

Telecomment

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College of Arts & Sciences Alumni Association

Winter 2001

Student advertising team competes nationally

A team of Indiana University undergraduates competed in the 2000 National Student Advertising Competition. They placed first in regional competition and second in the national finals. Mary Craig, team co-leader, recounts the challenging and harrowing experience of top-flight competition.

I remember snapshots — a computer lab, a baggage claim office in the Las Vegas airport, and a stage in Caesar's Palace — along with bittersweet challenges, moments of pure frustration, and the satisfaction of accomplishment. I expect these experiences of growth and triumph to bolster me in my first years as a young professional.

Two years ago, as a junior, I developed a keen interest in advertising. I took several classes, but I wanted more hands-on work,

(continued on page 2)



Advertising competition team members, from front row left, are Jill Stalowicz, '00, Nina Musgrave, '01, Mary Craig, '00, Michelle Yarbrough, '01, Jen Burton, '00; second row: Walter Gantz, Micah Murphy, '00, Amy Bartling, '00, Julie Vawter, '00, Mike Juntgen, '00, Brad Gutting, '00. Other participants, not pictured, were Sara Berger, Ashley Borneman, Angela Dineen, Kristin Emerson, Erica Forman, Jose Gonzalez, Darcey Hanson, Megan Hutchison, Lauren Juszak, Adam Kolkowski, Elizabeth Lomont, Timothy Lynch, Elizabeth Mirr, Megan Morgan, Christopher Natali, Erica Neistat, Kate Nelson, Laura Pflieger, Brooke Rein, Wendy Reiter, Janice Rodriguez, Ashley Templeton, and Jason Warth.

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It's a great reason to visit telecom!

From the chair

Scholarships to honor former professors

Three new scholarships will be presented this year to students majoring in telecommunications, thanks to a gift from Joseph and Cindy Buchman. Joe has two degrees from IU: PhD'89 in mass communications/telecommunications and BS'80 in business. In the summer of 1999, while driving a camper across the country with his family, Joe detoured through Bloomington and stopped by the office to chat. After the department learned of Joe's varied experiences in academe and industry, we offered him a position as a visiting profes-

sor. He accepted and moved his family to Bloomington. As that year came to a close, we were able to convince him to stay for another year. Joe is on leave from Utah Valley State College in Orem, where he is associate professor of multimedia communications technologies and marketing.

The Buchman's hope their gift will motivate other alumni to contribute so that the scholarships may be permanently named and awarded. The department expects to raise funds over the next three

(continued on page 2)

Advertising team

(continued from page 1)

more depth, more understanding. I found that challenge in the National Student Advertising Competition.

Each year, the American Advertising Federation presents a real-world case to college student teams across the nation and challenges them to develop a compelling integrated marketing campaign. The project entails writing a 40-page marketing plan and preparing a 20-minute presentation. Teams compete in regions. The winning team from each region advances to “the world series of advertising” to wrestle for first place.

In my first year, only a small group of IU students were willing to accept the challenge. Unfortunately, while we dedicated much time, we had little manpower, tight deadlines, and simply ran out of time. We felt defeated.

After a summer to reflect, the returning team members were ready to tackle the next campaign, which was for *The New York Times*. Co-leader Jen Burton and I recruited students and found a solid group of 40 participants. With fellow team members and our advisor, Walter Gantz, we structured a time line, delegated tasks, and coordinated our plan. During fall semester, we collected survey research, conducted focus groups, and analyzed data. Second semester we formulated a creative message for our campaign, created promotional opportunities, developed a media plan, and prepared a budget.

The next step was to write our findings

and ideas in a marketing plan to be submitted to the judges. It involved hours of writing, rewriting, and polishing. A core group spent many nights in a computer lab pounding out draft after draft of the marketing plan. The project had become our classroom, putting several semesters of learning to the test. After innumerable problems producing the books and working on no sleep, we rushed them to FedEx with only minutes to spare.

With a little recovery time, we began working on the presentation. The group of students had dwindled to about 10 who pushed aside their classwork and worked around the clock. As the pieces finally began to gel, our fatigue was overcome by excitement. Our plan was smart, insightful, and we were ready for any question from the judges.

We took the stage in Detroit for the regional competition. The judges had reviewed our book and were ready to hear us. Nervousness set in but the presenters knew the campaign inside and out and built a wall of confidence. It was the fastest, smoothest 20 minutes of my life. Once we finished, I knew we had nailed it. We waited impatiently while they announced the top teams and then “first place — Indiana University.” We had achieved something no other IU team had — we were headed to the national competition!

Two months later, we boarded a flight to Las Vegas ready to face off with the best undergraduates in advertising. I had carefully packed our presentation materials in a massive box and checked it with my bag on the flight. When we arrived, we

waited for our baggage. After only minutes all our bags were in hand except for — the box. After extensive searching, the airline apologized but did not know where it was. It was the worst possible news, but also the truest test of teamwork and dedication.

We stayed up all night calling the airline and various airports across the nation. There was no sign of our materials and the future seemed grim. But the team shared the same sentiment: We did not come this far to be defeated, not this way.

On to Plan B. We frantically called friends and faculty at IU and arranged to have a few items overnighted to us. As presenters polished their lines, the remaining six students creatively pieced together missing presentation elements with everything from a Pringles can to a mousepad with a logo stitched on, using the hotel’s mending kit. With two hours to spare, we were again ready. Everyone at the event was buzzing about how the airline lost IU’s materials. We were one of the last teams to present, so all eyes were on us. This was our chance to shine.

We finished and felt a sense of relief. We had tackled a challenge that no other team faced, and had done it with grace and composure. During the Q&A, the judges inquired how we had gotten our materials. When we responded that we had re-created our presentation, they applauded us. Perhaps it was then that we understood the magnitude of our accomplishment. That night we placed second in the nation. I remember the feeling of triumph, but a

(continued on page 3)

From the chair

(continued from page 1)

years to endow each award at \$10,000. These scholarships honor three former professors who had an impact on the department and its students while also making many contributions to the field of telecommunications.

The LeRoy Bannerman Scholarship in Innovative Audio recognizes Bannerman’s passion for the art of audio production. Although most alumni will remember Bannerman as a professor, LeRoy also wrote and produced more than 200 hours of audio programs. In his many documentaries and educational programs, he emphasized imagery and imagination in sound. LeRoy’s dry wit was featured in “Cardiac and Roses,” which honored long-suffering IU football fans, whose glory season was the year IU finally won a bid to the Rose Bowl. Although LeRoy retired in

1986, he still lives in Bloomington with his wife, Rita, and he continues to visit classes and relate his stories of a time when radio was America’s favorite entertainment medium.

Frederic Brewer was an iconoclast who taught in the department from 1964 to 1989, playing a major role in the widely-acclaimed in-school listening radio series, “The School of the Sky.” In addition to being a fine writer and one-time editor for *MADD* magazine, Fred’s great talent was in graphics. He was a master craftsman and printer. His printmaking work is displayed in the Lilly Library, which often called upon Fred’s talents. Fred died in 1996. In honor of his artistic talent, we will award the Fred Brewer Scholarship in New Media Graphics.

Rolland Johnson joined IU in 1971, taught courses in media management, and skillfully chaired the Department of Telecommunications from 1981 to 1985.

He is a telecommunications entrepreneur who founded Bloomington’s WBWB radio station. In 1985, Rolland left IU to take charge of a manufacturing conglomerate’s development of a broadcast and telecommunications division. He later founded Three Eagles Communications Co., which currently owns 37 radio stations in six Midwest and mountain states. He lives in Monument, Colo., and, with his son, Andy, is attacking the 54 Colorado peaks higher than 14,000 ft. The Rolland Johnson Scholarship will honor a student with true promise in telecommunications management.

For more information or to make a contribution, please contact Legene White, Department of Telecommunications, 1229 E. 7th St., Bloomington, IN 47405. Multi-year pledges are also possible and I’d be happy to discuss such possibilities with you.

— Walter Gantz

How I Got the Grinch

A story by Jeanette Castillo

Storytelling is the hottest word in the media business right now, whether you talk to movie makers or news producers. I wanted to introduce this concept to the students I teach in my T331 Scriptwriting class by giving them examples from all forms of mass communication, from the longest novel to the shortest song. With this in mind, I did a Web search on the word "lyrics."

And what to my wondering eyes should appear ... (oh wait, wrong Christmas story) but my old childhood friend, the Grinch. I had landed on a Web site called tonos.com and stumbled upon a contest, sponsored by the site in conjunction with Universal Studios, challenging writers to pen lyrics to an original track written by David Foster and Steve Kipner. If chosen as the winner, there was a possibility that the song would be included in the upcoming movie, starring Jim Carrey, *Dr. Seuss' How the Grinch Stole Christmas*. As a Grinch fan from way back, and previous owner of a custom songwriting business, I knew I had to give this one a shot.

As it was only two days before the deadline, I dug in. When I'd written the lyrics, my husband, Russ, helped me record

a demo vocal in our studio at home. We converted our submission to an MP3 file and uploaded to the Tonos site a mere two hours before the deadline. Quite an accomplishment for my 1995 home computer.

Two days later, my entry appeared on the Web site as a finalist. Then, after an agonizing wait, I got the call: My song (titled "Christmas in Whoville") had been selected by director Ron Howard for inclusion in the movie! Another Tonos discovery, 15-year-old Kristen Collins from Jackson, Mich., was flown to Los Angeles to record the master.

The rest has been a whirlwind. Russ and I were flown by Tonos to Los Angeles for the premiere — where the traditional red carpet was, of course, GREEN! What a thrill to see my name roll by in the credits of a major movie. And what a lesson about persistence for my students. As a writer I have been knocking on doors for 10 years and received lots of encouragement. But I still remained a peeker through the keyhole. Finally, someone answered! Someone ... uh ... green, and someone ... uh ... Opie.

A belated Merry Grinchmas to all!



Jeanette Castillo, the department's academic adviser and internship coordinator, is multitalented. Besides being a published writer, she has also sung her original tunes and lyrics with a women's group in Santa Barbara. *How I Got the Grinch* is an account of her most recent creative success.

Advertising team

(continued from page 2)

small part of me wanted that first-place title.

Months later, I was working at my new job when I received a call from Professor Gantz, who explained that after the competition, *The New York Times* had completed extensive research on the top student campaigns. Having determined that IU's had the most impact, the *Times* chose our "Understand Why" campaign to rollout in the fall of 2000. I hung up the phone near speechless and smiled. So much for second place.

Postscript: My participation on IU's National Advertising Team helped me gain valuable experience and confidence while searching for a suitable career path and my first job. I developed the communication skills necessary for strong interviewing and my hands-on experience qualified me for interviews with top advertising agencies, cable networks, and radio stations. After extensive interviewing and even a presentation (much like the ad team project), I scored a job in Chicago as a sales and service coordinator for MTV Networks in the Affiliate Sales and Marketing Division.

— Mary Craig, BA'00

Dick Yoakam Technology Endowment

Let's wrap it up!

What's the best present you can give to a teacher? A comfortable classroom? State-of-the-art training equipment? Recognition of the value of education? All of this is provided to the Department of Telecommunications through the Dick Yoakam Technology Endowment.

Dick celebrated his 77th birthday on Jan. 1, 2001. This is our opportunity to give this outstanding teacher a present he'll cherish by making a pledge to the Yoakam Endowment — and giving Dick the knowledge that telecommunications students will have the proper tools for learning.

Help "wrap up" this gift and reach our goal of \$250,000 this spring by sending your check (written to IU Foundation) to Legene White, Department of Telecommunications, 1229 E. 7th St., Bloomington, IN 47405. For further information, contact Legene at (812) 855-7086 or whitell@indiana.edu.

In the spring issue of *TeleComment*, we will publish for the first time a comprehensive listing of all donors. Make sure your name is on this list!



Faculty activities

• This is the second year of the advanced TV Entertainment and Variety class, taught by **John Winninger**, senior producer/director of WTIU Educational Services. Over the semester, the class of 33 students produced three 30-minute TV programs following a Saturday Night Live format. A special hour-long episode of "Slow Children at Play" aired live on campus cable before a studio audience of more than 100 on Nov. 4. The students wrote, acted, directed, and produced the show, all of which was pulled off without a hitch. The series will air on WTIU in early spring semester.



• **Ron Osgood's** advanced students in T436 Documentary Video produced "Bloomington: Side B," which won second place in the Silverstate Documentary Festival. The video looks at the eclectic music scene in Bloomington, ranging from the world-renowned School of Music to local bands, record labels, and recording studios. The program was also submitted, accepted, and broadcast on WTIU. Ron recently received a grant for mid-career professional development from the Webb Foundation to attend a Sony Institute video course.



• **Legene White** and **Jeanette Castillo** were awarded funding through the Lilly Recruitment and Retention Initiative. With these funds, they spent several days in Chicago representing the department and establishing relationships with alumni and other industry professionals, all potential mentors, internship sponsors, and employers for our students. Legene and Jeanette also attended the annual breakfast for the Rising Star Award, sponsored by the professional organization Women in Cable and Telecommunications. This award is presented each year to an IU student majoring in telecommunications and honors the memory of Dana Thompson, a 1989 telecom graduate who died on the



American Eagle flight that crashed over northern Indiana on Oct. 31, 1994.

• At the request of the College of Arts and Sciences and Summer Sessions, the department will be teaching all the courses needed to complete a **telecommunications minor** in a single summer, starting this year. By promoting these course offerings, along with extra production courses, Summer Sessions expects to attract a broader array of students to summer classes and the faculty hopes to serve the university and community at large.

• An undergraduate telecommunications student, **James Angelini**, has been awarded an Undergraduate Research and Creative Activity Partnership Grant to work with Professor **Julie Fox** on a content analysis of the television broadcast networks' presidential election campaign coverage. This competitive grant, from the IU Office of Research and the University Graduate School, is designed to provide an opportunity for motivated undergraduate students to explore an intellectually challenging problem in close conjunction with a faculty mentor.

Welcome new faculty

• **Julia Fox** brings to the department 10 years of teaching experience in upstate New York and, most recently, at Northern Illinois University. Her three degrees are from Cornell University. She has professional broadcast news experience in on-air and management positions, including some stringer reporting for CNN, CBS, and UPI. Her research interests concern the content and effects of telecommunications. In the fall, Julia was especially busy conducting a content analysis examining the quality of television networks' coverage of the presidential election campaign, much as she did for the 1988 and 1996 campaigns. She can be reached at jurfox@indiana.edu.



• **Jim Krause**, AS'85, BA'86, MS'92, a familiar face at IU since he began his undergraduate degrees, has joined the department. Along with major teaching responsibilities in production, he is managing the department's Web site. Jim



is director of Tabletop Productions (www.ttop.com), a digital project studio serving corporate and educational clientele. When not producing videos, teaching, or designing Web sites, Jim stays busy running, sailing, composing, and playing music. He can be reached at jarkraus@indiana.edu.

• **Milagros Rivera Sanchez** joined the department after seven years on the faculty at the University of Florida. Millie conducts research in law and policy with interests in issues such as the regulation of online pornography, online privacy, and how various Latin American countries are regulating their telecommunications industry. She will be visiting Santiago, Chile, this summer as a Fulbright Scholar under the State Department's Council of International Exchange of Scholars. Having lived all her life in Puerto Rico and Florida, Millie spent fall looking forward to Bloomington's first snow! E-mail: mriveras@indiana.edu.



Our visitors

• **Joseph Buchman**, BS'80, PhD'89, is spending his second year at IU. Joe is on leave from Utah Valley State College in Orem, where he is professor of multimedia communications technologies and marketing. Besides new media, Joe has interests in late-night talk radio history, Central Eurasian media systems, and international documentary production, distribution, and marketing. He's spent two summers in Mongolia as a visiting professor of finance, taking his wife and four young children along this past trip. Joe has produced a half-hour documentary on the impact of Mongolia's national elections in which, following four years of free-market reforms, 72 of 76 seats in Parliament went to the former communist party. E-mail: jbuchman@indiana.edu.



• **Robert Affe** is a television executive and attorney who is taking a "reverse sabbatical" by coming to IU as a visiting



professor. Bob feels privileged to come into the classroom and hopes to instill learning as a life-long enjoyable activity. His professional interests include the impact of free media upon developing nations, and commercial free speech issues. He can be reached at raffe@indiana.edu.

• **Elena Bertozzi**, MLS'97, MS'00, brings to the department technological skills, a love of aesthetics, and a desire to create and teach compelling, elegant design. Elena also applies these skills to



her company, Ardea Arts, which develops information environments for the Web, CDs, and other digital products. E-mail her at ebertozz@indiana.edu.

• **Makana Chock** was born in Hawaii and raised on the East Coast, in Europe, and in the South Pacific. She learned to



withstand winter while working on her PhD at Cornell University. In addition to teaching Media and Society and Children and Media, her research interests include perceptions of media depictions of romantic relationships, the use of entertainment media in conveying messages about safe sex, perceived reality processes, and interpersonal norm development in online environments. She can be reached at tchock@indiana.edu.

• **Susan Kelly**, who has taught for both telecommunications and gender studies as an adjunct professor for several years, joined the department as a visiting lecturer while completing her



doctoral dissertation. She's interested in researching representations of gender, sexuality, and body image in media, popular culture, and advertising. She's also very engaged in her newest role: mother of Alexander. E-mail: skelly@indiana.edu.

Are you connected?

If you use electronic mail, send us your e-mail address. We'll put you on a Tel/RTV alumni distribution list and post occasional departmental news and dates, such as Homecoming, MultiVisions, and alumni events. Send your e-mail address to whitell@indiana.edu.

Faculty profile

Nothing trivial about Mike McGregor

What's the first-ever movie sequel and still the only sequel released in the same year as the original film?

If you know the answer to that question you might have learned it from Mike McGregor, associate professor in telecommunications, who has been asking trivia questions since he began teaching at IU in 1985.

"It's my favorite trivia question ever," says McGregor, which is saying something since he estimates he's asked more than 2,000 such questions over the course of his academic career.

"Students seem to like the trivia questions. It gives a little added twist to the lectures, and then we move on to more important stuff."

For the past several years, that "important stuff" has largely been the content of T207 Introduction to Telecommunications Industry. "This is the class that gives students the nuts and bolts of the various telecommunications businesses. We look at the structure of the telephone business, broadcasting and cable television, and, increasingly, the businesses using the Internet. It's an overview of technology, economics, and regulation, plus the course gives students a good idea about some of the careers they can look forward to." Mike's favorite upper-level course is T424 Telecommunications and the Constitution. "That's the fun stuff," he says, smiling. "That's the course that covers all the content regulation in telecom, so we talk about sex and violence, drugs and rock 'n' roll, all in the context of determining the extent to which such content should be censored when delivered via the electronic media."

For the past several years, Mike has worked as co-author of one of the leading introductory textbooks in the field, *Broadcasting in America*. "It was the first intro text I ever used, and I was always impressed with its clarity and comprehensiveness. And now I'm a co-author! It's quite a shock when I stop to think about it." Mike co-authored the eighth edition, which was published in 1998, and a ninth edition just appeared last fall. "It's unbelievable how much had to be changed for the ninth edition. Things move very quickly in this business, and it's hard to keep up. Already there are things in the new edition that should be updated! I guess we'll just have to cover that in the next edition," quips Mike.

On the research front, Mike's latest article (co-authored with former PhD student JoAnne Holman), soon to be published in *Communications Monographs*, looks at how the Federal Communications Commission uses its Web site and e-mail capabilities to collect and use information from consumers when they comment on rule making proceedings. "The FCC makes it easy for anyone to comment on a proceeding these days, but it is unclear whether the comments filed via e-mail carry much weight. We looked at several proceedings that generated large amounts of e-mail comment and concluded that the commission probably doesn't consider them much in making its final decisions. The commission has done a great job of informing people of its processes via its Web pages, but I'd like to see more evidence that the commission really cares about what people are saying. We're going to keep looking at it, and maybe by the time we're finished the FCC will look at what we've found and change its procedures. Or not!"

When away from school Mike enjoys downhill skiing, snorkeling, music, and, especially, his family. "Both my boys are now IU students. I try to treat them like they're away at college, but we still get together for a hot dog before the football games, and they drop in occasionally to chat or borrow the car keys."

Asked whether he has any regrets about getting into the education business (he was a communications attorney for six years before taking his first teaching job), Mike answers emphatically and without hesitation: "It's the best career decision I ever made. I love teaching, being around young people, and constantly learning. What a great combination. And it's always nice to hear from former students." So if anyone reading this wants to get in touch, just shoot Mike an e-mail at mcmgregom@indiana.edu or give him a call at (812) 855-6295. But better not wait too long; Mike plans to retire when he reaches 64 (in January 2016) so he can find that elusive spot where he can ski *and* snorkel without having to change hotels.

By the way, it's *Son of Kong*, released in 1933, the same year as the original *King Kong*.



Faculty profile

Of Christmas trees, Olympics, and bird feeders

Strike up a conversation with Professor Susan Eastman in December, and she'll tell you about one of her favorite traditions — inviting friends and colleagues over for a holiday party, complete with a 10-ft. Christmas tree lit with 120 candles. Yes, real candles, straight out of Charles Dickens. And about 1,000 ornaments, many from exotic places. But more on that later.

As with most faculty, Susan's professional life includes teaching, research, and writing. In recent years, she has primarily taught Sports and Television and Promotion and Marketing.

"The sports class is great because the students have diverse academic majors," says Eastman, "and the readings and videotapes spur a lot of argument about paying athletes and Title IX. We usually read something by Murray Sperber that sets off very vocal discussions." Topics include the influence of television on sports (and conversely, the influence of sports on television), the tension between college sports and academics, the impact of television on people's views of gender and race, the effects of television on gambling on sports, and, of course, the Olympics.

Eastman's Promotion and Marketing class has gradually moved from a focus on broadcasting and some now-failed technologies like teletext and videotex, to include cable and the Internet. No doubt it will incorporate other new media in the future. In this class, students learn to evaluate and create effective promotions. For class projects, they create Web pages for local stations, analyze on-air promos, and prepare elaborate portfolios that illustrate their design and critical abilities.

"These portfolios are intended to be taken to internship and job interviews to show what students know and can accomplish," explains Susan. "Teaching this class is a wonderful challenge because changes in technology have prompted new applications and strategies for promotion that I, as well as my students, need to learn."

Susan's research program focuses on two areas: on-air promotion of prime-time programs and gender and ethical issues in sports television.

"Along with graduate students and colleagues at other universities, I study the factors in on-air promotion that influence audience size. In other words, we try to identify which characteristics of a promo have a positive or negative impact on promoted programs' ratings. We have

looked at prime-time programs, at a variety of sporting events, and especially at promotion carried in the Olympics. One big justification to stockholders for the huge amounts a network spends to get television rights to the Super Bowl, World Series, or the Olympics is that such events serve as great platforms for promoting prime-time programs. Well, sometimes this is true, and sometimes it is not."

The other topic that especially interests Susan is the rise of women's sports on television. With other colleagues, she has investigated the degree of evenhandedness toward women and men athletes in basketball game announcing, in newspaper sports reporting, in cable sports talk programs, and in Olympic commentary.

"As you might expect, we have gotten varied results. For example, all fans of *SportsCenter* know that women get pretty sarcastic treatment. Championship women's events are demeaned by paying them little attention, sticking stories about women's achievements at the end of the show to be cut if time is short, and showing more skin shots than power kicks or great hoop shots. Even the big national newspapers, we found, give very little space as yet to women's sports. Change is most evident in the recent Olympics, where the host networks seemed to bend over backwards to be balanced in the amount of coverage of men's and women's events. However, field reporters still ignore or stereotype women athletes. Interesting times for research."

Susan has several long-time interests — antiquing, gardening, Persian cats, family, Christmas, and traveling — and lots of love for what she does professionally.

"Friends sometimes think I spend too much of my life in my two offices — one at school and one at home — because I write many textbooks and articles," says Susan. (Her latest book is *Research in Media Promotion*, and the sixth edition of *Broadcast/Cable/Web Programming: Strategies and Practices* will come out next year.) "But, being a morning person, I can get a great deal of work accomplished each day and still have late afternoons for non-work pleasures. I'm now a Master Gardener — took a class, passed a test, and did educational volunteer work about gardening. Also I rescue a lot of live chipmunks and birds and voles in various states of health



Susan Eastman

that my cats bring into the house."

What does Susan see ahead? "More classes, more sports studies, and more dead birds. My feeder hangs very high, but the cats are so patient, and the birds are so dumb."

Susan loves to hear from former students, so tell her your news at eastman@indiana.edu or (812) 855-1700.

TELECOMMENT

This newsletter is published twice a year by the Indiana University Alumni Association, in cooperation with the Department of Telecommunications and the College of Arts and Sciences Alumni Association, to encourage alumni interest in and support for Indiana University. For information about activities and membership, please call (800) 824-3044 or e-mail ualumni@indiana.edu.

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THE
COLLEGE

Hanrahan teaches co-workers with commonsense

Jack Hanrahan always intended to teach. After majoring in English at Boston College, Jack came to IU to study how communication influences people and, in 1981, earned the PhD in telecommunications. While here as a graduate student, Jack was an AI for Dick Yoakam, Roland Johnson, and Don Agostino, teaching courses in foundations of communications, processes and effects, news writing, and editing.

Jack entered the business world expecting to work for three or four years before becoming a college professor. Instead he stayed at the Leo Burnett advertising agency for 22 years, working in media research, planning, and buying. As senior vice president, Jack directed the largest media group at Burnett and worked on accounts such as Procter & Gamble, Kraft Foods, M&M/Mars, RCA, and Philip Morris.

Three years ago, Jack left Leo Burnett for new challenges and opportunities with the Coca-Cola Co. in Atlanta. As worldwide media director, he is charged with building the company's media capability through its worldwide community of media managers and increasing the productivity of Coca-Cola's sizeable media investments. As Jack quips, "The chance to learn about media systems and practices in all the countries where we do business is the biggest growth opportunity I've had since I was Don Agostino's teaching assistant in R204. (Couldn't resist, Don.) Seriously, it's daunting and exciting at the same time to be confronted with all that you don't know about a topic that you've spent your working life doing. It's true that we see a part of a picture and think we see it all. I've learned that is not the case."

Although Jack still hasn't made teaching his profession, he has been a teacher to innumerable young employees and co-

workers over the years. He and his wife, Lisa, have also been teacher and mentor to three daughters. Their oldest, Magen, graduated from IU in May 2000 and is working in media planning and buying for Starcom, the media division of Leo Burnett.

When Jack was asked to write for *Telecomment*, he gravitated to some reflections that he intended to put into writing for his daughter as she began her career. As Jack explained, "These tips aren't necessarily the keys to success. But they are things that have helped me find personal and career satisfaction, that have made me feel more human and genuine in the frenetic world of work. I guess they fall into the category of "commonsense" ideas on how to act in the workplace, but are often forgotten by many smart and talented people."

With the belief that we're all lifelong students and teachers, Jack offers these thoughts to his daughter, Magen, to readers of *Telecomment* who are just building their careers, and to those in positions of management and leadership.

- **Listen actively.** You always learn more listening than speaking. Hone in not only on what is being said but also how it's being said. Listen for the hidden message, the thing that, for some reason, the speaker just can't come out and say. The most important time to have these active listening skills is when someone needs your help.

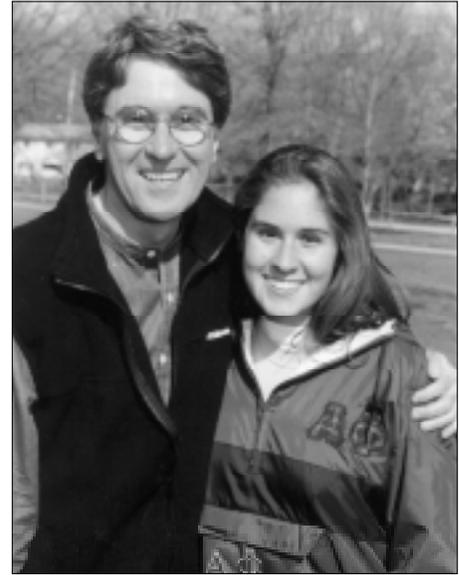
- **Speak up.** You have been hired for your ideas, for what you have to say. Don't be afraid to say what's on your mind. Everyone is not always going to agree with what you have to say. Be ready to back up your point of view. And, when you disagree with someone, focus on the person's idea and not the person.

- **Say thanks.** Don't take kindness for granted. Let people know that you appreciate what they do for you. A quick note or phone call is all it takes.

- **Always over-deliver.** Many over-promise and don't deliver. Do the opposite. Try to provide something valuable that goes beyond the expected. Make "Reach for the stars" more than a corporate motto — make it the way you approach every assignment.

- **Admit mistakes.** Everyone makes them, except your mom, of course. Some of the best lessons I learned came from saying, "I made a mistake." Honesty really is the best policy!

- **Be humble.** Even if you never make a



Jack Hanrahan and his daughter, Magen, at Dad's Weekend, fall 2000

mistake, don't lose a sense of humility. Let praise come to you, don't go seeking it or, worse, manufacturing it. I had a boss once tell me that he liked to hire people "who are important but don't have to act that way." That's a great approach.

- **Make a "rainy day" file.** Stick letters and notes that congratulate you on your promotions or say "thanks for great job" into a file. On days when nothing seems to be going right, shut your door, and read that file. (When the time comes, drawings from your kids can go into this file.)

- **Follow the Golden Rule.** Treat people like you'd want them to treat you in work situations. Develop the ability to look at situations from the view of the other guy. This is particularly important as you gain responsibility for the development and management of people at work.

- **Be yourself.** It's too hard to try to be someone or something that you aren't. People like you for who you are. Like yourself for the same reason. This doesn't mean you won't grow and evolve as you go through your career, and it doesn't mean you can't have role models. The point here is to be happy about what and who you are.

- **Never compromise your integrity.** Your values will be challenged sometimes in the workplace. Be ready. Respond clearly, confidently, and aggressively. You will leave the world of work with lot of things — friends, experiences, good memories, maybe wealth. However, if you leave without your integrity, you leave empty-handed.

Have tag, will travel

Send us your business card — or just your business information — and we'll send it back to you laminated and attached to a strap. (One per graduate, please.) Mail your card or information to Luggage Tags, College of Arts & Sciences, Kirkwood Hall 208, 130 S. Woodlawn, Bloomington, IN 47405.

Before 1960

Samuel P. Simmermaker, BS'54, has been named to the board of directors of the National Sportcasters and Sportwriters Association in Salisbury, N.C. He is the sports director at WCSI Radio in Columbus, Ind.

Phil Schwimmer, BS'55, plays guitar with The Windy City Jammers every Monday night at the Lincoln Restaurant in Chicago.

1960s

Darlyne G. Nemeth, BS'65, is a clinical neuropsychologist at the Neuropsychology Center of Louisiana. She was elected to fellowship status at the 1998 American Psychological Association Conference.

Larry L. Smith, BS'66, has acquired the Institute for Crisis Management in Clarksville, Ind. The business is a crisis consulting company with an international reputation.

John C. Clancy, BS'68, has been the regional director for Finger Lakes State Park in New York for the past 51 years. He is also a partner in the Clancy-Monroe radio group.

Lavonne Bebler Johnson, BS'68, writes, "(I) served as the last mayor of the century for Willingboro Township, NJ. (I) was re-elected to another four-year term in November of 1999, and will rotate back to the mayor slot in 2002." In addition to her mayoral duties, she is the president and CEO of LBJ Communications, and a member of the board of trustees for the New Jersey Youth

Correctional Facilities. She was also chosen to be a fellow of the Leadership of New Jersey Class of 2000.

Christine E. (Gazel) Ballard, BA'69, is working on the television shows "Everybody Loves Raymond" and "King of Queens."

1970s

Ric Martin, BS'70, is the state employment counselor for Orange County, Ind. He also does play-by-play for high school football and basketball for WUME radio in Paoli. His son, Dustin, graduated from IUB this past May with a master's degree in counseling and guidance and is now a guidance counselor at Henryville High School.

Tony Rose, BA'71, SED'85, is assistant superintendent at Frankfort Community Schools. Previously, he was an administrator at Jefferson High School in Lafayette. He lives in Lafayette, Ind., with his wife, Patricia.

Grace M. Worley, BA'71, MBA'88, was selected by *Worth* magazine as one of the top 200 financial advisors in the country, for the fourth consecutive year. She is president of Worley Financial Group in Indianapolis.

Virginia E. Mampre, MS'72, president of Mampre Media International in Houston, was elected to the board of directors of the Texas Council for the Humanities. She has been in the broadcasting business for more than 30 years.

Tom A. Rather, BA'74, MS'86, is a teacher at St. Rita Catholic School in Indianapolis.

Stephen F. Miller, BA'75, won first place at the National Agri-Marketing Association Competition and Best of Show at the Midwest Regional NAMA Competition.

Karen Cherie Cogane, BA'76, teaches ballet privately and is on the faculty at Yeshiva University.

Gerald L. Harbin, BA'76, is in his third year as general sales manager at Fox-59 in

Indianapolis. He writes to say that he attends one or two IU football games a year, and that his 14-year-old daughter and 12-year-old son will be going to IU sometime in the near future.

Milton C. McConnell, BA'76, is vice president agency/affiliate relations with Broadcastspots.com, an Internet venture allowing electronic media ability to post their available inventory for advertising agencies to purchase online.

Michael A. Eklof, BA'78, is in his third year as director of sales and marketing at the Holiday Inn Conference Center in Columbus, Ind. He is also the secretary of the Indiana University Alumni Association Club of Bartholomew County.

Steven C. Handley, BA'78, writes to say that he has worked in the construction industry for the last 20 years and was recently promoted to the position of account vice president. He lives in Dover, Ohio, with his wife, Linda, and two teenage children.

Darrell M. West, MA'78, PhD'81, is the author of *Patrick Kennedy: The Rise to Power*, a biography of Congressman Patrick Kennedy, the son of U.S. Senator Ted Kennedy. He has also been named director of the Tauman Center for Public Policy and is the John Hazen Professor of Political Science and Public Policy at Brown University.

Devove R. Slisher, BA'79, once again received the Award for Best Promotion Series, having claimed the award in each of the last three decades. He produced and edited the "Every Second Counts" campaign.

1980s

Syed Jeffrey Ali, BA'80, purchased his own podiatry clinic in Cleveland after graduating from Ohio College of Podiatric Medicine in 1998.

Cynthia A. Hennessy, BA'80 was recently appointed as president of Match.com, an online matchmaking service based in Dallas. She has worked in the marketing industry for

the past 19 years.

Tommy Williams, BA'81, is a sports talk show host for WSCR in Chicago. Previously, he worked as a sports director and commentator for a radio station in Gary, Ind.

M. Tim England, MA'82, is an associate professor and broadcast sequence coordinator in the Department of Mass Communication at Southwest Texas State University, San Marcos, Texas. He also serves as an advisor to the university's chapter of Kappa Tau Alpha, the communication and journalism honorary society, and as the department's Web master. He lives in Wimberly, Texas, with his wife, Susan.

Steven R. Mount, BA'82, is a news photographer with NBC 4. He covered the Olympics in Australia in September 2000.

Diane A. Georgakis, BA'83, teaches eighth-grade language arts at Kankakee-Valley Middle School in Wheatfield, Ind. Previously, she taught sixth-grade language arts at the same school.

Bruce D. Feniger, BA'83, is vice president at Interep Radio. He has a daughter, Leah Nicole.

Daryl M. Hill, BA'84, is the founder and chief executive officer of DMH Enterprises, a real estate consulting and investment company. He lives in Indianapolis.

Jennifer Skjodt, BA'84, has been promoted to vice president and station manager of WGLD GOLD 104.5 in Indianapolis. She will be responsible for the operation and sales for the station. She was previously vice president and marketing manager for WFMS and WGRL, also in Indianapolis. In addition to her work, she is a volunteer for Meals on Wheels and a board member of Stories Inc.

Charles F. Aust, MA'85, was awarded tenure and promoted to associate professor in May 2000 by the board of regents at the University System of Georgia. He is on the faculty at Kennesaw State University, teaching media studies in the Department of Communication.



Brian J. Sidor, BA'85, is a director, technical director, and computer editor for Fox-59's "News at 10 O'clock." He has been with Channel 59 since 1991 and has been directing for two and a half years.

Claudia E. Davis, BA'86, and **Dennis P. Davis**, BA'86, met while working together at WTIU. They were married in 1990, and now have two children, Ryne and Sheridan. Claudia left her position as director of marketing for Delta Airlines Vacations to "stay home and play with the kids." Dennis is an editor for the CBS affiliate in Miami. They write that they "miss the annual change of leaves, drives down winding country roads, and the old friends and good times" they've known in Indiana.

Thomas P. Fougousse, BA'86, was a winner in the black and white category of the Ilford Ilfopro Photographer's Association 2000 Photo Contest. He lives in New Albany, Ind., with his wife, Nanette.

Scott R. Todd, BA'86, is the senior director of communications at Grace Community Church in Noblesville, Ind. He and his wife, Karen, have two children, Amanda and Alex.

Margaret E. Broder, BA'87, is vice president of Gaia Wines Inc., Indiana's 19th winery and a finalist in the Ernst & Young's Entrepreneur of the Year 2000.

Karen R. Grant, BA'87, writes to say that she is relocating to Denver, Colo.

Michael J. Hussain, BA'87, is the founder and owner of Pathway Productions Co., which has produced documentary films for popular cable television programs, such as "Biography," "American Justice," and "Investigative Reports." Hussain lives in Indianapolis.

Susan M Sharp, BA'87, is a buyer specialist with Re/Max Ability Plus in Carmel, Ind. Previously, she worked with F.C. Tucker.

Adam M. Steinberg, BA'87, has produced two award winning children's educational CDs at Edmark Corp., *Astro*

Algebra and *KidDesk Internet Safe*. Currently, he writes for a Web 'zine at Microsoft as he prepares to pursue his dream MFA in musical theater writing at New York University.

William R. Bruns III, BA'88, was recently promoted to assistant director for business systems at the University of Illinois College of Medicine. In his spare time, he helps run the score board for U of I men's and women's basketball games, is chapter advisor and treasurer for U of I's chapter of Tau Kappa Epsilon, and has founded an Internet startup, Jacob Marlie Financial Inc., at www.jacobmarlie.com.

Michael L. Jones, BA'88, started his own business in May 1999. He is a production director and director of photography in film and video. His company provides production services along with multimedia.

Kim Sandburg, BA'89, is an account manager at Shaker Advertising Agency in Indianapolis. She lives with her husband and 3-year-old daughter in Nashville, Ind.

Doug Schlereth, BA'89, is a Greensburg police officer and a captain in the Indiana National Guard. His wife, Kimberly, is a learning disability teacher for the Fayette County School Corp. and works at Rushville Middle School.

Jennifer R. Selma, BA'89, has received her master's from DePaul University in Chicago.

1990s

Stacey A. Strelec-Dorow, BA'90, is a marketing manager at Household International Finance. She received a master's of business administration from DePaul University in 1999. She lives with her husband, Tom Dorow, and son, Tanner, in Libertyville, Ill.

Christine A. Kennedy, BA'90 was recently promoted to regional coordinator at the Muscular Dystrophy Association in Indianapolis.

Steven H. Silver, BA'90, is a technical writer at Crate & Barrel's corporate office in

Northbrook, Ill. He and his wife, **Elaine**, BA'90, have one daughter, Robin.

Christian M. Carroll, BA'91, was recently promoted to senior buyer of DVD, video, and music for eToys.com and BabyCenter.com. He lives in Los Angeles.

Peter R. Gershon, PhD'91, completed his second documentary, "With One Voice: The Battle Against Breast Cancer on Long Island."

Brynn K. Meyers, BA'91, has worked as associate director for institutional support at the New York City Ballet since 1998, raising more than \$7.5 million annually from foundations and government agencies to support artistic and educational programming. She received her master's degree in arts administration from the University of Wisconsin, Madison in 1995.

Susan K. Roebuck, BA'91, is a manufacturing director at Rush Geaks Inc. She and her husband, Jamie, live near Philadelphia.

Peter G. Daniels, BA'92, is an attorney with O'Hagen Smith & Amundsen in Wheaton, Ill. He received a law degree from Loyola University in 1998. He and his wife, Jill, live in Lombard, Ill.

Jennifer A. Hockney, BA'92, is an associate producer for Oprah.com, part of the Oxygen Network. She writes: "Hope I won't be working too hard to see A.J. play for the Bulls this year!" She lives in Chicago.

Douglas W. Hyman, BA'92, JD'95, left the law firm of Wildman Harrold Allen & Dixon in Chicago and has joined the United States Securities and Exchange Commission in the Midwest regional office. He lives in Chicago and can be reached at hymand@sec.gov.

Braddlee, PhD'93, has relocated to Boston and is director of academic technology for Simmons College. He can be reached at braddlee@mindspring.com.

Brent C. Boxell, BA'93, is in his final year at Kent State

University, where he will receive his MFA in acting. He is represented by the Ford Agency in Cleveland and is signed with CAM Talent in Columbus. After graduation, Brett and his wife, Jackie, will move to St. Clairsville, Ohio.

Kristin A. Klinger, BA'93, is a producer at HMS Media, a Chicago-area arts and entertainment production company.

Candace K. Nishina, BA'94, is a producer/director with KFVE-TV, which covers mostly University of Hawaii sports.

Matthew D. Chitwood, BA'95, is a product manager with AT&T in Phoenix, Ariz. In addition, he is pursuing an MBA at Arizona State University. His email address is mattchitwood@att.com.

Matthew R. Hannon, BA'95, is a free-lance post production producer on such feature films as *The Broken Hearts League* and *Longshot*, a Trans Continental picture.

Tania M. Kellog, BA'96, is a cellular technician at Alltel in Maumee, Ohio. She writes to say that her husband, Brian, BA'95, recently received his master's degree in environmental management at the University of Findlay, in Findlay, Ohio. The couple live in Holland, Ohio.

Erin M. McCauley, BA'96, MA'99, is the development associate at the Indiana University Foundation. She lives in Bloomington.

Leslie A. Smith, BA'96, is the public relations coordinator for Clarian Health in Indianapolis.

Thomas R. Ackerman, BA'97, is a talk show host with KMOX Radio in St. Louis.

Michael J. Calderon, BA'97, is a graduate student at Southern Illinois University in Carbondale. He is pursuing both a master's in business administration and a master's in telecommunications.

Amy S. Hankins, BA'97, is an account manager at Bisig Communications, an advertising agency in Louisville.

Todd A. Holzer, BA'97, is

(continued on page 10)

Alumni news

(continued from page 9)

an AVID editor with Creative Domain in Los Angeles.

Amanda J. Malsch, BA'97, is a print and Web designer for the *Chicago Tribune*. She can be reached at amalsch@tribune.com.

Joanna L. Mishler, BA'97, AC LCS'97, is attending Santa Clara Law School in Santa Clara, Calif.

Todd M. Ganz, BA'99, is a classified sales manager at Primedia Enthusiast Publications.

Andrew T. Lennie, BA'99, was married to Nicole Parham, BA'99, in July 2000. He works in promotions at an NBC-TV affiliate, and she is a second-grade teacher.

Jeremiah J. Shirk, BA'99, is the director of video and information technologies for Indiana University football.

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