

Presentation by: Robert Morgan
Attorney General

To: Banquet - Outstanding
Alumni Award for 1970
East Carolina University
Greenville, North Carolina

PRESENTATION OF THE
OUTSTANDING ALUMNI AWARD FOR 1970

Each year the Alumni Association of East Carolina University selects from among its many outstanding alumni a person, whose record has been most uncommon, to receive The Outstanding Alumni Award. In doing so, the university honors itself by honoring one who received his education at the university and then excelled in the vocation he chose as his life work.

This year, we honor an alumnus who is a Career United States Public Health Service Officer, a man whose accomplishments have received national attention and brought honor to his Alma Mater.

Our honoree today is the Project Director of the Community Medical Television System in Atlanta, Georgia. The Television System was designed to interconnect for the first time a major medical school (Emory University) and teaching hospital with a wide variety of community health facilities. The Assistant Surgeon General and Director of the National Medical Audiovisual Center, James Lieberman, expressed the high regard that the Public

Health Service holds for this year's honoree in the following quote:

"Early in our planning we selected ...a senior officer of the United States Public Health Service's Commissioned Corps to direct the effort ...in Educational Communication. [He] did an exceptional job of planning and administration; within a year's time we were able to judge the Project's success and turn it over to the community for continued operation. Based on his superior performance, and on my recommendation, this officer was awarded the Commendation Medal by the Surgeon General of the Public Health Service in recognition of his exemplary record of service."

This man, the recipient of the Outstanding Alumni Award for 1970, is Joseph A. Staton of Atlanta, Georgia.

A native of Greenville, Mr. Staton attended ECU from 1938 to 1942 and earned the A.B. and B.S. degrees in English and Science. He received the Master of Public Health Degree at the University of North Carolina in Chapel Hill in 1947.

Mr. Staton is a former Marine, and a Veteran of World War II. In 1953, he resigned his commission as captain to accept a commission in the United States Public Health Service.

During the next twelve years, Mr. Staton served with the Public Health Service in Beirut, Lebanon, and at the National Institutes of Health, Bethesda, Maryland.

Since 1966, he has been special projects officers with the National Medical Audiovisual Center and was concomitantly detailed, as mentioned before, as Project Director of the Community Medical Television System based at Emory University School of Medicine in Atlanta. On the assignment, he held the rank of professor in the Emory School of Medicine. In this capacity, Mr. Staton helped build the Medical Television Network, beginning with six institutions, until it was relaying medical information to twenty-three participating institutions in the Atlanta area. It has been stated that the future quality of this nation's health may depend on the development, growth, and success of similar projects. The Community Medical Television System in Atlanta is the successful beginning.

Just last September, he returned to his post of special projects officer at The National Medical Audiovisual Center, also in Atlanta.

Mr. Staton distinguished career has included service for two terms on the Health Education Advisory Committee of the National Tuberculosis Association and a term as President-Elect of the Colorado Conference of Tuberculosis Workers. For two years he was Chairman of the Membership Committee of the Society of Public Health Educators. He served also as Executive Secretary of the Council on Medical Television and as editor of the Council's newsletter.

In addition to the United States Public Health Service Commendation Medal, he holds a special citation from the Fulton County (Georgia) Medical Society for his work in Medical Television.

His earlier involvement in research projects concerning tuberculosis resulted in the publication of findings in several articles. He has recently authored articles on the Community Medical Television System.

He currently resides in Atlanta with his wife,
the former Nelda Mae Ferguson of Durham and their son,
Joseph Patrick.

It is indeed a privilege to present this year's
Outstanding Alumni Award to an alumnus who has made an
unusual and special contribution in the field of Health
Affairs, Mr. Joseph A. Staton.