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Stew Salowitz
Illinois Wesleyan University

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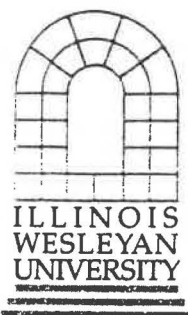
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Robert Aaron Named New P.R. Director at Wesleyan

BLOOMINGTON, Ill. -- With a broad background in journalism, government, and public affairs, Robert L. Aaron of Alexandria, Va., is the new Director of Public Relations of Illinois Wesleyan University.

Aaron comes to IWU from the National Association of State Universities and Land-Grant Colleges in Washington, D.C., where he has served as director of the Office of Communications Services since 1985. Among the projects he has been involved with include media relations, publications and video production, and coordination of special events.

Since 1986 Aaron has been an adjunct professor in Georgetown University's graduate program in public policy, teaching courses on "The Role of News Media in Shaping Foreign and Domestic Policy," "Higher Education and Public Policy," and "The News Media, Interest Groups, and Public Policy."

From 1983 to 1985, Aaron was the Director of University Relations at the University of Houston-Clear Lake, where his responsibilities included media relations and a campuswide publications program.

A native of Chicago, Aaron received a bachelor's degree in political science from the University of Illinois in 1972 and earned a master's degree in journalism at Illinois in 1973.

Aaron worked as a public affairs officer for the U.S. General Services Administration in Washington from 1973 to 1977 and served as Freedom of Information Officer for the U.S. Public Buildings Service.

Working for the U.S. Chamber of Commerce in Washington from 1977 to 1980, he was the managing editor of "Washington Report," a weekly business tabloid newspaper with a circulation of 800,000. In 1979 and 1980 he was a correspondent in the Soviet Union and People's Republic of China for the monthly magazine, "Nation's Business."

Aaron was the Director of Public Affairs for the American Council of Education in Washington from 1981 to 1983, establishing the Council's first public affairs program in its 65-year history. He headed a 25-group coalition, Action Committee for Higher Education, which mounted a successful nationwide grass roots, public affairs program to defeat a proposed 50 per cent slash in federal student financial assistance funds. He also served as editor of the weekly newsletter, "Higher Education and National Affairs."

Aaron replaces Jerry Bidle, who retired from IWU in July after 22 years as public relations director.