

Contact: Len Rosenthal
Office of Public Affairs
Phone: 562.902.3305
Fax: 562.902.3321
lenrosenthal@scuhs.edu
16200 E. Amber Valley Drive
Whittier, CA 90604

Southern California University
of Health Sciences



Los Angeles College of Chiropractic
College of Acupuncture & Oriental Medicine

Press Release

Southern California University of Health Sciences Creates Office of Public Affairs

Whittier CA, January 3, 2008: Southern California University of Health Sciences (SCU) recently announced the organization of the Office of Public Affairs and appointment of Len Rosenthal as its Executive Director. The Office of Public Affairs will serve to effectively communicate the messages of SCU to current and prospective students, faculty, staff, alumni, Board of Regents, community, industry, and other audiences.

"We are doing a lot of exciting things here at SCU." Rosenthal declared, "The Office of Public Affairs will lead the charge to increase our visibility and strengthen our reputation by making sure all of our communications accurately reflect our vision, mission, and values."

Rosenthal, previously in charge of marketing at SCU discusses how the new expanded organization will best serve the University, "The Office of Public Affairs will function as the communications branch of SCU, focusing on determining the best approach to providing information services in the most effective manner, on time and within budget."

Rosenthal has held key marketing positions in the private sector with leading technology companies including Cobham and Infotrieve. He received his MBA from Pepperdine University in Malibu, CA, and his BS from the University of Maryland, College Park. He is an award-winning speaker, having given presentations on the topics of technology and sociology of marketing.

Southern California University of Health Sciences incorporates the College of Acupuncture and Oriental Medicine, the Los Angeles College of Chiropractic, the School of Professional Studies, and the University Health Centers.

For Immediate Release

Since 1911 Southern California University of Health Sciences has been a leader in preparing practitioners to provide care in complementary and alternative medicine, and is accredited by the Western Association of Schools and Colleges, the Accreditation Commission for Acupuncture and Oriental Medicine, and Council on Chiropractic Education.

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