



Philip Sherman  
Assistant Managing Editor

# Assistant managing editor named

Philip Sherman, whose newspaper career dates back to 1977, has been named to the newly created position of Oakland County assistant managing editor for the Observer & Eccentric Newspapers.

Sherman, 42, has been community editor of The Eccentric's West Bloomfield-Lakes edition since 1989. For much of the past 18 months, he also has been on special assignment, overseeing a variety of newspaper projects. He's a former O&E copy editor and reporter.

In his new position, the Royal Oak resident will help shape a vision for the nine Oakland

County editions of the O&E. He also will help manage the newsroom, plan staff training, oversee special coverage and guide new technology. He continues as administrator of the Oakland County electronic page assembly system.

Sherman reports to Bob Sklar, Oakland County managing editor. "Philip brings a wealth of newspaper experience to his new position," Sklar said. "He's especially well versed in helping the newsroom staff embrace new technology like electronic page assembly, World Wide Web page development and Internet research. He's energetic, creative

and ready to help produce the best community newspapers we possibly can."

Sherman's credentials include serving as news editor and managing editor of the Cadillac Evening News in northern Michigan; publications editor for the External Affairs Division of Blue Cross and Blue Shield of Michigan; and owner of The Copy Desk, a desktop publishing business. He holds a BA in journalism from Wayne State University. He's the author of two books published by the National Institute for Business Management in Washington, D.C.

In 1993, Sherman was part of

a team that won first place in Suburban Newspapers of America and Michigan Press Association competition for their coverage of Cranbrook Educational Community students lost in a snowstorm in the Smoky Mountains.

Sherman works from the O&E's Birmingham office. His phone number is (810) 901-2575. You can reach him by fax at (810) 644-1314. "As all of our editors are, Philip welcomes reader feedback. His responsibility also includes acting as ombudsman for our readers and advertisers," Sklar said. "Our intent is to be interactive not only through our news and web pages, but also direct contact."

The O&E publishes Oakland County editions in Birmingham, Bloomfield, Farmington, Southfield, West Bloomfield-Lakes, Troy, Rochester, Lake Orion, Oxford and Clarkston.

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## New OU food court offers tantalizing options

A major improvement to Oakland University's food service is about to debut.

A week of grand opening ceremonies for OU's food court starts Monday, Jan. 13, with promotional balloons, burrito-eating contests, radio station giveaways and, as a grand prize, a trip to Orlando.

The pomp and ceremony extends into next month, too, with the official ribbon-cutting planned for Feb. 6. The name of the food court, chosen from 700 entries in a contest sponsored by OU, will be announced at that time.

The new \$1.3-million food court in the university's Oakland Center features express versions of Pizza Hut, Taco Bell and Burger King. Operated by ARAMARK, OU's food service provider, the court includes D.C. Subs and a Center Stage presen-

tation cooking space where the chef cooks to order such entrees as pasta, omelets or shrimp Caesar salads on any given day.

"Meadow Brook Farms" serves fried and rotisserie chicken, turkey and ham.

For those wanting a late night Italian snack, a take-out window behind Pizza Hut will serve medium pizzas to go, as late as 11 p.m.

Grand Opening Week begins with a bang. OU's mascot, Pioneer Pete, will greet customers and hand out prizes from 11 a.m. to 1 p.m. At the same time, WCHB 105.9 FM will broadcast live on risers in the court, joined by several students from campus radio station WKOU. They'll do a live call-in segment and give away T-shirts and comp discs.

Big balloons will bob in North and South Foundation Halls, announcing the opening.

On Tuesday at noon, student organization members compete in a burrito-eating contest. The prize is a \$100 voucher for catering.

Variations on the contest come Wednesday, with pizza, and on Thursday, with hamburgers.

On Friday, Pioneer Pete will be back to hand out more prizes and OU President Gary D. Russi will give away the biggest prize, an Orlando trip.

For students and faculty, the court itself is a prize. The food court opened Jan. 6 with 537 seats, twice as many as the former JW's Cafe and Oakland Room combined. The 4,100-square foot serving area and 6,470-square foot dining room already is a social hub, as Diane Wilson, associate dean, School of Nursing, saw while eating lunch in the new court last week.

"Students have a better place

to interact," she observed. "That's what the university is all about."

Even more major improvements are planned for the Oakland Center, including a mini-computer lab, game room and student organization offices.

Oakland University is a comprehensive state-supported institution of higher education located in suburban Oakland County, Michigan. OU offers undergraduate programs in 71 areas and graduate programs in 45 areas. Dedicated to providing students with the skills to succeed in a complex world, the university is organized into the College of Arts and Sciences and the schools of Business Administration, Education and Human Services, Engineering and Computer Science, Health Sciences and Nursing.

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