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NEWSPAPER EDITOR NAMED VICE PRESIDENT FOR PUBLIC AFFAIRS

DALLAS -- Roy E. Bode has been named vice president for public affairs at The University of Texas Southwestern Medical Center at Dallas, effective May 1.

Bode was editor of the Dallas Times Herald when the daily newspaper ceased operation in December 1991. As the paper's chief editorial executive since mid-1988, he was responsible for the editorial page as well as the news operation.

As vice president for public affairs at UT Southwestern, he will be responsible for efforts to make the public more aware of the medical center's research, educational and clinical accomplishments, both locally and nationally.

"We are extremely pleased that Roy Bode has agreed to join us," said Dr. Kern Wildenthal, UT Southwestern president. "His experience in the media and his knowledge of the community make him an invaluable addition to our team."

Bode finds the opportunity to join UT Southwestern "particularly appealing because of the quality of the institution and its people.

"This is a place that is moving forward rapidly toward a high -- but eminently achievable -- goal of

(More)

being one of the foremost research and medical centers in the world," he said. "My mission will be to increase the awareness, in this city and across the country, of what a superb medical institution has been created in Dallas."

Bode said he is greatly pleased to remain in Dallas. A Texan by birth, he launched his newspaper career as a sports reporter at the Odessa American. Over the ensuing 25 years, he worked as a reporter and editor at newspapers in Texas, Arkansas, Oklahoma, Kentucky and New Jersey. In 1977 he joined the Times Herald as Washington bureau chief, returning to Dallas later to serve as state and regional editor, assistant managing editor for news and associate editor before assuming the editor's office.

"My wife, Ellen, and I have always tried to contribute to our community," Bode said. "UT Southwestern is vitally important to the future of Dallas, and I feel I can make a significant contribution here."

Bode has won numerous journalism awards and was part of a team that won the George K. Polk Award, one of the profession's highest honors, for a series on black and Hispanic civil rights in Texas.

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NOTE: The University of Texas Southwestern Medical Center at Dallas comprises Southwestern Medical School, Southwestern Graduate School of Biomedical Sciences, Southwestern Allied Health Sciences School, affiliated teaching hospitals and outpatient clinics.