



Corporate Communication Institute at Fairleigh Dickinson University

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NEWS RELEASE

For Immediate Release
June 26, 2007

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Martha Wetterhall Thomas, U. S. Business Communicator, Receives Highly Commended Paper Award at the Conference on Corporate Communication 2007

Wroxton, England. Martha Wetterhall Thomas received the Academic Highly Commended Paper Award at the Conference on Corporate Communication 2007, June 1 - 4, sponsored by the Corporate Communication Institute (CCI) in association with *Corporate Communications: An International Journal* at Wroxton College, Wroxton, England. Her paper, "Corporate Communication in the Late Middle Ages: Sampson of Oxford and the *Method of Letter-Writing*," describes Thomas Sampson as a 14th century educational entrepreneur who played an essential role in preparing the business communicators of his day. "Martha Thomas demonstrates through an analysis of Thomas Sampson's business courses and textbooks, that integration of theory and practice in written business communication has very long and influential tradition," said Michael B. Goodman, Ph.D., director of CCI and chair of the conference.

Martha Thomas founded the Center for Business Communication (CBC) at the Moore School of Business, University of South Carolina, and has served as its director since 1997. The CBC is a center for research, providing communication consulting services, communication workshops, and communication-across-the-curriculum support to students, faculty, staff, and alumni of the Moore School. The CBC was one of the first facilities of its kind in business education and serves as a model for other business schools in the United States and

abroad. Ms. Thomas has a B.A. in English and journalism from the University of Michigan, an M.F.A. in creative writing from the University of South Carolina, and is currently completing a Ph.D. in English at the University of South Carolina with a specialization in rhetoric and composition. Prior to her academic career, Ms. Thomas worked in the marketing communications field in New York City, first as a copywriter at agencies such as Grey Advertising, BBDO, and McCaffrey and McCall, and then as president of Thomas & Thomas, an agency she co-founded with her husband, a marketing executive. Her work at Thomas & Thomas won industry awards at the regional and national levels.

The Conference on Corporate Communication 2007 attracted scholars and practitioners from seventeen countries. They gathered to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Communicating global corporate responsibility, localization and globalization of issues management, global education for future leaders, and communicating to diverse and dispersed workforces were among the issues discussed. Papers given at the conference were included in the *Conference on Corporate Communication 2007 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (U.K.).

The Corporate Communication Institute at Fairleigh Dickinson University (U.S.A.), devoted to the theory and practice of corporate communication, provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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