



*Canisius Magazine* is a key part of our strategy to promote a positive image of the college. The staff of the magazine devotes an extraordinary amount of time to each issue to report on the people, the issues and the ideas that animate Canisius College. The magazine is perhaps the best way for alumni to stay in touch with what is happening at Canisius but it is certainly not the only way.

Public relations at Canisius is a wide-ranging endeavor. Our Web team is responsible for the college's Web site and its 9,000-plus pages. The Web site receives approximately 6.2 million visits each year, which makes it a very effective way to communicate to numerous audiences including alumni and prospective students, as well as internal audiences such as students and faculty.

Our public relations team is focused on media relations and other forms of external relations. Included within that group is our government relations director, who is responsible for developing effective relations with elected and other government officials.

These external relations efforts all rely on official and established channels to communicate messages about the college. There are, however, unofficial channels – largely electronic – that have the potential to affect our public image. Web sites controlled by third parties that allow for public discussion of the college, student sites such as Facebook and MySpace, and other blogs make the task of reputation management a much more difficult task. Anonymous citizen journalists can rapidly spread erroneous information about the college, with no accountability.

Good reputations are hard-won but are very fragile. We remain vigilant in our efforts to protect the good name of Canisius College!

P.S. Father Cooke's letter, which usually occupies this space, is absent because he is in Rome as a delegate to the 35th General Congregation of the Jesuits, at which a new Superior General for the Society of Jesus was elected (for details on the General Congregation, visit the U.S. Jesuit Conference Web site at [www.jesuit.org/AboutJesuitConference/gc35/default.aspx](http://www.jesuit.org/AboutJesuitConference/gc35/default.aspx)). He will return to Canisius in mid-March.

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## Student Profile

### EXCEPTIONAL UNDERGRAD

Much like the Jesuits, Benjamin J. Lankes '08 fosters a special interest in people, experiences and ideas that are new, different and diverse.



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## Faculty Profile

### ONE AND THE SAME

Sisters Virginia and Loretta Young, SSJ, helped build a deaf education program at Canisius that is second to none.



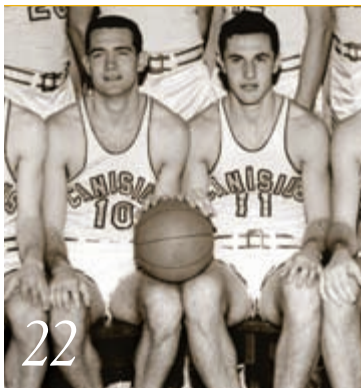
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### GRATITUDE ATTITUDE

Change your mind and you can change your life. *Canisius Magazine* examines how hope and optimism can help people achieve authentic happiness.

*cover photo by Eric Frick*



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