

Indiana University Department of Telecommunications

Telecomment

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College of Arts & Sciences Alumni Association

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Moving People into the digital world

2010 Distinguished Alumni Award Recipient Paul Caine stays true to his roots by taking time to give back

As Executive Vice President, Chief Revenue Officer and President of Time, Inc.'s Style and Entertainment Group, **Paul Caine**, BA'86, is busy guiding six major magazines, including *People*, *Entertainment Weekly*, *InStyle*, and *Essence* into the ever-expanding world of digital media. Despite working at the top of a magazine publishing industry that puts him in the orbit of world-famous celebrities, Caine has made time to share his expertise with Telecommunications students.

Caine often fits meetings with students into his busy schedule at his New York City office. He has taken a particular interest in students from the Telecommunications Department. He also has been a strong supporter of the department's annual MultiVisions Communications Conference. To recognize his many accomplishments and ongoing commitment to IU students, the IU College of Arts and Sciences honored Caine with its Distinguished Alumni Award in 2010.

Paul Caine began his career working for *USA Today* and J. Walter Thompson before joining Time Inc. in 1989 as a junior sales representative for *People* magazine. In 1994, he launched *Teen People* before returning to *People* as associate publisher in 2001 and rising to publisher in 2004. He was named President of the Style and Entertainment Group in 2007.

His rise to the top of his field has been accompanied by numerous honors, including Crain's New York Business 40 Rising Stars Under 40 award in 2002, which is given to top executives from the worlds of media, entertainment, law and medicine. In 2004, Caine was inducted into the American Advertising Federation's Advertising Hall of Achievement. In 2010, he was named to min's Sales Executive Hall of Fame, awarded to executives who



Honoring a media role model: Sasha Bannister; Jared Solow; Walter Gantz, Chair; Paul Caine; Margaret Aprison; Legene White, Director of Alumni Affairs; Jesse Levine, BA'10. Bannister, Solow, and Aprison are outstanding undergraduates who were invited to attend the College of Arts & Sciences annual recognition banquet and to meet honoree Paul Caine. Levine works for Caine's company as an ad sales assistant for People.

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Telecommunications grad program highly ranked

The National Research Council's report "Assessment of Research-Doctorate Programs," released in September 2010, provides a range of rankings for doctoral programs. Our doctoral program was ranked among the top 10 communications programs. Telecom was ranked third and eighth in the nation on two related indices. On specific dimensions, we had the eighth highest publications per faculty, ninth highest citations per publication, and the highest percentage of international students.

Rankings by a body like the NRC are noteworthy, and we take great pride in its recognition of the quality of our program. For a more detailed explanation of the rankings, visit the website at <http://www.indiana.edu/~telecom/graduate/nrc.shtml>.

GETTING THE WORD OUT

If you want to taste a slice of life in the department's graduate program, visit "Gradspace," the graduate student blog. You can find it from the Graduate Program button at www.indiana.edu/~telecom/index.shtml. Graduate students **Nicky Lewis** and **Katie Birge** team up with Director of Graduate Studies **Harmeet Sawhney** to chronicle each week what grad students and faculty are up to both academically and outside the classroom. You may be surprised by some of the faculty's hidden talents!

The IU Telecom Bulletin Board posts job openings, internships, scholarships, and local events. Alumni are encouraged to share opportunities from your company as well as other important events. Submit your postings to Lynda Haywood-Smith at lyhaywoo@indiana.edu. This blog is open to anyone and averages several dozen hits a day. Find it at iutelecombulletinboard.wordpress.com/.

"This is Indiana" YouTube hit

Four senior students drew from their numerous interests and skills to create a YouTube sensation. "This is Indiana," an original rap song written and performed by **Brice Fox** and **Daniel Weber** is accompanied by footage—both vintage and current—of IU basketball and its fans.

Danny Olson, a Jacobs School composition and sound design major, produced and mixed the music. Viewers will see another Telecom senior **Ed Wu** playing violin. Wu produced, shot and edited the video under his company name, Wuhawk Productions. You can find the hit on YouTube using the search term "This is Indiana."



STUDENT HONORS AND AWARDS

Two Telecom majors were each awarded a Hutton Honors College Burnett/Masters Junior Scholars Award for academic year 2010-11. **Carys Tanner** hopes to one day become a documentary filmmaker. **Graham Walsh** would like to start his own production company and direct feature films or TV shows.



Carys Tanner



Graham Walsh

The department congratulates students who were inducted into Phi Beta Kappa in the academic year 2010-2011: **Lillian Feldman-Hill, Jennifer Furlong, Ryan LaValle, Lesley Marshall, Morgan McDonald, Jacob Sherry, Nancy Tyree, Meghan Underwood, and Ellen Zalatoris**. PBK is the oldest academic honor society in the United States and is the highest award that an undergrad student in the liberal arts can achieve.

facebook

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ALUMNI ASSOCIATION

Paul Caine

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have grown through the sales ranks to high levels and who have earned the respect of peers and the advertising community.

Caine attributes his success to thinking simply about an industry complicated by rapidly changing technologies and consumer preferences. “Consumers are consumers. People are people,” Caine declares. “There are a lot of people out there that look at this from the top down or the outside in, and I feel like I’ve come at it from the consumer’s point of view.”

Caine shared his insights into the business of magazines by teaching an intensive one-credit course for the Telecommunications Department over a single weekend. Students assumed the role of media professional, including role-playing and a final assignment completed by the end of the 15-hour class.

His approach to his profession translates well to the classroom. “Learning is active and intellectual curiosity ultimately generates

future success,” advises Caine. “Exactly what you know today will be completely different tomorrow. When I attended IU, we were talking a lot about the advent of cable and the shortening of journalism because of *USA Today*. And that was what the hot buttons were then. Today, the challenges seem far more complicated.”

Caine is proud of his ability to keep pace with the fast-changing media world over his 25-year career. “I’ve been able to be part of, and a first-hand witness to, some of the most incredible changes in our industry,” Caine said.

But he doesn’t allow his professional career to dominate his life. Caine and his wife Pam have created Griffin’s Giving Fund in honor of the memory of their son Griffin Matthew Caine. Griffin’s Giving Fund provides support and resources to families that have experienced the loss of a child. For this and many other roles, Caine received the AAF’s Jack Avrett Volunteer Spirit Award for dedication to exceptional public service.

“I’m most proud of my family life and all the other things I do that keep the balance in my life,” Caine explained. “And I’m also extremely proud that I’ve been able to maintain my sense of roots and where I came from as my life has evolved.”

Q&A with Paul Caine

Telecomment spoke with Distinguished Alumni Award Recipient Paul Caine about what he sees for the future of the industry and reaching consumers in the Internet age.

Many newspapers and magazines are struggling, and some predict print media will not survive in a digital, on-demand world. What future do you see for print media?

Paul Caine: First and foremost, there’s no question that print will be here in the future. Like all new media launches, there is always a question of what’s going to happen or the health of the pre-existing media. Whether radio to television or print to digital, it’s the same story.

Print audiences are growing. We are also seeing exciting growth in new mediums for branded print content. Magazines remain an excellent way to tell stories: tactile responses, great photography. All of that cannot be delivered in better form than print.

Consumers can now access content through many devices ranging from desktop computers to Smartphones. How do these different platforms affect the way you deliver content from your magazines? Do you find the audiences are different on each platform?

PC: It comes down to how the consumer uses the device. The mobile device is the most personal, always at hand, and used for immediate information in short form. As the devices grow in size, the longer the form the customer wants to consume.

For branded content, mobile is an excellent way to deliver breaking news, quick information, short videos, etc. Consumers currently read more on tablets vs. mobile handsets. They watch longer videos and consume longer articles. They will use

the Internet to seek out information, find entertainment, watch videos. Magazines provide a full lean-back experience.

As an example, *People’s* mobile product has 3 million unique visitors who enjoy breaking news and photos. The tablet product has the magazine in full form as well as bonus material that is only available on the tablet. The website has over 15 million unique visitors and recently surpassed 1 billion page views. Consumers log on for breaking news, photos and style. *People Magazine* sells over 3.5 million copies and reaches 45 million people a week with a complete in-depth look at the people who fascinate us most. All of the mediums work together to deliver the information in the form consumers want most.

Consumers have grown accustomed to getting content for free over the Internet, but many content providers are struggling to pay for that content with a traditional advertising business model. Which business model do you think consumers will accept that can also provide the necessary rate of return on a media company’s investment?

PC: It is very challenging to get consumers to pay for content on the Internet. We have been successful with mobile apps that provide an enhanced experience. For the moment, advertising is the primary revenue stream for the Internet.

However, quality journalism is not free. So, in time, we will all need to figure out how to balance current consumer expectations for free content with the costs of developing that content. This underscores

the importance of diversifying our offerings and not relying solely on one medium.

Technology is changing so quickly these days. How do you make sure Time, Inc. doesn’t get left behind when a new technology bursts onto the scene?

PC: We do an incredible amount of research on consumer behavior – psychographic, demographic, sociological research. We read a lot. We consult a lot. Universities are fantastic resources for us to get information. Our goal is to be on the forefront of technological advances and to ensure that our products are maximizing their opportunities.

Do you have any predictions about what is just over the horizon as the next big thing?

PC: I wish I did! We all have ideas of where it is going and what the evolution feels like it’s going to be, but then there’s always that surprise that no one ever thought of before that changes the game.

What we’re talking about today is probably going to change tomorrow. As we’ve seen throughout history, there will always be innovation. There will be a challenger to the digital space, a challenger to the tablet space, and there will be a challenger to the mobile space. AOL was the primary access to the Internet 15 year ago. Twitter and Facebook didn’t exist seven years ago. And what will be the game-changer tomorrow? We don’t know. But, that is what makes media so exciting.

Past & Present

1978 & 2011

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Compiled by Legene White

TO HELP PRESERVE OUR HISTORY, Telecom is gathering pictures and stories from alumni. Send a story from your student days and news of your current career. If possible, include a photo from “then” and another recent photo. We’ll post the best stories on the Telecommunications web site and print some in *Telecomment*.

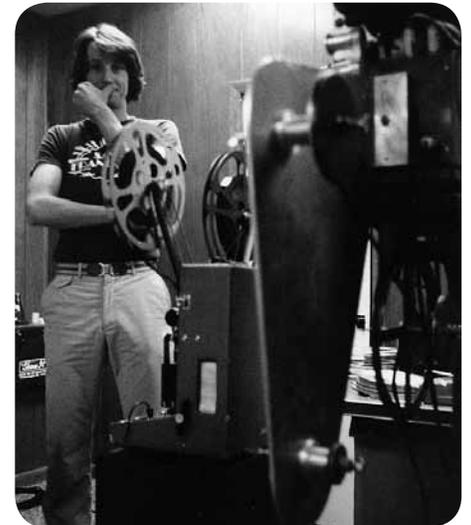
Franklin “Frank” B. Haney, BA’78, writes, “In the summer of 1978, I interviewed for work on a feature film that was going to be filmed in Bloomington, Ind. The film was, of course, “Breaking Away” (originally titled “Bambino”). For the next two-and-a-half months I worked as an apprentice (uncredited) editor with some of Hollywood’s best filmmakers. I reported every day to a makeshift editing room above the former Bloomington Hardware store on the square, where Cynthia Scheider (Roy Scheider’s wife) and her assistant, Jonathon Cohen, assembled the film. The late Peter Yates (the film’s director) and Steve Tesich (writer) were frequent visitors to the room. I had never imagined that I would be working on an Academy Award-winning film, much less rubbing elbows with such luminaries. My job was simply to do everything that needed to get done – from getting the editor’s coffee (no bagels in Bloomington in 1979!), breaking down the dailies, archiving the unedited footage, projecting the dailies at night, and driving Roy Scheider to and from the Indianapolis airport. It was quite an education and a lot of long hours. Two-thirds of the film would be assembled in Bloomington. And finally, after a short two months, the filming stopped, and the editing room was packed off to New York, leaving me to wonder if what I had just experienced was a mirage or just a strange dream. In any case, it was something I was glad to be a part of and will never forget.” Haney is the owner of Frank Haney Film and Multimedia Inc. in Deerfield, Ill., where he lives.



Left: Haney, summer of 2010, London, working on a film on banking.

Below: Haney, circa summer of 1978, waits to project the evening’s dailies for Peter Yates and his crew.

Haney is an award winning film and multimedia writer/producer/director whose work has been seen on A&E, The History Channel, PBS, and VH-1. Combining his lifelong love of music and writing, he has co-written a musical comedy, “Lust ‘N Rust,” which opened in April at the Lyric Theater in West Hollywood.



Contribute to a 90th birthday present for Professor Bannerman!



LeRoy Bannerman is greeted by his former student, Ken Beckley, BA’62, and Audrey Beckley, BS’64.

Commemorate **LeRoy Bannerman’s** 90th birthday by making a gift to the Bannerman Award in Innovative Audio. The scholarship is awarded to an undergraduate who shares Bannerman’s passion for the art of audio production in any medium. \$10,000 is needed to endow the award in perpetuity.

Bannerman celebrated his milestone birthday on March 10. He was a professor in Telecommunications from 1957 to 1986. He wrote and produced dozens of radio docudramas, many voiced by Telecom students. Bannerman is the author of “Norman Corwin and Radio: the Golden Years” and “Where Blood Runs Black and White,” based on race relations and civil rights in the Deep South. He continues to live in his home in Bloomington and is putting finishing touches on a third book about the importance of radio during WWII.

Won’t you contribute? Contact Legene White at whitell@indiana.edu or (812) 855-7086.

Faculty *FLASH!*

Our faculty members are hard at work. Along with teaching, they conduct research, produce creative and artistic material, write papers, apply for grants, present at conferences, author books and chapters, and more. We've highlighted select accomplishments below. For a complete list, see <http://www.indiana.edu/~telecom>.

Betsi Grabe and **Erik Bucy** received the Distinguished Book Award from the Communication and Social Cognition division of the National Communication Association for their book, "Image Bite Politics." The book also received the International Communication Association's Outstanding Book Award in 2010.

Edward Castronova is studying the emerging economic and political institutions in games and social media with a \$100,000 grant from the National Science Foundation. Under his guidance, a team of IU graduate and undergraduate students will sign up for dozens of games and platforms to explore monetary and political institutions that are now emerging in these places.

Walter Gantz has been re-elected department chair. This will be his fifth term as chair. He continues to teach courses in advertising as well as about sports and media and advises a group of students who compete in the annual National Student Advertising Competition (NSAC).

Erik Bucy is leaving the department at the end of the spring semester to pursue a unique research opportunity as Vice President of Research for the Los Angeles-based media consulting firm SmithGeiger. The firm performs cutting-edge market research using a variety of methodologies for some

of the biggest names in news and entertainment, including local TV news stations, cable and broadcast net works, NPR, digital content providers, and entertainment studios. Despite the career shift, Bucy expects to continue to publish research under our Institute for Communication Research and, on occasion, teach a course for IU using distance education technologies.

Norbert Herber was awarded a Ph.D. in Art & Media by the University of Plymouth, UK. His dissertation is titled "Amergent Music: Behavior and becoming in technoetic & media arts."

Ron Osgood received a Fellowship through the Indiana University Institute for Digital Arts and Humanities for his project "The Vietnam War: Stories from All Sides." What Osgood labels VOID (Video Online Interactive Documentary) allows users through an interactive website to customize stories by playing selected portions of interviews based on a key word search. The site will document the Vietnam War from the point of view of soldiers who fought on both sides of the conflict. The project is a follow up to his documentary, "My Vietnam, Your Iraq," which has been an official selection at nine film festivals. It will be released through PBS and PBS Home Video in May 2011 with a tentative broadcast date on or near Memorial Day.

(RE)INTRODUCING OUR FACULTY AND STAFF!



See new video clips at www.indiana.edu/~telecom/people. You'll be introduced to the creative and research work of our faculty and the ways we engage students, alumni, and others in the media industries.

SUPPORTING IU

Contribute to the Telecom Speakers Fund

Help provide a *life-changing connection*

Our students need access to media professionals who can supplement the world-class education offered by Telecom faculty. The Telecom Speakers Fund will underwrite visits by industry leaders from the major media centers to Bloomington.

Be that person who helps provide a connection to media industries and gives our students a leg up on the competition. Make your contribution to the Speakers Fund.

Checks may be written to Telecommunications/IU Foundation with "Speakers Fund" on the memo line. Mail to Legene White at Dept. of Telecommunications, 1229 E. 7th St., Bloomington, IN 47405. Or give online at www.indiana.edu/~telecom/alumni/makeagift.shtml and choose "Speakers Fund."

Your IUAA membership dues are 80 percent tax deductible — another great reason to join or renew today!

Visit alumni.iu.edu or call (800)824-3044.



((sound bites))



The **Sound Bites** column tells brief stories of alumni and friends who have strengthened our department's academic mission. Their individual contributions range from financial gifts to gifts of talent, from mentoring a student or visiting campus to deliver a lecture, to hiring students and alumni for internships and jobs.

Compiled by Legene White



Steve and the rainbow trout he caught last fall on a catch-and-release outing in Utah.

D. Steve Smith, BA'62

Retired Anchor, KHOU-TV News, Houston

Steve and his wife of 45 years, Vicki, visited Telecom last June during IU's Mini University, unleashing memories from the early years of the RTV Department. "John Harrell, chief announcer at WFIU, assigned me to announce the college football scores — my first 'live' radio performance. I was so nervous I ran all the colleges and scores together. Listeners couldn't tell who won and who lost. It was not a high point in my broadcast career."

"My path begins and ends with the legendary Dick Yoakam. Given my 'good pipes,' I saw my broadcast future playing schmaltzy music as a DJ. Fortunately, Yoakam envisioned a considerably more challenging career and insisted I take his class. Nineteen-year-olds did not say 'no' to Professor Yoakam, so I enrolled and was hooked from day one."

"I've supported the Yoakam Technology Fund from its beginnings. As our industry has changed, so has the technology, in ways nobody could have imagined nearly 50 years ago when we lugged big Wollensak reel-to-reel tape recorders to interviews. Yoakam wanted to ensure that Telecom trained students with the latest technology."

"I had a fulfilling career in a profession that provided me with opportunities I never dreamed about while growing up in the hills of Southern Indiana. How many journalists can say they were reporting live in Berlin in 1989 when the notorious wall came down and Communism imploded? Future journalists toting their backpacks in the RTV building are walking in the footsteps of giants, and I believe it is incumbent on those who have gone before to help them to the best of our ability."

"One class recorded a radio drama. Because I had the lowest bass voice, I got to play the part of a frog. It was my on-mic debut."

— STEVE SMITH

Dana Lee Miroballi, BA'92, JD'95

Attorney, U.S. Department of Justice, National Security Division, Washington, D.C.

Dana came to IU on scholarship for cross-country & track, aspiring to be a sports broadcaster. Seven years later she left IU with a law degree, built upon Telecom's foundation in the liberal arts.

"I was interested in policy, regulatory and legislative work but always thought it would be for the FCC, using my telecomm background. Instead my path eventually led to the American Medical Association in Washington, D.C., where I worked on healthcare policy issues. The events of 9/11 affected me deeply and I wanted to work for our country. I applied to the FBI and to the Department of Justice. I was offered both positions — FBI Special Agent and DOJ attorney. It was the hardest decision of my life." Now in her seventh year as an attorney with the DOJ, Dana provides

Jeremiah Jordan, BA'00

Owner/Producer/Editor, Clyde Media Productions, Boston.
www.clydemediaproductions.com.

“In Telecom I loved creating short videos with other talented students. Each project was like a mini-adventure. From T283 to the advanced documentary class, the hands-on courses helped me imagine that I could actually do this for a living.”

“I got my first job in Los Angeles because of IU. Alumnus **Todd Holzer, BA'97** was already working at Creative Domain and doing well. The boss pulled my resume from the stack because he was impressed with Todd's work and figured I would bring the same skills from Telecom. Those skills have served me well. Once, leaving for a commercial shoot in NYC, the producer and the director unexpectedly cancelled. I was only the assistant producer, but suddenly I would be directing my first TV commercial — 8 hours later. Oh, and Hugh Jackman was the star.”

“I'm envious of the students who have so many opportunities and resources at their disposal in Telecom. After graduation, I longed for the days of being able to check out a camera and gear to shoot a creative project — something I definitely took for granted.”

Jeremiah makes annual contributions to the department and has offered real world insight at MultiVisions. “The department needs alumni support to keep up technology and to remain relevant. We are a reflection of the department, but the department is also a reflection of us. In my profession I've been given added respect based on my affiliation with IU and Telecom.”

Left: Jeremiah and his wife, Jennie Weiner, vacationing in Ireland



oversight of intelligence agencies.

“Although I'm not practicing communications law or working in the media industry, the Telecom program prepared me with critical thinking, writing, and analytical skills used daily during law school and in my career. I credit Professor **Herb Terry** who inspired me and supported my application and law school choices.”

Dana served four years on the board of the D.C. Chapter of the Indiana Alumni Association. “Seek out a local alumni chapter. It's a fun way to maintain ties to IU.”

Dana contributes regularly to IU, including Telecommunications. “It's important to support Telecom's mission. Even minimal financial support, no matter the size, adds up to significant funding to provide amazing opportunities for Telecom students.”

Right: Dana with her son, Luke, and husband, Dave Firkin



Alumni contributors and supporters gather for an afternoon of good company

Telecommunications invited its contributors and supporters to campus for a Meet and Greet with faculty on Nov. 12. After enjoying lively discussion on a beautiful late-fall day, the group of 45 attended “An Evening of Conversation with Jane Pauley and Meryl Streep,” presented by the IU Foundation’s Women’s Colloquium at the IU Auditorium. The animated give-and-take between the two accomplished women allowed glimpses of the passions that have influenced their professional and personal lives.



Associate professor Julie Fox discusses her media research with Rocky, BA’70, and Linda, BA’69, Spalazzi.



Legene White, left, Director of Alumni Affairs, chats with Paul Heltne and Jean Linsner, BA’82, MS’83.

A video of the complete conversation can be viewed at iufoundation.iu.edu/emails/colloquium/.

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Or, charge my: VISA MasterCard American Express Discover Exp Date ___ / ___ Card No. _____
Signature _____

Is this gift from you & your spouse? Yes No

Spouse’s name _____

Your name & address _____

Or, give online on the Telecom website: www.indiana.edu/~telecom/alumni/makeagift.shtml.

Matching Gifts: You can double or triple the value of your contribution by taking advantage of your employer’s matching gift program. Simply consult your personnel office to obtain a matching gift form. Enclose the form with your contribution.

Tax Advantages: Gifts to Indiana University are deductible as charitable contributions within the limits of the Internal Revenue Code. Indiana residents are eligible for a 50% tax credit for gifts up to \$400 on joint returns, or \$200 on individual returns.

THANK YOU IN ADVANCE FROM THE IU DEPARTMENT OF TELECOMMUNICATIONS!

ALUMNI NOTES

1960s

Terrill D. Albright, BA'60, JD'65, a partner in the law firm Baker & Daniels in Indianapolis, was inducted into the College of Commercial Arbitrators during the group's annual meeting in Dana Point, Calif. Established in 2001, the college is a national organization of experienced arbitrators serving the public, the profes-

sion, and businesses and lawyers who depend on commercial arbitration as a primary means of dispute resolution. Albright joined Baker & Daniels in 1965 and, after serving as a trial lawyer for the firm, now provides mediation and arbitration services in construction and commercial disputes. He lives in Indianapolis.

Lorne A. Parker, BS'65, is president of eLearning In-

novations of Stillwater, Okla. He was formerly a professor of communication arts at the University of Wisconsin for 23 years. Well-known for his work in the teleconferencing industry, Parker is a pioneer in creative and innovative applications for distance education. He has designed many interactive teleconferencing networks and has over 30 years experience in system planning, management, technology, and applications. Parker has been inducted into the Teleconferencing Hall of Fame as a highly recognized authority on teleconferencing and distance education. He lives in Stillwater.

1970s

Walter R. Ferber, BA'78, was inducted into the Indiana Sportswriters and Sportscasters Hall of Fame as part of the Class of 2010. The induction ceremony was held in April, 2010 in Indianapolis. Ferber is program director and sports director at radio station WITZ/WQKZ in Jasper, Ind. He lives in Holland, Ind.

1980s

Glenn Harris, BA'85, has been with CBS Radio for almost 20 years. He writes, "Seems like only yesterday I was in the FCC law class during the day and checking IDs at night as a doorman at Motleys bar (which was owned by a young Mark Cuban, now owner of the Dallas Mavericks) next to the original Kilroys [in Bloomington, Ind.]. The radio industry has evolved a great deal since I started in 1984 at WIBC in Indianapolis. [It] is still very much alive and doing well even with satellite radio and online music sharing." Harris lives in Chicago.

1990s

Katherine S. Grimme, BA'90, is a freelance television graphics

operator doing contract work with CBS Sports. She lives in San Raphael, Calif.

Edward M. Kominowski, BA'93, MS'95, is associate vice president for college relations at Stetson University College of Law in Gulfport, Fla. His previous roles include director of development and major gifts at Edison State College in Fort Myers, Fla., executive director of development for the University of South Florida College of Engineering, and development professional at Indiana University for 10 years.

After living in Chicago for 12 years and spending 10 years at Upshot, a marketing agency, **John A. Koch**, BA'95, has relocated to San Francisco. He is the creator-writer of Popservations, a music and pop-culture blog he has run since 2008. For more information, visit www.popservations.com.

Volleyball I-Woman **Demetra Marcus Bell**, BA'96, is vice president for marketing and creative services at CBS College Sports cable network in New York City. In July she married Blaine Bell in Rutherford, Calif.

Benjamin W. Carlson, BA'96, is chief strategic officer at Bradley & Montgomery, an advertising agency specializing in print, broadcast, and new media. Since joining the firm in 2003 he has helped develop dozens of campaigns, including Microsoft's digital launch of Internet Explorer 9, and Chase's airport outlet sponsorship — which was named Best In Show at the Creative Media Awards. In 2009, he co-created and was named president of Fizziology, a sister company to Bradley & Montgomery, focusing on social media research for entertainment clients. A former IU Union Board Committee member, Carlson lives in Carmel, Ind.

2000s

Tessa Lambert Kee, BA'01,

Alumnus works to protect U.S. bodies of water

As a public affairs specialist for the National Ocean Service, **John Ewald**, BA'06, serves as the organization's spokesperson to the media on issues related to protecting, managing, and monitoring America's oceans, coasts, and Great Lakes. Ewald spent several weeks in the Gulf following the Deepwater Horizon/BP oil spill.



NOS Public Affairs Specialist **John Ewald** (right) and **Carrie Sinclair**, a marine biologist from NOAA's National Marine Fisheries Service, survey for dolphins impacted by the Deepwater Horizon/BP oil spill in Mississippi Sound.

(continued from page 9)

and her husband, **Jon**, BS'01, recently celebrated the birth of their second daughter, Keira. Jon, who was a business major at IU with a minor in telecommunications, also recently accepted a position as Midwest regional sales manager at Ektron Inc, an enterprise-level content management software company with offices around the world. The couple lives in Arlington Heights, Ill.

Lisa A. Levey, BA'02, is a Brooklyn-based producer and director with extensive experience in long and short-form documentaries. She has produced pieces for clients such as A&E, ESPN, NBA Entertainment, PBS, FUSE, NBC, FOX Sports, MTV, TLC, and Bravo. Levey worked on several documentary specials for ESPN, including the Emmy Award-winning "Cinderella Man: The James J. Braddock Story," "ESPN Ultimate NASCAR," and the Emmy-nominated "Unsettled Scores." She was series producer of the Emmy-nominated documentary series "Amazing Sports Stories" for Fox Sports Net. In 2006 Levey founded L Train Films, which has produced several projects for MTV and MTV2.

New York City-based cinematographer and director **Matt Bockelman**, BA'03, was recently awarded a Cinereach Film Fellowship to produce his documentary about public defenders in the South Bronx, "You Have The Right To An Attorney." He serves as director and cinematographer on the project and hired fellow IU alum **Lisa A. Levey**, BA'02, to produce the film. For more information, visit www.youhavetherighttoanattorney.com. Bockelman's other recent projects include "The Unofficial House Band" about a music and arts program at Sing Sing prison, "Communitas," an experimental documentary about theater director Richard Schechner's famed performance workshop, and "Meet the Gardeners," a series profiling the employees of Madison Square Garden. Bockelman founded

Fly's Eye Films in 2010 to create substantive documentaries, objectively rendered, and with a strong visual aesthetic.

Amy M. Myjak, BA'04, has been working at Nickelodeon in New York City for over five years and is currently a project manager for the on-air promotions team. As project manager she manages on-air campaigns including show launches and 'tent pole' events. In May she will graduate with an MBA in marketing/media and communications from Fordham Graduate School of Business in New York City. Myjak lives in Brooklyn, N.Y., with her fiancé.

Erin L. Hagman, BA'06, moved to Chicago after graduation to work in sales at the Chicago central office of C.H. Robinson Worldwide Inc., and soon thereafter moved into a corporate recruiter and trainer role. Hagman also manages her office's summer internship program, philanthropic activities, and sustainability initiatives.

Heather M. Chapman, BA'07, works in the marketing department of Defender Direct, in Carmel, Ind. The company, which is one of the largest security and satellite dealers in the Midwest, was founded in 1998 by IU alumnus, David P. Lindsey, BS'91, MBA'92. Chapman is also a photographer and owns her own photography business, HMC Photography. She is pursuing a music career performing Christian and country music. An I-Woman in swimming and diving, Chapman lives in Indianapolis.

"In June I began working as an associate producer on the CNBC series *American Greed* at Kurtis Productions in Chicago," writes **Jeanne M. Power**, BA'07. "Previously I worked as a freelance editorial assistant at Chicago Public Radio. My fiancé, **Joshua B. Heffron**, BS'07, works in commercial development at British Petroleum in Chicago. We are planning a June wedding (and de facto college reunion!) in Bloomington."

Sara N. Askotzky, BA'09, writes, "After graduating, I moved to Chicago where I

Documentary filmmaker covers Haiti

A documentary, "When the Ground Stopped Shaking," directed and edited by **Jace Freeman**, BA'06, premiered in October 2010 as an official selection at the Heartland Film Festival in Indianapolis. The film depicts a community in Grand Goâve, Haiti attempting to rebuild their lives just weeks after the Jan. 12, 2010 earthquake. Freeman resides in Nashville, Tenn., where he co-founded a human rights-centered film production company, The Moving Picture Boys. For more information visit: www.themovingpictureboys.com.



found a new passion for running. Barely able to run a mile, I trained for and completed a half marathon. Taking my new passion even further I raised \$1500 for the Special Olympics by running the Chicago full marathon, 26.2 miles. In December, I moved to New York City where I'm working as a photo post-production assistant with the Jarrett Creative Group on *Celebrity Ghost Stories* on the Biography Channel."

In November, **Craig Shank**,

BA'09, former WIUX station manager, began working as music director at Jefferson Public Radio in Ashland, Ore. JPR serves southern Oregon and northern California and can be found online at <http://ijpr.org>. Shank's responsibilities include auditioning and selecting music for locally produced music programming, hosting the midday "Open Air" program, and assisting in station membership campaigns. He can be contacted at craig.shank@gmail.com.

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