SAMPLE INFORMATION:

Brittany Stanton, director of the Peoria Rape Crisis Center ... speaking at Illinois State's Bone Student Center in Braden Auditorium about the wider crisis of rape ... 7 p.m., Sept. 23, 2002 ... sponsored by Illinois Coalition of women's organizations ... admission free ... Stanton is counseling psychologist employed through federal anti-crime grant.

According to Stanton, the trauma of rape hits at least 15 other 'victims' beyond the rape target. Her speech will emphasize "the wider impact of rape." She personally sees an average of three rape victims per day ... her biggest concern for the future? "More rapes every year, but, if the Republican Congress has its way, fewer resources to help the victims and those connected to them."

SAMPLE STORY

Illinois State University
Student Affairs Contact: Tom Lamonica (309) 438-5746

Rape Crisis Center Chief Speaks at Braden
Jan. 25, 2003

Normal, Ill. -- When Brittany Stanton contemplates the future, the director of the Peoria Rape Crisis Center sees the problem of rape growing and the ability to deal with it shrinking.

Stanton, a counseling psychologist who sees an average of three rape victims per game, will speak at 7 p.m., Friday, Sept. 28, in Braden Auditorium in the Bone Student Center on the Illinois State University campus. Her comments will focus on what she calls "the wider impact of rape."

She is concerned that, although more rapes are being reported, federal budget plans might cut into the funds and personnel available to deal with it.

"More rapes occur every year," said Stanton, "but, if congress has its way, fewer resources will be available to help victims and those connected to them."

Those connections concern Stanton. She believes that the trauma of rape victimizes at least 15 people beyond the rape victim.

Stanton's appearance is sponsored by the Illinois Coalition of Women's Organizations. Admission to her speech is free.

-- 30 --

YOUR ASSIGNMENT

Dr. James Williams, Assistant to the Provost for Cultural Diversity at Northern Illinois University, will speak at 7:30 pm, Friday, Sept. 20, 2002 at Hayden Auditorium, Metcalf Laboratory School, ISU about student involvement in cultural diversity. His appearance is part of ISU's Diversity '99 program to create university and community awareness.

Williams, a former professor of English at UNI, believes cultural diversity should be part of a university education.

"Cultural diversity is as much of a certainty to the future as microcomputers. No matter how you look at it, understanding culture is a key element. From a strictly economic standpoint, those who can deal with diversity will make more money. From a humanistic perspective, cultural diversity will make us better citizens of the world."

The eighth of 10 children born to a Detroit auto worker, Williams dropped out of high school at age 16, but returned a year later at the urging of his mother. He attended Michigan State University on a football scholarship, earned a bachelor's degree in industrial arts education at Michigan State. While teaching and coaching at Flint Northern High School, he earned a master's degree in English Literature and a Ph.D. in philosophy. In 1966, he joined the faculty in the English Department at NIU. In 1972, he was the first African-American to become a tenured professor at Northern Illinois. He and his wife, Rita, adopted and raised four bi-racial children.

In 1992, he led a committee which created a minor in Comparative American Cultures at Northern Illinois, integrating literature, history, philosophy and sociology courses. He began in his current role in 1996.

Write a release for Central Illinois media announcing Dr. Williams' speech. Admission is free.
SAMPLE INFORMATION:

James C. McDuffy of Normal named Corporate Vice President for Consumer Affairs at Lifelong Insurance. has been assistant to VP for external affairs since 1998. Employed as consultant for consumer affairs division from 1996-98 while a partner in Martin, McDuffy and Boland, consumer affairs consultants. Member, Insurance Executives of America and Illinois Association of Personnel Professionals. McDuffy has B.S. in Business Management from Butler U. (1974), MBA from Illinois State (1981). Began career out of undergrad school as claims adjuster for State Home Insurance. Promoted to Claims Mgr. (1978), Associate Director of Consumer Affairs (1982), Assistant VP for Personnel (1987) Left State Home in 1994 to become partner in Martin, McDuffy and Boland. McDuffy married Stephanie Graham, an independent insurance underwriter in 1994. He has three grown children: James, Melissa and Catherine. QUOTES: Donald Diamond, president/CEO of Lifelong: "Jim is an outstanding addition to our senior staff. He is an outstanding communicator and understands the people part of insurance. People with his background are hard to find. His presence and his programs will enhance our customer service." McDuffy: "This opportunity excites me because it is an opportunity to make a quality difference for our customers and for those who serve them every day."

SAMPLE STORY:

Lifelong Insurance

Contact: Tom Lamonica (309) 438-5746

McDuffy Named VP for Consumer Affairs
Jan. 30, 2003

Normal, Ill. -- James McDuffy, a 28-year veteran of customer service to the insurance profession, has been named vice president for consumer affairs at Lifelong Insurance.

McDuffy most recently has served as an assistant to the vice president for external affairs at Lifelong. He began working for Lifelong as a consultant in 1997 while a partner in the firm of Martin, McDuffy and Boland, consumer affairs consultants.

Donald Diamond, president and chief executive officer at Lifelong, is excited about McDuffy's promotion.

"Jim is an outstanding communicator and understands the people part of insurance," said Diamond. "His presence and his programs will enhance our customer service."

McDuffy is a member of Insurance Executives of America and the Illinois Association of Personnel Professionals. He earned a B.S. in business management from Butler University and 1974 and an M.B.A. from Illinois State in 1981.

The vice president's post McDuffy talking about service.

"This is an opportunity to make a quality difference for our customers and for those who serve them every day," said McDuffy.

The father of three grown children, McDuffy is married to Stephanie Graham, also employed in the insurance industry.

YOUR ASSIGNMENT

Barbara Bennett, new assistant executive director of the McLean County Convention and Visitors Bureau. Bennett's resume:

1994-present Manager of Convention Marketing,
City of St. Louis Office of the Mayor,
1992-94 Convention Bureau Events Manager,
St. Louis Convention Corporation.
1984-93 Director, Greater Tuscaloosa Visitors Bureau, Tuscaloosa, Alabama
1979-84 Director, Carmel Unlimited, promoting business growth/development for Indianapolis suburb
1976-78 Administrative Assistant, Vanderburgh County Convention & Tourism Bureau, Evansville, Ind.

Education: University of Evansville, University of Alabama, University of Missouri-St. Louis

Personal: Two sons, four grandsons, native of Evansville, Ind.

New position promotes tourism, conventions and sports events for McLean County, works with county government, Bloomington/Normal City governments and Illinois State University to attract events which impact the area economy. Reports to David Lowe, executive director.

Lowe quotes: "Barbara knows the business. Her work drew rave reviews in St. Louis and we are fortunate that she was available to us. Her references were outstanding and we were quickly impressed with her personality, poise and creativity."

Bennett quotes: "From all I have heard about McLean County, the people are the No. 1 resource. They work together to make good things happen. It's a great location with excellent access by interstate highway, airplane and train. The potential here is unlimited."

Your client is the McLean County Convention and Visitors Bureau. Write the release for Central Illinois area media.
EVERY PERSON HAS A STORY

Much of Margery Lamonica’s resume could be classified as typical of someone from her generation, now often called “The Greatest Generation” because it has been part of the fastest-changing society in history: the Great Depression, World War II, the Baby Boomers, the growth of suburbia, the space race, emerging technology, incredible advances in medicine and now, more ‘older’ members of that generation than any before.

But reading a resume is only an early step in writing a feature story. Writing a successful feature story means identifying the unique elements, events, achievements and episodes which define an individual’s life. It means interviewing the subject, and others involved in the story with meticulous preparation and attention to detail, along with a willingness to let the subject lead the interview. It means making the incidents and the surrounding factual elements interesting and appealing to the reader. It is developing an angle and following it through. It is the satisfaction of knowing you learned an interesting story and retold it for the benefit of others. In many cases, the story enhances the writer’s experience more than the subject or the reader.

Although I have long fancied myself as a gleaner, recorder and repeater of interesting anecdotes, this one escaped my attention until I was into my 30s. As I learned later in life than I should, sometimes an interesting story was there all along—it just didn’t get noticed. Your lesson: a good feature story may be closer than you think. Every person has a story.

-- Tom

BACKGROUND INFORMATION

• Margery Lamonica of Lombard, Illinois
• Attended: Washington Elementary School and Central Elementary School in Pontiac.
• Graduated from Pontiac Township H.S.
• Played clarinet in school bands and was first woman (girl) in Pontiac Municipal Band in 1941.
• Worked in hardware store in high school.
• Volunteered on political campaigns.
• Volunteer fundraiser.
• School volunteer.
• J junior High School teacher (2 years).
• Office Manager/Technician, Lombard Veterinary Hospital (1967-90, retired).
• Charter Life Member of Lombard Historical Society, board member since 1991.
• Life Member, Disney Magic Years Club.
• Assisted in fundraising efforts for Streator Canteen Memorial.
• For past 43 years, resident of Lombard, Ill., a Chicago suburb.


CHILDREN: Joseph P. Lamonica, Jr. (Seattle, Wash.)
John M. Lamonica (Dallas, Texas)
Thomas A. Lamonica (Normal, Ill.)
Mary E. Nation (Mt. Vernon, Ind.)
James P. Lamonica (El Paso, Texas)
Kathleen Lamonica Krochock (Lombard, Ill.)
12 grandchildren (6 currently in college)

YOUR ASSIGNMENT

• View the tape
• Interview Margery Lamonica
• Write a feature story

Your client is the Streator Canteen Memorial. Write a feature for general use as a news release.
SAMPLE INFORMATION:

Actor James Caleb, an Academy Award nominee for best supporting actor in the movie "Bounce Back" lived next door to Olivia Davidson as a youngster in Bowling Green, Ohio in the 1970s. Caleb played Brock, the son of a disabled Vietnam vet who finds a way to overcome his handicap after 25 years. Davidson is the executive assistant to Thurman Telecommunications, Inc. President Karl Vernon Walker. Horizon is No. 1 in long distance phone service in the midwest. At that time, Caleb's name was James O'Brien and went by Jimmy. Davidson, who moved to Bloomington in 1979, lost contact with Caleb, but recognized him when she saw the movie with friends. "I just knew that was Jimmy. My friends didn't believe me, but I found Jimmy's mother's phone number. She still lives in Bowling Green, but Jimmy bought Peggy a very nice house which she described as Jimmy, a nice boy with a lot of energy and very enterprising. He would mow lawns, shovel snow, rake leaves—he loved working outdoors and playing sports. Yes, they did break a window on my back porch door with a baseball once, but he and his friends left a note and offered to pay for it. It feels funny to know someone you see in the movies; his face looks the same, but he has grown into a fine-looking young man. Of course, I hope he wins. His mother will be so proud. When I talked to her, Peggy took my email address and phone number. Jimmy's making a movie in Florida now, but Peggy said she would give him that information and I would hear from him soon. I won't know what to say."

SAMPLE STORY:

Horizon Telecommunications

Contact: Tom Lamonica (309) 438-5746

Actor Lived Next Door to Horizon Assistant

Feb. 13, 2003

Bloomington, Ill. -- More than 20 years ago, Olivia Davidson came home to find a broken window and a note from neighborhood boys, apologizing for the break and offering to pay for the damage. She still lives in Bowling Green, Ohio, where Davidson lived next door to Caleb, then known as Jimmy O'Brien. She moved to Bloomington in 1979 to join Horizon Telecommunications, where she now serves as executive assistant to Karl Vernon Walker, president of Horizon, the largest long-distance phone service provider in the Midwest.

Davidson says Caleb and his friends liked to play sports in his yard, and once broke a window in a rear door to her home with a baseball. "He and his friends left a note and offered to pay for it," said Davidson. "Jimmy was a nice boy with a lot of energy. He would mow lawns, shovel snow, rake leaves—he loved working outdoors and playing sports with his friends." Davidson was surprised when she recognized Caleb. Just to prove her story to her friends, she called Caleb's mother, Peggy O'Brien, who promised Davidson would hear from her son. "She still lives in Bowling Green, but Jimmy bought her a very nice house," said Davidson. "She took my email address and phone number. Jimmy's making a movie in Florida now. When I hear from him, I won't know what to say."

Davidson is rooting for her former neighbor to win the Academy Award. In the movie, Caleb plays the son of a disabled Vietnam era veteran who overcomes his handicap 25 years later. "Of course, I hope he wins," said Davidson. "His mother will be so proud."