

Carbondale, have expanded it to look at London as the center of global broadcasting.

His international interests also led to participation in a French-U.S. research team that studied the 1988 presidential campaign; that effort resulted in a book chapter on television news coverage of the campaign with French researchers Jacques Gerstle and Olivier Duhamel. The research found that French coverage focused on candidates and their campaign rhetoric while U.S. coverage concentrated on campaign tactics, advertising and staged events.

Davis specializes in communications theory and political communication, and his research has won the Donald McGannon Award for Social and Ethical Relevance in Communication Policy Research from Fordham University and the Broadcasting Preceptor Award from San Francisco State University.

In spite of his busy schedule, he still finds time to tinker with computers. "I collect old computers the way some people collect old cars," says Davis. He has several in his home office — IBM-compatibles and Macs. He likes to tear them apart, and keeps one open so that he can easily drop in pieces and continually change parts around.

His office, like his life, is full of transitions. During the past four years he has moved to a different office four times. As a journal editor, he stores about 500 back issues in his office. "I have learned to live with lots of boxes," he confides.

He and wife Nancy are also overseeing a family "in transition." Their oldest daughter, Jennifer, is starting a master's program in history this fall at Penn State; daughter Kerry is in her senior year at Drake University in Des Moines;



Mohsen Kavehrad wears many hats as a distinguished engineering professor.

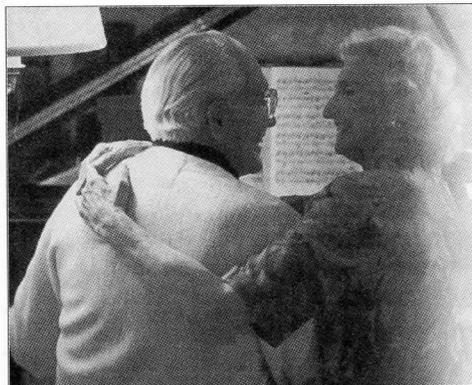
Andy begins as a freshman at Penn State; and Michael will be a high school sophomore.

MOHSEN KAVEHRAD College of Engineering

Mohsen Kavehrad, who joined the College of Engineering in January, is a man of many titles. He is the endowed chair professor of electrical engineering, director of the Center for Information and Communications Technology Research and fellow of the Electrical and Electronics Institute. Fellow is the highest scientific rank in the electrical engineering society, reserved for those who have made exceptional contributions to the field.

On a recent trip to Washington, D.C., one person took one look at all the titles on the professor's business card and asked, "What *aren't* you?" Kavehrad answered, "A millionaire."

That may change, as he continues his research, academic and industry-consulting work. In April he added the titles vice president and chief technical officer of Telebeam Inc., a telecommunications firm in State College. His



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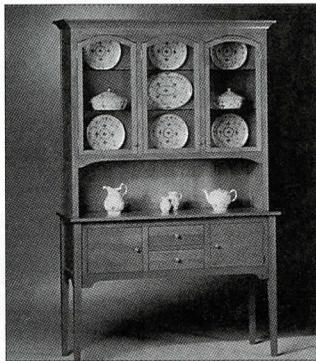
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research interests include wireless communications, optical-fiber communications and networking, and he holds patents in these areas. He also is on the editorial board of the *International Journal of Wireless Information Networks*.

His latest work in these areas is at Telebeam Research & Development Company, an R&D firm he co-founded.

With the assistance of Penn State graduate student Gary Meyers, Kavehrad turned some of his ideas into a well-designed Web site (cictr.ee.psu.edu) that showcases the Center for Information and Communications Technology Research, a new research center of Penn State's electrical engineering department.

The Web site also features biographies of faculty members. Kavehrad's page includes his many accomplishments: educational credits — B.S. in electronics from Tehran Polytechnic Institute, Iran; M.S. from Worcester Polytechnic University, Massachusetts; and Ph.D. in electrical engineering from Polytechnic University, Brooklyn.

He also has a passion for movies, music, playing the piano, reading books and spending time with his family: wife Susan; daughter Maryam, a first-year computer- engineering student at Penn State, and 15-year-old son Amir.

WAYNE DESARBO

Smeal College of Business Administration

Wayne DeSarbo, the Mary Jean and Frank P. Smeal Distinguished Chaired Professor of Marketing, is one of this country's leading authorities in marketing science and psychometrics (mathematical psychology). He is one of the world's foremost methodologists who devise various quantitative tools for marketing practice.

His office reflects his passion for number crunching, with its jumble of computer equipment. Here he constructs mathematical market models in areas such as product/service design, customer satisfaction, competitive market structure assessment and service quality.

Real-life applications of his studies are apparent in the latest high-tech car model packages. Based upon DeSarbo's bundling spatial models, major U.S. car manufacturers will start to include advanced features such as digital-communication capability, voice-recognition

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