

## ROBERT MENDENHALL '63



Bob has given his entire professional life to his students at Southwestern Adventist University, his Communication graduates, and the greater Dallas-Fort Worth community in Texas.

There was no communication major at all in 1973 when Bob started teaching at Southwestern. Soon, he launched into building a home for a radio station. The station signed on the air on June 13, 1974 and now serves some two million people in the DFW area. He designed the communication major as part of his master's degree program at Texas Christian University. Bob was the only full-time teacher in communication until 1987, while at the same time, serving as general manager of the radio station, completing his master's degree, and beginning his doctorate in 1980.

In 1994, a television station was acquired which further enhanced the department. His colleagues, as well as his students, are inspired by his passion, his vision, his experience, and the sense of permanence and history he gives to the department. Bob keeps in touch with all his former students with newsletters. He loves knowing where they are and what's happening in their careers.

Bob served as president of the Adventist Radio Network from 1978–1982 and 1996–1998. He earned his doctorate in Radio/TV/Film from the University of Texas at Austin. He is the recipient of the Zapara Award for Excellence in Teaching. He is a published author and presenter. Not surprisingly, he was the editor of *The Helm* his senior year at MBA and a broadcast announcer during his years at Pacific Union College.

MBA is proud to recognize Bob for his key leadership in establishing Adventist Christian media and communications—both in his community and globally.