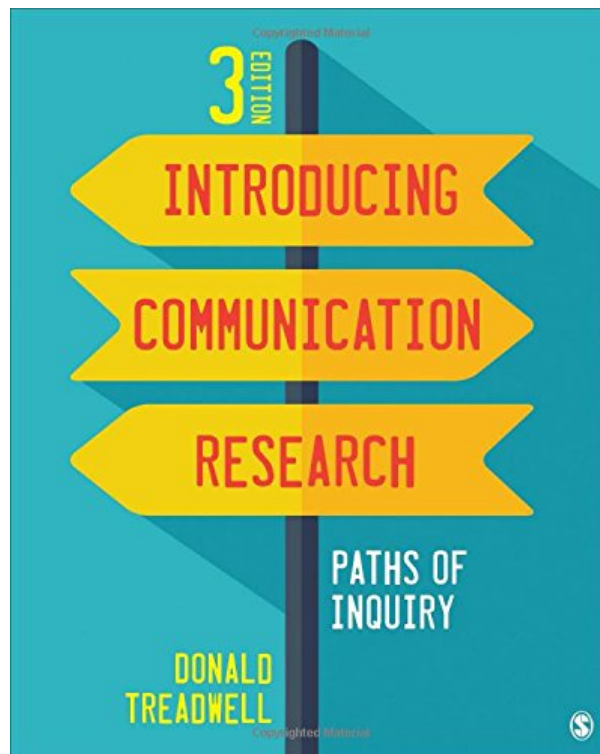
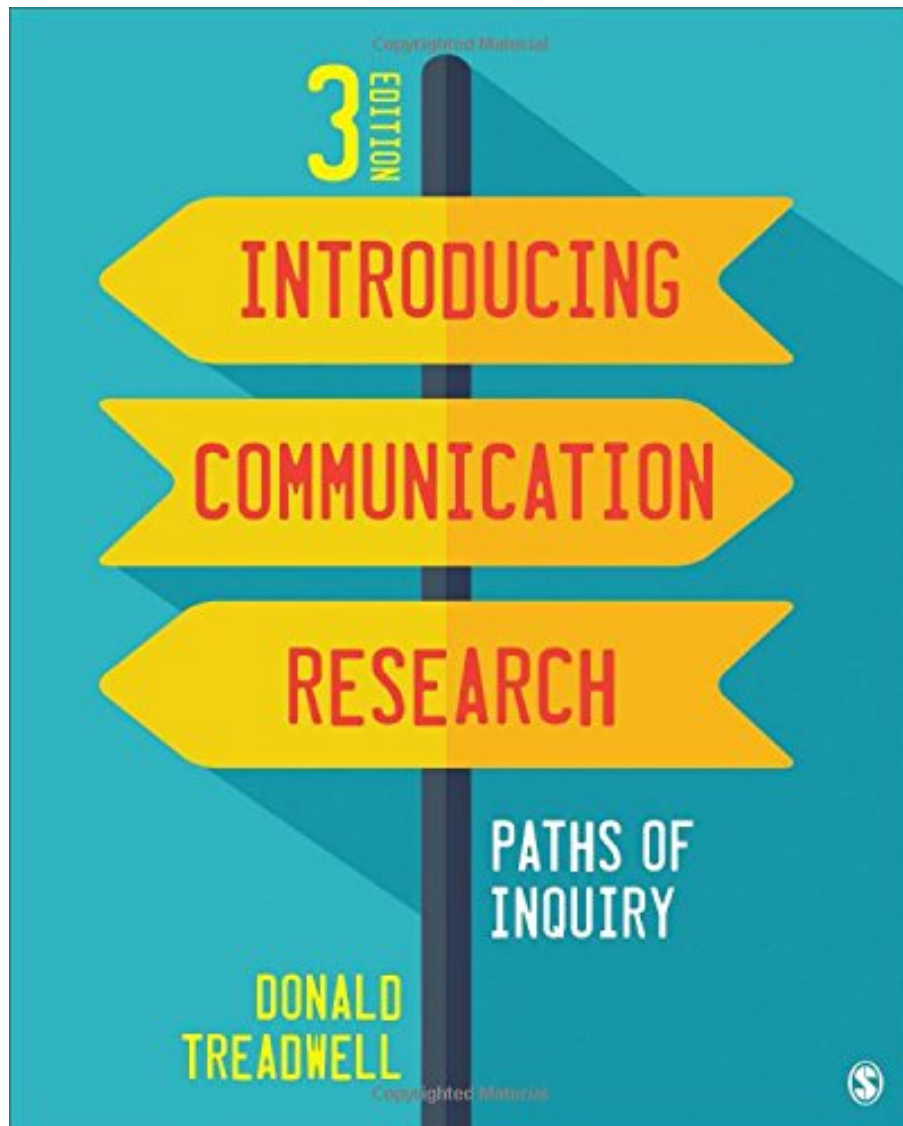


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Donald Treadwell earned his master's degree in communication from Cornell University and his PhD in communication and rhetoric from Rensselaer Polytechnic Institute.

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He has published and presented research on organizational image, consumer response to college names, health professionals' images of AIDS, faculty perceptions of the communication discipline, and employers' expectations of newly-hired communication graduates. His research appears in *Communication Monographs*, *Journal of Technical Writing and Communication*, *Public Relations Review*, *Journal of Human Subjectivity*, and *Criminal Justice Ethics*.

He is professor emeritus, Westfield State University, and has international consulting experience in agricultural extension and health communication.

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