

University names Fisher as fundraiser

Mark Fisher, formerly director of corporate development for WTWS-Channel 56, has been appointed director of development for the University of Detroit.

In his new position, Fisher will be responsible for all major fund raising drives for the university, including capital and endowment drives as well as the annual fund and a newly conceived

constituency fund-raising program. He also will begin a planned giving fund.

During the past two years with WTWS, he initiated the TV station's first volunteer-assisted corporate drive, which boosted annual corporate contributions from \$300,000 to \$1.1 million.

In addition, he generated a number of corporate grants, including one of the largest awards made to a U.S. pub-

lic television station last year, a \$600,000 grant from Southern Pacific Communication for the station's "PBS Late Night" program.

As Director of Development for Davenport College, Grand Rapids, from 1979 to 1981, Fisher increased annual support 50 percent and developed a deferred giving program for the college.

He also served as a director of various units for the United Foundation's Torch Drive from 1976 to 1979.

A native Detroit, Fisher holds a bachelor's degree in political science and a master's degree in public administration from Wayne State University.

Fisher is a member of the board of trustees of the Detroit Institute for Children.

Marketing firm names new vice president



John Lackner

John A. Lackner of Farmington Hills has joined Marketing Communications Interface as vice president. The announcement was made by Ronald D. Baker, president of the public relations

counseling firm founded in 1981.

Lackner has been active in the automotive industry as a manufacturers' representative and marketing communications consultant. Earlier, he was

copy chief and account executive at Wilson-MacDonald.

A journalism major, Lackner earned his liberal arts degree in 1969 at Wayne State University.



John Lackner

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