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****Costello named vice president
at The University of Texas
Health Science Center at Dallas

DALLAS -- Kathryn R. Costello, former vice president for university relations at Southern Methodist University, has joined The University of Texas Health Science Center as its first vice president of public affairs.

In announcing the new position effective Nov. 1, UTHSCD President Kern Wildenthal said, "A top priority is to upgrade our community affairs and development activities. We believe we have found the right person for the job in Ms. Costello."

The new Office of Public Affairs will coordinate ongoing activities of the Office of Medical Information, the development area, alumni activities and community programs, Wildenthal explained. "We already have an outstanding medical information staff, and we'll be working toward making its function even more far-reaching. In addition, we want to strengthen our development and alumni activities, establish more community programs and ensure that all these areas are coordinated effectively."

"I am looking forward to joining The University of Texas Health Science Center at Dallas," said Costello. "Its reputation as a research center and facility for medical education is international. In addition, I am looking forward to returning to the world of medicine, research and medical education."

At Southern Methodist University Costello was responsible for the development and management of broad-based communication and public relations programs for the school and for establishing a support base for fund-raising activities. While serving as vice president for university relations and earlier as director of public relations, she commissioned a national marketing study and developed marketing strategy for the university with special emphasis on student recruitment, alumni relations and corporate/business relations. Costello established the first government relations program at the school.

Other areas of responsibility included media relations, internal communication, publications, special events, supervising the printing facilities and non-instructional film/video/radio production.

Before she came to SMU, Costello was associate vice president for university relations at Vanderbilt University in 1980 and 1981. She also held the title of assistant professor of medical administration at Vanderbilt School of Medicine. At that time she was responsible for the development and management of public relations programs for the entire university, including its medical center.

From 1977 to 1980 she served as assistant vice president for medical affairs at Vanderbilt University Medical Center. Before taking that position, Costello was director of public affairs for that medical center.

Other professional experience includes serving as senior assistant to the mayor of the Lexington-Fayette Urban County Government in Tennessee from 1973 to 1975. In 1971 and 1972, Costello developed the community fund-raising program with volunteers for the Kentucky Costello Television network and reviewed broadcasting programs and concepts for the system. She was executive director of the Paducah, Ky., Family Planning Program, an organization that she helped found, from 1965 to 1969.

Costello has also produced and moderated a weekly radio program for radio station WHAS in Louisville, Ky., and served as station manager for radio station WBKY-FM in Lexington, Ky., as well as producing programs for Public Radio and Radio Free Europe.

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A graduate of The University of Kentucky with both B.A. and M.A. degrees in communications, the administrator has done further graduate work in cultural anthropology at her alma mater. She has also done work in policy studies at Vanderbilt.

Costello was named to membership in Who's Who in the South and the Southwest in 1980 and 1981. She is active in the Association of American Medical Colleges and served as chairman of its Group on Public Affairs. Also in 1980, Costello was a member of that year's Leadership Nashville class. In 1979 she was named Woman of the Year in Nashville.

The University of Texas Health Science Center at Dallas is a major research and educational institution in the United States. Its Southwestern Medical School has been rated as one of the top 15 medical schools in the nation. Thirteen of its faculty have been listed among the world's 1,000 "most cited" scientists, a number ranking Southwestern with the top half dozen medical schools. It is the site for one of 22 Howard Hughes Medical Institute research installations, and in December of last year two of its outstanding biomedical scientists, Drs. Joseph Goldstein and Michael Brown, received the Nobel Prize in Medicine for their research on cholesterol.

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NOTE: The University of Texas Health Science Center at Dallas comprises Southwestern Medical School, Southwestern Graduate School of Biomedical Sciences and the School of Allied Health Sciences.