



HR1324

LRB098 23170 MST 62168 r

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HOUSE RESOLUTION

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WHEREAS, The members of the Illinois House of Representatives wish to congratulate Dr. Larry W. Long on the occasion of his retirement as the Executive Director of the Illinois State University (ISU) School of Communication; and

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WHEREAS, Dr. Long has served ISU for 19 years and has served the last 13 years as the founding Executive Director of the School of Communication; and

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WHEREAS, Dr. Long helped develop the first public relations major in Illinois during the 1980s, and, in 2013, it became the first public relations academic program in the State, and one of only 40 public relations academic programs worldwide, to be accredited with a Certification in Education for Public Relations by the education branch of Public Relations Society of America; and

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WHEREAS, Dr. Long's support has kept ISU's TV-10 and WZND radio station as the leading student broadcast education programs in the State; and

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WHEREAS, Dr. Long has expanded the School of Communication's journalistic and entertainment footprint with the addition of the WGLT radio station and Vidette Online to

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1 the school's media portfolio; and

2 WHEREAS, Dr. Long has engaged School of Communication
3 alumni and other professionals with the creation of the
4 school's Alumni Advisory Board and the expansion of the
5 school's internship program; and

6 WHEREAS, During Dr. Long's tenure, the School of
7 Communication's innovative Communication Studies program has
8 expanded opportunities for specialized studies in a variety of
9 communication disciplines, the graduate program was recognized
10 nationally as the top program of its kind by the National
11 Communication Association in 2013, and the undergraduate
12 program received the Outstanding Undergraduate Communication
13 Program Award from the Central States Communication
14 Association in 2014; and

15 WHEREAS, Dr. Long's efforts to develop and build the Social
16 Media Analytics Command Center (SMACC) gives School of
17 Communication students, faculty, and the entire university,
18 access to one of the 3 campus-based facilities of its kind in
19 the nation; and

20 WHEREAS, Dr. Long has inspired and motivated award-winning
21 student success and faculty achievement at unprecedented
22 levels of teaching, research, and service; and

1 WHEREAS, In December 2014, Dr. Long will be concluding a
2 distinguished 40-year career as a communication scholar,
3 leader, and innovator to join his wife and collaborator Dr.
4 Penelope Long in retirement; therefore, be it

5 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE
6 NINETY-EIGHTH GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, that
7 we congratulate Dr. Larry W. Long on his retirement as the
8 Executive Director of the Illinois State University School of
9 Communication, and we wish him the best in all his future
10 endeavors; and be it further

11 RESOLVED, That a suitable copy of this resolution be
12 presented to Dr. Long as an expression of our esteem and
13 respect.