

# Cochran names public relations director

By CHARLIE DEITCH  
Photo Editor

James E. McCollum was appointed as the University's Director of Public Relations by YSU President Les Cochran.

McCollum has served YSU in various capacities for the past 19 years. Most recently he has served as Assistant to the President for Legal Services.

"I'm very excited about the opportunity to serve YSU in yet another capacity," McCollum said. "I plan to continue to advance the interests of this excellent, but underrated, University."

McCollum will replace Phillip A. Snyder, recently retired, as the Director of News Service and Publications office.

McCollum said that his long service at YSU in different departments gives him the experience to excel in his new position.

"I've had 21 years of service from facilities to student services to the police department to central administration," McCollum said. "These positions have given me a considerable understanding of how things work. I have received



CHARLIE DEITCH/THE JAMBAR

## Atty. James E. McCollum

ed an invaluable piece of background for this position."

McCollum said that he is happy at YSU.

"I believe that hard work and dedication pays off," he said. "Next to my family, this institution has had the most profound influence on my life. It would take

a pretty marvelous offer to ever get me to leave here."

McCollum said that the fact that he has a law degree was incidental in his appointment to his new post, but said it will aid him in his new job.

"Legal training is a discipline that will help you no matter what field you are in.

It has a great benefit to education but it had nothing to do with getting the job," McCollum said.

McCollum will be entering his new position under the strains of University budget cuts. "We have lost one position to a lay-off. It will affect us like it will the other departments," he said.

McCollum sees his new position as a stepping stone up the University ladder.

"Being a president's assistant is not a long term position," he said. "It's good to leave a staff position to a line position to go other career paths."

Although he has left a staff position, McCollum will still work with the president on occasion.

"I will continue to work on projects with the president, but in other capacities," he said.

McCollum hopes that he and his new position will be beneficial to the University.

"Although YSU is not a premier research University, it is a premier teaching University."

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is what McCollum hopes to accomplish .

“I want to continue the good job done by the staff in the past,” he said. “Hopefully more resources will be available to allow us to go in more directions.”

“We have to get the message out that this underrated University is a premier urban University that offers everything conceivable to offer a student looking for a quality education,” McCollum said.