

Telecomment

Vol. 15

College of Arts & Sciences Alumni Association

Winter 2005–06

Star Trek's Jeri Taylor: a new star in IU galaxy

Jeri Taylor was awarded the Distinguished Alumni Service Award at a ceremony in Bloomington on June 18. This is the highest award given by Indiana University that is reserved for IU alumni. Recipients are chosen for service and achievements in their field of endeavor and significant contributions benefiting the community, state, nation, or the university.

Taylor is best known as writer and executive producer for *Star Trek: The Next Generation*, *Star Trek: Deep Space Nine*, and *Star Trek: Voyager*. To these and other programs, Taylor brought her identification with the disenfranchised and her strong, optimistic belief in tolerance and decency. She helped arrange for all 178 scripts of

Deborah Conkle, IU Photographic Services



Jeri Taylor

Star Trek: The Next Generation to be given to the Lilly Library.

Jeri (Suer) Taylor graduated Phi Beta Kappa in 1959 with a BA in English, although many of her memories are from classes and

involvement in the RTV department. One of the few females in the department at the time, she worked on a variety of projects, including some teaching for RTV. Ken Beckley, president and CEO of the IU Alumni Association and a telecom alumnus,

remembers that his very first broadcasting class was taught by Jeri!

Taylor was one of the first women sportswriters in the country. Later, she taught herself screenwriting and built a career as a writer and producer. When she started working, she was a single mother, raising three children ages 12, 9, and 2. Her approach to establishing a career was one of steely determination: "I focused a great deal on goal-setting. I devised my own formula for setting goals, took the steps I outlined, and faithfully recorded my progress. This process kept me centered as I tried to carve out a career in a very competitive field."

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POST-PRODUCTION CELEBRATION: Studio 5 was transformed into an accounting office by students in this semester's T436 Advanced Studio Production class. *Slow Children at Play*, affectionately known as SCAP, is in its 12th season. Students work cooperatively to write, direct, act, and produce original comedy.

This 30-minute sitcom, "Account for Everything," included studio and field production tapes. The story-line follows a newly hired replacement in an accounting firm and his trials and relations within the office. The show was produced live to tape before an audience of more than 100 students and parents and aired on campus IUSTV in October.

Over the past several years, telecommunications has been deliberately moving into the arena of interactive games. Always striving to lead, rather than follow, the department has hired faculty to teach a growing array of courses on games, game design, and the game industry. The last issue of *Telecomment* highlighted the department's expanding curriculum in interactive games, especially as it was implemented at the undergraduate level.

(You can read that article at www.iub.edu/~telecom/telecomment.html.) Here, you'll read about a pioneering conference hosted by professor Ted Castronova that required participants to engage in a game in order to generate serious, concrete results. You'll also learn about a team of extremely talented students who have developed a sophisticated interactive game that you're invited to play online.

Edward Castronova, associate professor of telecommunications, is a leading expert on online societies and the videogame industry. Since 2001 he's been studying online social games to research the possibility that these represent a newly evolved economic and social frontier. He regularly consults with leaders in business, government, education, and software design about the implications of virtual worlds. In September 2005, he convened Ludium I, a gathering of 34 academics and game designers on the IU Bloomington campus, to play a competitive game of concept generation. In December 2005, Castronova was part of a lengthy news story about video games and synthetic worlds on National Public Radio's All Things Considered and appeared on the CBS-TV program 60 Minutes. In this article, Castronova describes the evolution and significance of online synthetic worlds. (To learn more, visit <http://mypage.iu.edu/~castro/> and follow links to the Terra Nova blog.)

The reality of virtual worlds

Video games are changing. There are still teenage loners who while away the hours in front of game consoles in their basements. However, the more frequent usage pattern is for people, mostly in their 20s and 30s, to get together in small groups and join online games that consist of still larger groups: dozens, hundreds, even millions of people sharing the same online activity at the same time.

Online games have evolved into full-fledged synthetic worlds, replicas of our world but with some magic and mysterious things added. A medieval themed world will have the same kinds of markets and romances and politics as our world does — remember, these are real people interacting in it — but, being medieval, it will also have magic wands and dragons. And while the magic wands and dragons aren't real, the trading, negotiating, fighting, and boasting that surround them certainly are real. When millions of humans share a space, even a fantasy one, the society they constitute exhibits all of the patterns of our society. If supply and demand work basically the same way in all kinds of human settings, from ancient Athens to modern Manhattan — and they do — then they

work the same way in Middle-Earth, Narnia, or any other kind of densely populated synthetic world that the game industry might build. Thus, as video games evolve into an ever more robust alternative to daily life on Earth, they present both challenges and opportunities.

The challenges involve the explicit comparison of our world to these best-of-all-worlds emerging online. Who will go there? How much time will they spend? What will that

do to the rest of society? The IU Department of Telecommunications will play an important role in answering these looming and challenging questions. Similarly, the opportunities will involve institutions like our department. Think of it: here we have pocket societies, patterned with all the forces of genuine human society, but existing in a controllable environment. Synthetic worlds are like a petri dish for social research, one that we've never had before. Imagine what tragedies could have been avoided if we had had the opportunity to set up and study some small Communist societies, under controlled conditions, before deciding to reshape entire countries according to those principles.

Far less dramatic examples of exciting research possibilities immediately spring to mind. Concerned about human social and economic response to the spread of things like Bird Flu? Well, we have no place to study that, really, unless we want to design a virus and set it loose in the real world to see what happens. Instead, why not build a pocket world and let folks put characters in it? Psychological research shows that people do identify with these characters and would certainly try to avoid losing them to a killer virus. Then we would have a tool for studying not only how viruses spread, but how the combination of administrative organization, information networks, and the economics of vaccine production industries interact to help or inhibit the disease's effects.

Many other examples — money supply theory, political structures, environmental policy, and on and on — could be cited, but while these would all be extremely interesting to study through synthetic worlds, there is a cost. Synthetic worlds are expensive to build and maintain, so we are talking here about a Social Science Supercollider — a project that costs millions but produces millions in beneficial research. It would be cool if such a thing were to be built at IU — the coolest impact of video game research that I could imagine.

— Edward Castronova



Guardians of Kelthas

Imagine that the emperor of Kelthas has died and a civil war has erupted among his heirs. Monsters and bandits are ravaging the land and its citizens. So, Hero Companies are formed to provide protection. You become one of the Hero Companies and battle the competition for control. Sounds like fun, right?

For graduate student Steve Cornett, it has taken nearly three years and a 200-page document to envision, craft, organize, and now manage this massive digital card game. So, maybe that doesn't sound like "fun" anymore. But for Cornett and his ever-growing team of designers, this is a labor of love, as well as hands-on training for the job of their dreams.

Cornett has been hooked on computer games since he was 4 or 5. He came to IU in 2001 after considering several top-tier schools. "I found the computer science and design programs very inflexible at other schools. In contrast, IU offered me the Individualized Major Program." The IMP allowed Cornett to build a curriculum based on his end goal of becoming a lead designer of interactive computer games. He'll graduate in May 2006 with four degrees in five years: the BA in game design through IMP, a master's in telecom's MIME program, and the BA and MA in computer science.

"Guardians of Kelthas" is the offspring of a much simpler game, "Heros Inc.," Cornett's final project for T570 Art Entertainment & Information, taught by Thom Gillespie. In summer 2004, Cornett and his partner, Mike Green, a telecom graduate student, decided to expand the game. "Heros was created in Flash, which had too many limitations. So we essentially started from scratch in developing 'Guardians' but kept the concept of Hero Companies."

As the game has expanded, so has the design team. From a small core of artists and programmers based at IU, the "Guardians" team now includes 60 individuals, mostly students. "Game creation is huge and labor-intensive," Cornett explains. "Now our team is international and we have contributors from UAE, Scotland, and even a high school student from Finland."

Thom Gillespie, director of telecom's Masters in Immersive Mediated Environments (MIME) program is Cornett's faculty sponsor. Gillespie says, "'Guardians' has been in production almost three full years and is representative of the future of game design at IU. Projects that span two to three years will become the standard simply because real game productions take a long time to move from story through functional specifications, to asset development, marketing, testing and implementation. Essentially, the design of a real game covers almost all areas of a college degree, including content areas such as psychology, history, religion and/or politics, depending upon the game idea itself. The study of games at IU started with MIME at the graduate level. But the potential will only be completely realized with a combination of undergraduate and graduate students who can devote several years of intense work to a single large project. Essentially the production pipeline becomes the curriculum."

Even as it is still under development, "Guardians" is being exhibited and entered into competitions. It garnered three awards at the 2005 IDEAS Festival (a regional digital art show and competition sponsored by the telecom department) including Best Game, People's Choice, and Best Screenful. The game was recently exhibited at Michigan State's FuturePlay conference and has been submitted to the Independent Games Festival and Slamdance game competitions.

Try your hand at "Guardians of Kelthas": www.kelthas.com. Alumni are invited to join the development team, particularly as play testers.

— Legene White



'Guardians' IU team members

Current IU graduate students

- Steve Cornett (lead designer, lead producer, programming), MIME
- Mike Green (senior artist), MIME
- Rory Starks (senior artist), MIME
- Charlie Hoyt (senior musician), MIME
- Josh Bonner (programming), computer science
- Will Ryan (senior programmer), informatics

Current IU undergraduate students

- Jordan Neuren (audio editing), telecommunications
- Michael Donahoe (associate producer), business
- Jackie Brown (artist), individualized major
- Nick Mendel (programming, playtesting), individualized major
- Olivia Lewis (senior musician), music

IDEAS abound at festival

The Indiana IDEAS (Interactive Digital Environments Arts and Storytelling) Festival, held April 23, attracted talented artists, designers, programmers, and visitors for the competition and juried show of audio, visual, and interactive work. This year, IDEAS accepted entries from states housing all Big 10 schools as well as the states that border Indiana. It was open to individuals or groups of any age.

The keynote speaker was Gordon Walton, vice president/executive producer of Sony Online Entertainment, who has been authoring games and managing game development since 1977. The festival was coordinated by Elena Bertozzi, (formerly of telecom and now teaching at University of Wisconsin–Whitewater), and assisted by Thom Gillespie and Norbert Herber (telecom), Margaret Dolinsky (fine arts), Rob Shakespeare (theatre), and John Gibson and Jeff Hass (music). See www.ideasfest.org for a complete listing of the winners and for individual and corporate sponsorship information.

MultiVisions vitalized by generous sponsors

April 1 marked the 15th annual MultiVisions Communications Conference. For the first time, contributors were sought to underwrite particular conference expenses. The department is pleased to recognize the companies and individuals who provided financial support.

- WTHR Channel 13 Indianapolis — sponsor of “What’s on TV?” panel
- TIS/Tichenor Publishing — provided all printing for the eighth year
- Optimus — underwriter for MultiVisions Dinner
- Insight Communications — underwriter of Networking Luncheon
- MediaVest Worldwide and Interep — supporters of Selling and Marketing Media panel
- **Dennis**, BA’70, and **Linda**, BA’69, **Spalazzi** of Bright Light Productions
- **Tony Williams**, BA’87, of Midwest Uplink
- WFIU/WTIU, the IU Alumni Association, Fox 59, and alumna **Tara Carroll-McKee**, BA’79

Special thanks go to the Media Showcase sponsor, Creative Street, a media production firm based in Indianapolis. Company president **Steve Katzenberger**, BA’77, hosted a networking reception for winners of the Media Showcase, the student planning committee, and his Creative Street staff.



MultiVisions is a first-rate event entirely planned and implemented by a committee of undergraduate students. Consider the benefits of becoming a conference sponsor in 2006: access to young talent educated in a leading university communications program; exposure for your company, espe-

cially among the 18–25 demographic; company branding on promotional materials; and affiliation with a dynamic, significant conference with a proven, 15-year track record. For more information, contact Legene White, conference adviser, at (812) 855-7086 or whitell@indiana.edu.



The familiar ambience of Studio 5 is perfect for casual conversation over lunch between students and professionals attending MultiVisions.

Special thanks to our expert panelists

The Department of Telecommunications heartily thanks the panelists of the 2005 MultiVisions Communications Conference, held April 1. A complete listing, including job title and location, is at www.indiana.edu/~telecom/multivisions.html.

Post-Production (moderator: Ron Osgood, professor): **Jonathan Dilling**, BA'91, Turner Studios; **Charles Hodge** MS'82, Final Cut Video Productions; **Craig Leffel**, '88, Optimus; **Zachary Neumeyer** BA'00, Red Car; **Nathan Shuppert**, BA'94, Filmhouse Inc.

Selling and Marketing Media (moderator: Paul MacArthur, lecturer): **Bruce Feniger**, BA'84, Interep Radio; **Lauren Hanrahan** BA'03, MediaVest Worldwide; **Heather Porter**, BA'93, FOX Broadcasting; **Brad Auerbach**, BA'02, WXRT Radio.

Telecom Rookies (moderator: Susan Kelly, lecturer): **Brad Holtz**, BA'02, WTTS-FM; **Erin Kellan** BA'03, MediaVest Worldwide; **Brian Rogat** BA'03, Pacers Sports; **Steve Rosen**, BA'02, Midway Amusement Games; **Josh Stickler**, BA'02, freelance assistant director.

What's On TV? (moderator: Sam Cronk, lecturer): **Gary Donatelli**, BA'74, ABC-TV; **Sarah Gibson Kosem**, BA'02, *America's Most Wanted*; **Dan Nelson**, BA'02, WLRN-PBS; **Rod Porter**, WTHR-13; **Greg Williams**, BA'79, Associated Images.

The Audio Industry (moderator: Jim Krause, professor): **Russ Castillo**, telecom and Castle Creek Recording; **Jim Manion**, BA'80, WFHB Community Radio; **Michael Stucker**, '02, School of Music and Echo Park Studios; **John Wheeler**, BA'02, Focal Point Productions.

Interactive Media (moderator: Norbert Herber, lecturer): **Jeanette Castillo**, telecom; **Jason Frankovitz**, BA'93, g-NET Media; **Sonja Hyde-Moyer**, MA'95, Boston Museum of Science; **Travis Isaacs**, BA'03, RadioTime.

Congratulations to the winners of the Media Showcase. They are listed at www.indiana.edu/~telecom/multivisions.html. And thanks to the Media Showcase judges: Don Glass, Michael Paskash, Bob Petranoff, David Rust, Catherine Seltz, Byron Smith, Michele Knoderer, Mark Nisenbaum.



The Telecom Rookies panel offers insight to the transition from college to work. Members of the panel included, from left, Brian Rogat, BA'03, production assistant, Pacers Sports; Steve Rosen, BA'02, division coordinator, Midway Amusement Games; Erin Kellan, BA'03, assistant media buyer, MediaVest Worldwide; Josh Stickler, BA'02, freelance assistant director. Not pictured: Brad Holtz, BA'02, program director, WTTS-FM.

What do students say about MultiVisions?

"Although I attended MultiVisions to meet with one specific person, the conference gave me the opportunity to learn about other companies and to speak one-on-one with several people. It was a great way to network and distribute copies of my resume. My job at MediaVest is a direct result of MultiVisions."

— Michelle Chiprut, BA'05

"I thoroughly enjoyed MultiVisions. I actually stayed until everything was over and was able to squeeze in and talk to some very interesting people. I attended the Telecom Rookies panel and the luncheon, where I sat with Rod Porter, from WTHR. We had a great conversation."

—Alexandra C. Gray, BA'05



MultiVisions chairs John Ewald, left, and Venetia Pristavec, right, receive recognition awards from Steve Katzenberger, BA'77, host of the Creative Street reception, and Legene White, adviser to the conference. The third chair, Amy Rich, had a class conflict and was unable to attend.

Making the high-cost, high-reward switch to HDTV

High-definition television — HDTV — is coming. It's coming to consumers' homes, as more people buy HD-compatible television sets. It's coming to television schedules, as more networks develop HDTV programming. It's coming to Capitol Hill — again — as Congress decides on the timeline for our nation's switch to digital television.

And HDTV is coming to IU's Department of Telecommunications. Over the next few years, the department plans to convert to HDTV and HD-compatible equipment and software in the studio, the field, and post-production. According to informal research by professor and facilities manager Ron Osgood, Indiana University would be one of the first higher-education institutions in the nation to adopt HDTV technology, especially on such a large scale.

Osgood expects these new tools to help the department recruit new students. He also believes that students' knowledge of and experience with HDTV concepts and equipment will make them more desirable to employers, particularly as HDTV becomes more common.

Currently, telecommunications students at IU Bloomington use digital editing systems, and field cameras record on digital tape. These formats are comparable in quality to traditional analog formats and use a 4:3 aspect ratio. High-definition television, on the other hand, represents the best that television has to offer: the highest-quality picture, the best sound, and the wider, film-like 16:9 aspect ratio. HDTV is the most impressive of the FCC-approved digital television formats that the United States is gradually adopting.

"The world is turning to high-definition television," says Walter Gantz, professor and department chair. "To remain at the educational forefront, we have to reflect the realities of the day."

The department's conversion to HDTV will take place in three phases. In the first phase, which has already been completed, the department's graphics and post-production software was upgraded and is now HD-compatible. The second phase will involve purchasing new field cameras. These cameras will likely use the HD-compatible HDV format. The third and most challenging phase will be the conversion of Studio 5 to high-definition — beginning with the cameras and then progressing to the control room. The switcher will be replaced, and 16:9-screen monitors will be purchased, among other changes.

The new studio and field equipment would cost roughly \$1.2 million at current

prices. As equipment becomes less expensive, however, the final cost could fall under \$1 million. The department already has funding in place to complete part of the transition to HDTV. According to Osgood, the department has the means to purchase the HDV cameras, and the College of Arts & Sciences has pledged approximately \$500,000 toward the studio upgrade — enough to purchase at least the three new cameras and pedestals.

"Dean Kumble R. Subbaswamy and the

"The world is turning to high-definition television. To remain at the educational forefront, we have to reflect the realities of the day."

— WALTER GANTZ

College understand the importance of what we need to accomplish," Gantz explains. "Giving us approval to go ahead with this project reflects the College's strong commitment to the department. The challenge now for both the College and Telecom is to find the remaining money."

The department could buy the HDV cameras as soon as early spring. Osgood intends to decide which studio cameras to buy after the National Association of Broadcasters conference in April. He hopes to finish converting the studio to high-definition by the end of 2007.

"The timing is really good," Osgood says.

Taylor

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In addition to *Star Trek*, Taylor created scripts for some of the most popular TV programs of the '70s and '80s, writing and producing shows such as *Little House on the Prairie*, *Quincy*, *Magnum P.I.*, and *In the Heat of the Night*. However it's the *Star Trek* series of which Jeri is most proud: "These were shows I could be proud of writing and which had impact on many, many people. The values espoused in the series were those I could champion. In all it was a wonderful experience."

Taylor and her husband, David Moessinger, came to Bloomington in June for the DASA induction ceremony. Moessinger is also retired from his career as an accomplished writer, director, producer, and execu-

"In the last couple of years, HDTV has matured enough and the cost has come down enough that it is a good time to buy in. You can second-guess yourself on equipment purchases all the time. At some point, you have to make the decision and move on."

Once the equipment has been purchased, a whole new process begins: learning how to use this new technology. The operation and functions of HD equipment are similar to those of analog and standard-definition digital equipment, Osgood says.

The big difference is the 16:9 aspect ratio.

"The 16-by-9 ratio is going to force us to rethink everything in shot composition, set design, lighting, graphics. Everything changes with the new format," Osgood says. "We need to make sure that students understand that aspect ratio."

Before the students can understand it, the faculty will need to adjust to tapping in widescreen and high-definition's greater quality. Osgood anticipates that sets and lighting, often afterthoughts in time-crunched syllabi and production schedules, will receive greater emphasis due to HDTV's sharper, clearer, warts-and-all picture.

In fact, a renewed commitment to all steps in the production process will reinforce the department's goal of teaching the skills of storytelling. "We don't train our students to push cameras or to be studio floor directors," Gantz says. "Instead, we train them to think about producing good programming — to tell a story, to tell it well, and to produce it for different media."

"We're still telling stories," Osgood explains. "It's just that we have new tools."

— Keith Roach, BA'02,
karoach@hotmail.com

tive producer for successful TV series such as *Walker, Texas Ranger*, *Quincy*, and *Murder, She Wrote*. (He was honored this fall with the Distinguished Alumni Achievement Award for Media by his alma mater, DePauw University.) Both Taylor and Moessinger describe their years as Hollywood writers as stressful, time-intensive and not at all glamorous. They have thoroughly enjoyed retirement — volunteering, traveling, and reading — and living well removed from Los Angeles.

In recognition of her career in television, always laced with her intelligence and ethical standards, Taylor's photograph is displayed on the telecom Wall of Honor. Her advice to aspiring students? "Hard work is the key to everything. My Midwest work ethic has stood me in good stead all of my life, and most of all in my professional life. Roll up your sleeves and dig in."

Ali Bryant: Poster child for Service Learning

As Alison Bryant tells it, on her very first night in Bloomington she was told about Rhinos, WFHB, Kids Alive!, Bachelor Middle School — all local programs where children were engaged in producing their own media.

Later, as she prepared her class syllabus for Children in Media — her first teaching assignment as a new assistant professor in telecom — she wondered how to actively engage her students in the course material. That’s when the earlier conversation came back to her. She decided to experiment with involving her college students in community-based media activities for children. By the second week of class, Bryant’s 152 students were assigned to one of six Bloomington organizations. Students would be expected to volunteer at the organization and develop and complete a semester-long project that integrated course materials with the real-life experience.

“It was amazingly exciting ... and incredibly draining,” recalls Bryant. “I was trying to keep up with a huge number of students and projects scattered all over the community. About one-third of the students really didn’t get it and seemed to care less. Another third could see where it was taking them and thought it was pretty cool. But for the remaining third, the community-based learning totally changed the person and his/her outlook.” Soon these students were dropping by Bryant’s office, excitedly sharing news about an internship or job interview that was a direct result of the volunteer work and related projects.

Somewhere along the way, Bryant discovered that other IU professors

were using similar techniques. “I was shocked to learn that it actually had a name — ‘service-learning.’ My reaction was, ‘So, that’s what it’s called!’”

Bryant joined telecom as an assistant professor in fall 2003, fresh from completing her PhD from the Annenberg School for Communication at the University of Southern California. Her research interests focus on communication networks and network analysis, including children’s media organizations and global crime. She’s also investigating the effect of instant messaging and text messaging on kids’ social networks. Bryant is currently editing a book, *The Children’s Television Community*, with chapters covering all sides of children’s television and largely contributed by industry professionals, rather than strictly academicians.

A woman of varied interests and youthful enthusiasm, Bryant’s office shelves are filled with the highfalutin books of a professor as well as mystery novels, children’s picture books, and kiddie toys. She vacations with her family at their ancestral home in western North Carolina, where she’s overseeing the restoration of her fourth-great-grandfather’s cabin. Her academic background includes a broad spectrum of study — German, political science, international affairs — and a liberal arts philosophy strengthened by her undergraduate degree from Davidson College in North Carolina.

This broad philosophy is evident in her pedagogy. The course syllabus for Bryant’s Children and Media class reminds students to “approach learning not as a solitary experience, but as a social process facilitated by ... interactions with faculty, classmates, people in the community ... (and to) see learning as a dynamic, creative endeavor, not a static, derivative chore.”

It was this emphasis on learning outside the confines of the classroom that plunged Bryant head first into service-learning. This semester, students taking Bryant’s Children and Media course are working with the children’s media programs at Rhino’s Youth Center and Bloomington Parks and Recreation. After receiving volunteer training, the students design and execute a group project



Assistant Professor Alison Bryant

that engages the children in working with and learning about some aspect of media. To reinforce the relationship between the community service element and classroom and textbook instruction, students are required to actively reflect on their experiences in a series of reflection papers.

When Bryant first combined community involvement with classroom instruction, she thought she was a pioneer. However, IU Bloomington has been supporting service-learning for more than a decade. In fact, the number of service-learning classes taught at Bloomington had grown to such a number that an office was established in 1998 to institutionalize what had once been a grassroots movement. As Bryant interacts with instructors in other disciplines who are using this innovative teaching technique, it becomes increasingly apparent that service-learning is an effective motivational and learning tool for college students.

In an effort to support and encourage even more involvement in service-learning, Bryant and two other IU professors are collecting stories and concrete examples for an upcoming book, *Integrating Service Learning into the University Classroom*. The book will highlight both the variety and best practices of service-learning courses in higher education.

As Bryant sums it up, “Service-learning assists (students) to see not only the connections between what they are learning in class and its practical value, but also the importance of civic engagement. For some students, the seeds of advocacy and service may lay dormant for several years, but when an opportunity or issue presents itself, they may rely on the attitudes and behaviors developed in my course to guide their actions.”

— Legene White

Your opinion counts

What do YOU want to read in *Telecomment*? From our ivory tower, it’s sometimes hard to know what alumni will be interested in reading. Do you like to read about other alumni and their careers? Faculty research and accomplishments? Discussions of issues in communications? Student news?

If you have an opinion, we want to hear it! Send your response to Legene White at whitell@indiana.edu or call her at (812) 855-7086.

Faculty FLASH!

As director of the Global Village Living-Learning Center, **Herb Terry** is guiding the village into its second year and recruiting residents for 2006–07. Students with international interests should contact him (terry@indiana.edu) and visit www.indiana.edu/~college/global/.

Ron Osgood produced the video for John Mellencamp's summer "Words and Music" tour. Osgood also completed a documentary, "Earthquake Preparedness in Indiana," for the Indiana State Emergency Management Agency.

David Waterman's book, *Hollywood's Road to Riches*, published by Harvard University Press, is the first full-length economic study in more than 40 years of the movie industry. It combines historical and economic analysis to show how, beginning in the 1950s, a largely predictable business has been transformed into a volatile and complex multimedia enterprise now commanding more than 80 percent of the world's film business.

Michael McGregor was invited to present a paper at the Digital Contents and Media Regulation conference in Xiamen, China, in June 2005. The conference was sponsored by the Cybercommunication Aca-

demie Society, based in South Korea, and Xiamen University. McGregor's paper, titled "Regulating Content on the Internet: One American's View," argued that because content is so difficult to control on the Internet, governments should stop trying.

Annie Lang has taken on the new role of associate dean for research in the College of Arts and Sciences. Her primary goal is to facilitate faculty research in the College and oversee contracts and grants administration. Lang continues to work in the Institute for Communication Research Lab on several ongoing research projects. Among these is a new multi-year project funded by the National Institute for Mental Health to investigate the role of media in creating mental health stigma and how the media might be used to lessen stigma and encourage people with mental illness to seek out mental health services.

Julie Fox and two colleagues, including graduate student James Angelini, recently published a content analysis examining the broadcast television networks' presidential election coverage from 1988 to 2000 (*Journalism and Mass Communication Quarterly*, spring 2005). They found the coverage to be more hype than substance.

Fox is now working with other graduate students on a content analysis comparing substantive political coverage in *The Daily Show with Jon Stewart* on Comedy Central and in the broadcast television networks' coverage of the political conventions and the first presidential debate in 2004. *The Daily Show* is becoming an increasingly important source of political information for under-30 voters.

Andrew Bucksbarg continues to share his digital video and interactive media artwork in the United States, abroad, and on the Internet, including in Armenia, Ireland, New Zealand and Spain. He has also worked as a producer and curator for digital media art, launching a new version of Mediatopia.net, an Internet art Web site, as well as being awarded a grant from IU's New Frontiers in the Arts and Humanities: New Perspectives competition to produce an international media arts festival in Bloomington. Bucksbarg is also happily designing noisy, mobile sound and light instruments with simple electronic circuits for performance.

Ted Castronova has stepped into the role of director of graduate studies for the
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Assistant Professor Mark Deuze: Shoot, score!

One of the first things Mark Deuze did after moving to Bloomington was to join the telecom department club soccer team. His friends back in the Netherlands were astounded to learn that Bloomington is a hot soccer town with Indiana University a powerhouse in the sport.

"It's one of the many things that drew me to put down roots in Bloomington," says Deuze, new assistant professor in the department. "It's a small town with a cosmopolitan feel. After living in large, metropolitan areas, Bloomington is an easy place to live so that I can bathe in what I like best — teaching and research in media."

Deuze grew up in Eindhoven and holds a BA in journalism from the School for Journalism in nearby Tilburg, The Netherlands. He worked for seven years as a newspaper journalist while completing his master's degree in history and communication studies from the University of Johannesburg, South Africa. At that point, he planned to become a high school teacher and someday move to the United States. But he was persuaded to enroll in a brand new PhD program, receiving his degree in the social sciences from the University of Amsterdam in 2002. With PhD in hand, Deuze received a prestigious Fulbright scholarship and spent a year at the University of Southern California's Annenberg School for Communication.

Deuze moved to Bloomington in 2004, teaching for a year as a visitor in IU's School of Journalism and Department of Communication and Culture before joining telecom as an assistant professor. According to Deuze, "IU is a new media

mecca with multiple departments and many faculty examining new media from the perspective of their traditional disciplines. The faculty in telecommunications includes artists, producers, musicians, researchers. I think it's a perfect fit for me."



Mark Deuze

message our friends, we read a magazine and update our Web logs, we make phone calls and contribute to citizen journalism Web sites, and modify our own versions of computer games. All of this suggests that when we educate prospective employees for the media industry, we have to prepare them for an interactive, participatory and at the same time extremely commercial and global industry. That is where I see my role."

As Deuze looks out over the Arboretum from his office window, he reflects, "For media scholars, the U.S. is the most fascinating place in the world. Global media are centered here and media trends tend to happen here first." It's easy to predict that Deuze will find plenty to occupy him as he multitasks in southern Indiana.

Student's 'Sign of the Times' a winner

Ole Brereton's rap music video won a string of awards this year in competitions normally dominated by the major art and film schools on the coasts. "Sign of the Times" won first place in the music category of the Academy of Television Arts and Sciences Foundation's College Television Awards — a college-level Emmy. Brereton traveled to Los Angeles in March to receive the award. As a winner, he was also invited to participate in the Kodak Emerging Filmmaker Showcase at the 2005 Cannes International Film Festival. In addition, the video took first place in the Experimental category of the Broadcast Education Association Student Video Competition.

Brereton is a senior majoring in telecommunications and fine arts photography. He is writer, producer, director, cinematographer, and editor of the video, which expresses his feelings against the war in Iraq and about American foreign policy. Brereton is also the talent, performing his original music in rap style while images from international news flash around him.

"Attending the student Emmys and Cannes Festival helped me understand the business behind the film industry," said Brereton. "At Cannes I networked with established and emerging filmmakers from



Ole Brereton

around the world, attended receptions and educational seminars, and a clip of my film was showcased. Kodak has also helped

financially with funding my most recent film, "The Last Drink of Milk."

"I was given incredible encouragement and financial backing for the trip to the Cannes Festival from several administrators in telecom, the College, and even IU President Herbert. It was one of those times when IU felt like a small, supportive family."

After graduating in May 2006, Brereton hopes to continue bolstering his portfolio with further creative work. He's already formulating the storyline for his next documentary, a coming-of-age story. Eventually, his path may lead to film school and producing feature films. Until then, he has learned this valuable lesson: "Don't go to Cannes without a tux and a lot of money if you want to fit in."

— Legene White

Recent graduate will go ... Farr

Kieran Farr, May 2005 graduate in telecommunications and business, was presented an Elvis J. Stahr Distinguished Senior Award in April by Chancellor Kenneth R.R. Gros Louis. The award honors seniors who have excelled academically while serving as active student leaders. Farr was recognized as founder and executive director of IU Student Television, an entirely student-run station on campus. He has also served as a residence assistant in the halls and as an IUSA senator.

Faculty FLASH

(continued from page 8)

department, bringing new ideas and experience to the position. His book, *Synthetic Worlds: The Business and Culture of Online Games*, published by the University of Chicago Press, is a comprehensive look at the online game industry, exploring its implications for business and culture alike.

Norbert Herber, formerly a visiting lecturer, is now a permanent lecturer with the

department. He was a selected composer for "60 x 60 Midwest Minutes" (voxnovus.com/60x60/2005/Concert_Program_Midwest.htm). His book *Flash 8 Savvy* was published in December 2005.

Thom Gillespie led a workshop for kids from the ghettos of Brooklyn this past summer, teaching them game design. As part of the weeklong experience, two telecom alums, Robert Spierenburg, BA'00 and Thomas Wade Murphy, BA'05, came in as critics to respond to the students' game

ideas. (www.mediajazz.com/dmedia.html)

The Henry J. Kaiser Foundation has awarded two grants to Walter Gantz. One project will study the content of advertising viewed by children and adolescents. This includes 1,600 hours of television programming with particular focus on food advertising. His other project is a five-year follow-up to research conducted in 2000, analyzing the extent and nature of public service announcements. Visiting lecturer Nancy Schwartz will serve as co-investigator on both projects.

Two professors are on sabbatical leave during fall semester. Erik Bucy is a research associate professor in the Department of Government at Dartmouth University, New Hampshire. He's investigating the concept of political appropriateness and writing a grant proposal. Harmeet Sawhney has taken up residence as a visiting scholar in the London School of Economics and Political Science, where he is studying the evolution of the British imperial telegraph network after the invention of the wireless telegraph.

Barrie Zimmerman: Retired

It's hard to believe, but Barrie Zimmerman is no longer darting down the hallways of the RTV Building. He retired in October from his position as director of operations and engineering for Radio-TV Services at IU, where he had worked since 1972. Zimmerman originally came to IU to prepare for a career in education, completing his BA in education/RTV in 1966. He taught field and studio production for telecom in the 1980s. He enjoyed the variety of his job — working with a number of departments and students on a wide range of projects. Bloomington remains home for Zimmerman and his wife, Margaret Joseph.

Before 1980

Samuel P. Simmermaker, BS'54, now in his 46th year at WCSI radio in Columbus, Ind., won the 2004 Network Indiana Sports Contest Best Play-by-Play.

Christine (Gazel) Ballard, BA'69, worked as video switcher for *Everybody Loves Raymond* on CBS for eight years. When the series ended, Ballard moved into the same position on ABC's *According to Jim*.

Jim Brunner, BS'71, recently received the IHSAA Distinguished Service Award for calling 34 years of Indiana High School sports. He has served for 15 years on the Marion Community Schools board of trustees. His son, Paige, BS'03, was named the Indiana High School Cross Country Coach of the Year.

Sharon Blair, MS'73, was inducted into the National Academy of Television Arts and Sciences Silver Circle for the Boston/New England chapter in November 2004. She lives in Ridgefield, Conn.

Karen L. Rariden, BA'75, MS'77, is news director for WXIN-TV Fox 59 in Indianapolis. Fox 59 won regional Emmys for outstanding morning newscast and outstanding daily newscast for the 2004

broadcast year in the National Academy of Television Arts and Sciences' Cleveland region. Rariden lives in Indianapolis.

Walt Ferber, BA'78, received the Virgil Sweet Distinguished Service Award given by the Indiana Basketball Coaches Association. Ferber is program director for WITZ in Jasper, Ind.

Marci A. Reddick, BA'78, JD'84, is a founding board member of Outrun the Sun Inc., a nonprofit organization dedicating to raising awareness of the risk factors for melanoma and other skin cancers and raising funds for melanoma research.

Paul Dan Powers, BA'79, writes that his son, Blake Powers, is an IU quarterback.

1980s

Richard Fanning, BA'84, MA'91, is the instrumental music teacher at University Liggett School, a private college-prep school in Grosse Pointe Woods, Mich.

Matt S. Pierce, BA'84, JD'87, represents District 61, which covers most of Bloomington, in the Indiana House of Representatives.

David A. DeCaro, BA'86, writes, "Although I have a regular job as principal

publications coordinator at the University of California, San Diego, I also have a side passion of painting portraits. My Web site now receives over one million hits a month, my art has been shown on Larry King Live, and the number of commissions I receive is steadily increasing."

Lisa M. Bolde, BA'87, works as a dispatcher at Harrah's Casino while working toward a graduate degree in accounting at IU Northwest. She is also trying to publish a children's book.

Margaret E.J. Broderick, BA'87, is the author of *Passion v. Arrogance: A Dana and Goliath Story of Wine, Women and Wrong*, which tells the story of the demise of Broderick's successful small winery.

Michael T. Stephens, BA'87, received a 2005 Movers and Shakers Award given by *Library Journal*. Stephens is the head of networked resources development and training at St. Joseph County Public Library and is an adjunct faculty member at IU South Bend.

James B. Weaver, PhD'87, is a professor of communication and psychology at Virginia Tech in Blacksburg, Va.

Edward J. Fink, MA'88, PhD'93, is chair of the Department of Radio-TV-Film at California State University, Fullerton.

1990s

Karen S. Elmer, BA'90, of Bloomington, Ind., is national sales manager at For Bare Feet Inc.

Christian M. Carroll, BA'91, of Chesterfield, Va., is senior buyer of computer peripherals for Amazon.com. He and his partner, Michael, live in Seattle with their two cats.

C. Thomas Fry, BA'92, writes, "After spending the last eight years in Los Angeles acting, doing voice-overs, and recording music, I decided to get back on the radio. I am currently doing the afternoon show on WFVI in Fort Wayne, Ind. I have been able to attend all the home football games and watch IU hoops on local TV (saves on my satellite dish bill)."

Sherrie L. Harris, BA'92, is assistant vice president for consumer lending at Union Federal Bank, Indianapolis.

Clarissa J. Jacobson, BA'92, writes that though "not famous," she is still doing voice-overs. She is working on a movie about three women who decide to open their own auto repair shop. Find out more at www.highmaintenancethemovie.com.

Mary T. Powaga-Anderson, BA'92,

(continued on page 11)



Cream & Crimson Alumni Weekend



IU Department of Telecommunications alumni, staff, and friends, from left, LeRoy Bannerman, Kate and Bill Kroll, Legene White, Jeri Taylor (DASA recipient), Bob Petranoff, and, in back, David Moessinger (Jeri's husband) attended the IU Alumni Association's Cream and Crimson Barbecue on Saturday, June 18, 2005, at the DeVault Alumni Center.

Alumni notebook

(continued from page 10)

writes, "I met my now-husband, Todd, two years ago. On our third date, in Chicago, we attended the IU-Northwestern basketball game, as he was a Northwestern alumnus. Over the next year, I had to slowly convert him to an IU Hoosier, with trips down for Homecoming and Little 500.

When we got engaged, it did not take a lot of convincing that we should get married at IU ... so last July we were married at the IU Hall of Murals. Now it's a very special place to us both."

Derek M. Davis, AS'93, BA'94, is a senior photojournalist at the CNN Bureau in Washington, D.C.

Marc J. Smith, BA'94, is in management at a computer-consulting firm in the suburbs of Chicago.

Kevin M. Zygmunt, BA'94, is a manager at Big C Lumber in Kendallville, Ind.

Joshua D. Feldman, BA'95, sells national advertising for NBC, in New York.

Kathryn Diamond Coffman, BA'96, MS'99, is the director of admission for Franklin College in Franklin, Ind., She and her husband, Thomas R. Coffman, BA'96, had a son, William James, in December 2004.

Paul J. Parmelee, BA'96, of Wilmington, Del., is a photojournalist covering the Philadelphia area for CN8, the Comcast Network.

Bonnie L. Sporn, BA'96, lives in Chicago and works as the producer for the *Kevin Matthews Show* on WCKG.

Melanie (Cobb) Baran, BA'97, of Bloomington, Ind., is an account manager for Symphony Services. Her husband, Michael Baran, MBA'03, is CFO for Indiana Limestone Co.

Beth (Felton) Marks, BA'97, of Union City, N.J., writes that she was recently married.

Melissa A. Federoff, BA'98, MS'02, is a user research engineer at Microsoft Game Studios. She was a keynote speaker at the Women in Games 2005 Conference at the University of Abertay in Dundee, Scotland.

2000s

Marla S. Hudnall, BA'00, was accepted last winter into the Directors Guild Producer Training Program in Los Angeles. She was one of 15 chosen from among more than 1,000 applicants to the program, which allows her to spend two years working as an assistant director trainee for various television shows.

Katie L. (Cimino) Zeliasz, BA'00, works for Weeks Publishing Co., Northbrook, Ill. In 2003, she was one of five Mentor of the Year winners for Big Broth-

Yoakam inducted into Hall of Fame

Richard "Dick" Yoakam, professor emeritus of telecommunications and journalism, was inducted posthumously into the Indiana Broadcast Association's Hall of Fame at a dinner in Indianapolis on Oct. 25. A six-minute video highlighting his career as a broadcast executive and professor was produced by Jed Duvall, BA'73, with voice-over by Mike Conway, BA'83.



IU faculty, staff, and alumni who attended the IBA induction dinner were, from front, left, kneeling: Professor Emeritus Herb Seltz, MS'58; Steve Yoakam, Professor Emeritus Bob Petranoff, BA'48, MS'63; and Jed Duvall, BA'73. Second row: Telecom internship coordinator Lynda Haywood-Smith; Telecom director of alumni affairs Legene White; Lori Bullerdick, BA'05; Glenna Shelby, BA'67, MA'73, JD'79, MBA'92; Patricia Alt, BA'68; Larry Alt, BA'68, MBA'78; and Bob Jenkins, BS'69. Third row: Michael Yoakam, BA'92; Tony Perkins, BA'80; Mike Conway, BA'83; journalism Professor Owen Johnson; Tom Barker, BA'72; and Ernie Nims, BA'65. Fourth row: Karen Rariden, BA'75, MS'77; School of Journalism Dean Brad Hamm; journalism Professor Amy Reynolds, MAJ'91; and journalism Professor Dan Drew, MAJ'71, PhD'73.

ers Big Sisters of Chicago. In October 2004, she was married to Erik Zeliasz.

Paul K. Apelgren, BA'01, is the director of White Cane and Wheels, a documentary aired on Cinemax on July 7. His film won an award for Best Social Issue Film at the International Student Documentary Competition of the Chicago International Documentary Festival. Apelgren is a graduate student in the cinema-television division at the University of Southern California.

Jennifer L. Spencer, BA'01, is a customer service representative for Home Depot in Atlanta. She writes that she was an extra in the movie *Glory Road*.

Christian J. Felabom, BA'02, works in the quality assurance department for a medical device manufacturing company in the Atlanta area.

Jennifer Lazarus, BA'02, was married to Donald W. Buck, BS'02, on May 29 in St. Louis.

Angela N. Guerrettaz, BA'04, of Marietta, Ga., is the director of an education center called Score.

Brianne McGuirk, BA'04, is attending graduate school at Brandeis University.

Cameron A. Peek, BA'04, of Somers, N.Y., is employed by Mettler Toledo and is a co-founder of www.newyorknative.net.

Jeremy D. Weinstein, BA'04, of Los Angeles, is an assistant editor for VH1's *Celebrity Fit Club 2*. In addition, he is doing some independent sound and music editing.

Jo Beth Bender, BA'05, and **Thomas Murphy**, BA'05, spent the summer in New York as interns with the International Radio and Television Society Fellowship program, a highly competitive and prestigious award. They join the growing number of former IRTS Fellows from telecommunications.

We want to hear from you! Send in the coupon on the back page.

TELECOMMENT

This newsletter is published 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 activities and membership information, call (800) 824-3044 or send e-mail to ialumni@indiana.edu.

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Attach additional pages if necessary. Mail to the address above, or fax to (812) 855-8266.

Wanted: IU Alumni Mentors

Indiana University alumni are invited to register now to give career advice to other alumni on our new online career services center, **IUALumniCareers.com**, which is scheduled to launch in January 2006. This Web site will provide career and mentoring services for Indiana University alumni. As a mentor, you may choose how often and in what manner you wish to be contacted, and you may opt out of the mentor program at any time.

Wanted: IU Alumni Employers

Employers are invited to register now on **IUALumniCareers.com**. If you are an employer, you may register your company now to post job openings. There is no charge to employers for this service.

Thank you for participating as a member of a talented and diverse network of IU alumni helping one another.

Questions?

Contact the IU Alumni Association Membership Department at iaaamemb@indiana.edu or (800) 824-3044.