclay, special assistant to the acting vice president, Academic Affairs, and Jack Nachman, distance learning facilitator, helped write the grant for the program.

This collaboration between Compuware and OU stems, in part, from another relationship between the institu-

tions — Compuware representatives serve on OU's President's Technology Advisory Board.

Spotlight on the executive airs on TV
Oakland University's School of Business Administration hosts a new cable television show, *Executive Spotlight*, on Channel 74 in Oakland County.

Michael Grieves MBA '79, president, Data Network Systems, is scheduled to be the show's first guest at 8:30 a.m. November 16.

Society honors Meadow Brook Hall
The Historical Society of Michigan recognized Meadow Brook Hall for its preservation of the 100-room mansion. The hall was among 18 which received Awards of Merit for contributions to Michigan history.

what's COMING

Highlights of stories scheduled to appear in the December *Inside Oakland*:

- Four **School of Engineering and Computer Science** students receive scholarships, thanks to Tau Beta Pi, the national engineering honor society
- Oakland University raises the **stipends awarded to graduate** student assistantships and the increases are expected to offer a significant improvement
- Spotlight on the **Division of Finance and Administration**, which is responsible for maintaining the fiscal integrity of Oakland University and for a variety of university business services
- Professor Ka C. Cheok **prepares students** for a rapidly changing workplace
- Learn how to prevent **Video Display Terminal-related** cumulative trauma disorders
- Oakland University is organizing a **tour of London and Paris** that puts the world-famous cities in historical and cultural perspective
- New interns explore **government-business link** in a new internship at Chrysler Corporation's Office of Government Affairs
- AmeriCorps students **work to cut Pontiac youth violence** in an OU program providing opportunities such as lunch and tutoring that may not have been available otherwise