

Telecomment

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College of Arts & Sciences Alumni Association

Spring 2003

Telecom lab's formula for fun proves successful

It's a Wednesday afternoon in early January, and classes don't begin for almost a week. Campus is quiet. However, at the Institute for Communication Research on the third floor of the Radio/TV Center, more than 20 people are gathered around the small conference table. Laughter spills out into the hallway as the assembled faculty and graduate students map out the upcoming semester.

Lab director and Telecom Professor Annie Lang sketches out each project in a notebook as the research assistants and other graduate students provide updates. But that's just part of the meeting. The other part is fun — and lots of it. While the research planning goes on, visiting Assistant Professor T. Makana Chock passes around a



Sam Bradley displays the lab's snow globe collection.

box of chocolate macadamia nuts she brought back from Hawaii. "I think that work should be fun," Lang said. "It's always my goal that we should do really good work in a really good atmosphere." Perhaps the most revered presentation is

when a new snow globe is unveiled. This lab tradition began several years ago when the current lab manager, Nancy Schwartz, was headed to London for spring break, and someone quipped, "Bring something back to decorate the lab." Schwartz returned with a snow globe showing London's Big Ben and a double-decker bus, and the rest is lab history. Now every time a lab member presents a research paper at an academic conference, a new snow globe is purchased for the

collection. "Not only are they fun to look at and play with, it's a historical record of the lab members' ventures," Schwartz said. Currently 43 snow globes sit atop the row of file cabinets in the lab. There would be
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Lab staff improving media messages through science

Researchers in the Department of Telecommunications are working to use scientific knowledge to make better media messages. Nestled among the faculty offices on the third floor of the Radio/TV Center is the Institute for Communication Research, headed by Professor Annie Lang. Known as "the lab," the facility has a meeting area, work computers, a room in which to show messages to participants, and an experimenter room behind a two-way mirror where physiological responses are monitored. Generally, research subjects have sensors (electrodes) attached to their hands and forearms that measure their physiological responses time-locked to their viewing of mediated messages.
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At a research meeting, "lab rats" wear leis in support of football player Enoch DeMar, who was playing in the Hula Bowl the next day (see page 6). The lab's director, Annie Lang, is perched on the cabinets.

Lab fun

(continued from page 1)

more, but Lang put a moratorium on multiple snow globes from the same city.

Behind all of this fun — indeed perhaps because of it — is a lot of work. Various lab members submitted more than a dozen research papers for consideration at the upcoming ICA conference in San Diego, and that's just one of the three primary conferences at which the lab presents research each year. Faculty and students sent papers to a half-dozen other conferences during the past year.

Lang and her associates have always been productive, but the group was much smaller when she first came to IU. "The lab used to run on love, on volunteers," Lang said. "Now a lot of students get financial support. But I'm trying to hire people who start out doing it because it's cool."

The number of lab members on the payroll has increased, but more and more volunteers pack into the lab for each new meeting. Johnny Sparks is in his first year of the Telecom PhD program. Sparks said he chose IU over other mass communica-

"I want everybody teaching each other. I don't want it to revolve around me. In the teaching you learn more."

— Annie Lang, lab director

tions graduate programs because Telecom is a strong program, at a great university. But why was he attracted to the lab? "The critical mass," Sparks replied.

In addition to Lang's growing reputation as an excellent mentor for talented young graduate students, the biggest change in the past few years has been the infusion of federal grant money. The lab is in the final year of a three-year, \$375,000 grant from the National Institute on Drug Abuse to study the cognitive and emotional processing of anti-drug public service announcements. In October, the lab was awarded another \$575,000 by NIDA to investigate the biological and psychological underpinnings of how people process these PSAs.

The federal money has attracted international attention, too. Last fall, the lab was mentioned in *Scientific American*, and a French magazine sent a camera crew to photograph the lab in October.

As Lang is a strong mentor, so too are her protégés. She is continually recruiting students into the lab, and she says that she works to ensure that there are students from every level of graduate studies — from doctoral students nearing completion of

their dissertation to first-year master's students. "I want everybody teaching each other. I don't want it to revolve around me. In the teaching you learn more," she said. Second-year PhD student Byung-Ho Park said that he has benefited from both the teaching and learning functions of the lab: "The senior students help new students to adapt to the environment and learn how to use the equipment and the underlying theories."

Former lab member and current Washington State University Assistant Professor Paul D. Bolls, PhD'99, said the relationships formed in the lab didn't end when he received his PhD. "The collaborative environment gave us the freedom to develop as researchers along with some friendships that will last the rest of our lives. We worked hard in the lab, but we also played hard!" And, Bolls has carried the snow globe tradition to his own lab.

Speaking separately, former lab member and current University of Alabama Assistant Professor Rob Potter, PhD'98, echoed the same sentiments. "I'm sure at times the research seemed like work, but, looking back on it, I think more of the fun we had investigating stuff, learning about physiology, laughing and talking at weekly lab meetings and being productive," Potter said.

As the new semester begins, more than a half-dozen research projects are under way in the lab. And just to make sure the work doesn't get to be too much, there's often a party being planned. The balance between work and play seems to be well calibrated for Telecom's Institute for Communication Research.

— Samuel D. Bradley

TELECOMMENT

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THE COLLEGE

Second IDEAS festival to be held April 6

We are pleased to announce the 2003 Indiana Interactive Digital Environments Arts and Storytelling Festival! The IDEAS festival is a competition and juried show of interactive entertainment, 2-D, 3-D, aural, virtual, animated, and still creative work that will be held

April 26 at the Radio & TV Center at IU Bloomington. This year, we are accepting entries from Indiana, Michigan, Wisconsin, Ohio, Illinois, and Kentucky. The competition is open to individuals or groups of any age.

Please plan to attend the juried show, hear the speakers, and participate in this festival celebrating creativity. For information about the festival, visit www.ideasfest.org. For other questions or if you are interested in becoming a festival sponsor, contact Elena Bertozzi at ebertozz@indiana.edu or (812) 856-5884.



Institute research

(continued from page 1)

Research in the institute proceeds on two main fronts. First, many of the studies done in the lab are part of a program of basic science research on how people process mediated messages. "Mediated" refers to a message that travels through some form of media between the sender and the receiver. Thus, face-to-face conversation is not mediated, but telephone or videophone is. The goal of this research is to develop an understanding of and an explanation of how human brains make sense out of mediated messages. In other words, researchers seek to uncover what aspects of media impact human perceptual, behavioral, emotional, and cognitive systems differently than messages that are not mediated. Studies are guided by a desire to better understand how a person's response to and understanding of a message change when the delivery system for the information in the message is changed — from the spoken voice to print, to print on a computer screen, to spoken words on a television screen, to a static visual representation, to a moving visual representation.

During the last 10 years, this line of research has resulted in the development of a practical theory for studying human responses to mediated messages. Although research continues to further develop this theory and to answer as-yet unanswered questions about the processing of mediated messages, the theory has developed to a point where it has very real and practical application.

"Even though there's an art to communication, there's a science to it, too," Lang said. "The lab is definitely a player in taking basic science and applying it to a practical problem."

Thus, the second major thrust of research in the lab is to apply this theoretical understanding of how people process mediated messages to questions of social and professional importance. Under this category, there are two main streams of research.

The first line of research has involved teaming with the NewsLab in Washington, D.C. Together, IU researchers and NewsLab personnel have been working for the past five years to use the theory to help develop better formats for broadcast news. In conjunction with NewsLab's executive director, Deborah Potter, lab researchers have developed a set of seven post-production rules that can be applied to broadcast news stories to make the stories easier to understand and remember, without sacrificing their attention-getting or arousing properties.



In the experimenter room, computers are used to present the stimulus and display, collect, and record the physiological and behavioral data.

Researchers have conducted studies in the lab, applying these seven rules (see sidebar) to stories and demonstrating that the reproduced stories are as interesting and exciting as the originals, but much easier to understand, and they result in much better memory for the news. Researchers have also undertaken studies to explore how the addition of various types of video graphics to broadcast news alters viewers' attention and arousal patterns and helps viewers to understand and remember stories.

"As an undergraduate I learned a lot about communication theories and the effects of media," said 2002 IU Telecom graduate and current master's student James Angelini. "In the lab I have been able to see some 'real-life' applications of these theories. The examination of the psychological and physiological effects behind simple, everyday things such as changing channels or watching public service announcements has become a fascinating way to use what I learned."

One such study in which the lab is currently engaged, sponsored jointly by the NewsLab and the National Association of Broadcasters, is examining how story length and shot length affect news viewers' channel changing behavior. In addition to examining how these factors affect the length of time viewers stay on the same channel and when they change channels, lab members are also looking at viewers' physiological patterns of attention and arousal to see whether physiology can be used to understand and predict when viewers will switch channels. Since production affects physiology, this knowledge could suggest production techniques that would elicit non-channel changing physiological states — and result in a greater ability to hold the audience. In addition, the study is examining how shot length and story length impact liking, memory, and attention to the news stories.

Because the goal of media professionals is to relate their respective messages to the public, the work done in the lab is poten-

The seven rules of post-production

1. Let the emotions talk.
2. Slow it down.
3. Dare to be quiet.
4. Match the audio and video.
5. Know how to deal with negative images.
6. Take a literal approach.
7. Use strong chronological narratives.

To learn more, visit www.NewsLab.org, following the link "articles" to *Seven Habits of Effective Storytellers*.

tially invaluable. "The findings from our experiments should help create more effective messages, whether news, advertising, or persuasive appeals," said master's student Leah Haverhals.

Another major applied-research area in the lab is health communication. During the past three years, the lab has garnered almost \$950,000 in federal funding to study how young adults, adolescents, and children process anti-drug abuse public service announcements and messages. The research examines how different types of production features and emotional appeals impact attention, arousal, memory, and the likelihood to use drugs. The second strand of research looks at how underlying activation in children and adolescent's approach-and-avoid motivation systems might impact both how they process media messages and their likelihood of using and abusing drugs, alcohol, and cigarettes.

All of this research keeps everyone busy. "The lab runs at a frantic pace," Lang said. "There's no question that one or two or three people couldn't do what we do. The momentum is hard to stop once it gets started."

— Annie Lang and Samuel D. Bradley

Destination: Indiana University Bloomington

Bloomington is often described as a fly-over, not a destination. As such, it can be hard for busy professionals to visit campus. Yet, according to department chair Walter Gantz, the department welcomes alumni visitors, whether for a brief building tour or an extended visit. "Industry professionals can often offer keen insights that expound upon broad-based principles taught in class. Students benefit from interaction with practitioners. If alumni are coming to campus and have valued experiences that fit with our course offerings, we link them with faculty and, when possible, have them speak in an appropriate class. Otherwise we arrange small group discussions with interested students." Students benefited from several classroom visitors in the past few months.

In October, Fox 59-WXIN Indianapolis brought a full contingent of managers to Bloomington. The visit came about after Lynda Haywood-Smith, internship coordinator, and Legene White, director of alumni affairs, toured the station, met the staff, and discussed ways to work together. Nine staff members, representing the spectrum of station operations, spent an entire afternoon in the department. Their time was split between class presentations and small group discussions. Station general manager Rick Rogala is quite familiar with the IU-educated — his staff includes numerous Telecom graduates in management positions. In addition, he's been impressed by undergraduate interns from the department. The station plans to maintain close ties with the department and will be a major sponsor of this spring's MultiVisions Communications Conference. Visiting staff included Rogala; Jamie Burns, production, operations, and programming



Visiting from Fox 59-WXIN in Indianapolis are, from left, first row: Judy Paluso, Janel Thorsen, and Karen Rariden; back row: Jamie Burns, Bob Maupin, and Jerry Harbin.

(now vice president of entertainment for Conesco Fieldhouse); Bob Maupin, engineering; Kim Davison, human resources; Gina Huston, community affairs; Karen Rariden, BA'75, MS'77, news director; Judy Paluso, BA'82, creative services (now creative services director for the CBS/UPN affiliate in Detroit); Janel Thorsen, traffic manager; and Jerry Harbin, BA'76, sales.

The Telecommunications Networking Club hosted Andrea (Clutter) Miller, BA'90, for an evening program. Miller is an AT&T field service manager, working out of her home near Evansville, Ind. She explained her job this way: "I am AT&T to eight large business customers in Indiana and Kentucky. I support them in their day-to-day dealings with a variety of services — local and long distance voice, private line, frame relay, ATM, IP, ordering, changes, and billing. I try to make that a little easier for them." During her undergraduate studies, Miller became interested in the telephony field while taking a course with adjunct Professor Terry Forkner, director of advanced video services for SBC/Ameritech. Of her visit to Telecom, she said, "I really enjoyed speaking to the group. They asked a lot of questions; that makes it more fun. I hope they will be as excited about the industry as I am. Plus, it's always great to see Terry."

Matt Bauer, BA'88,



Andrea Miller, AT&T field service manager

visited campus in November. He is a vice president of marketing for BetterWorld Telecom, an early-stage full service communications company based in Reston, Va. Bauer was a guest lecturer in three classes dealing with telecommunications networks, marketing, and promotion, where he shared his extensive management experience in the electric power, telecommunications, and high-tech industries. Perhaps the most rewarding time for all was the informal conversation over a pizza dinner, sponsored by students from the Telecommunications Networking Club. "My recent trip back to IU was an amazing experience — from being able to relay what I've learned over the last 15 years to seeing first-hand how the Department of Telecommunications has grown since my graduation. Being on the other side of the podium at my alma mater was an experience and goal I recommend to any graduate."

— Legene White



Matt Bauer shares pizza with Brittany Thornton, '03, and other members of the Telecommunications Networking Club.

Welcome new faculty

Traci Hong joined the faculty in fall 2002 as an assistant professor after completing her PhD at the Annenberg School for Communication at the University of Southern California. As an undergraduate at the University of California–Davis, Hong majored in communication and biology. Her research centers on new media and health communications. “The research reputation of IU and the appeal of a college town that does not compromise on cultural events are some of the strengths that brought me to IU. I really like the seasons in southern Indiana. I liked the fireflies in late summer, and I’m looking forward to spring.”

Bob Affe, who came to Telecom in 2000 as a visitor, was hired as a permanent lecturer and director of the Telecommunications Management Institute. Prior to joining IU, Affe was a leading programming and management executive in the independent television industry, serving in such large markets as Chicago, Dallas, Tampa, and Cleveland. In 2002, his commitment to teaching was recognized by the College of Arts and Sciences with the James Philip Holland Award for Exemplary Teaching and Service to Students.

Our visitors

Norbert Herber keeps returning to IU, this time as a visiting professor. A saxophonist, Herber earned an undergraduate degree in jazz studies, then played and composed professionally for several years. He became increasingly intrigued with the overlap of music and multimedia and returned to IU for a degree in Telecom’s Master’s in Immersive Mediated Environments program. While teaching multimedia at the International Academy of Design and Technology in Chicago, Herber also worked as a composer and sound designer for CD-ROM and Internet digital media projects. His book, *Flash MX Savvy*, co-authored by Ethan Watrall, was published by Sybex in spring 2002.

George Maughan is visiting this year, having recently left West Virginia University where he taught courses in communication and information systems, rural telecommunications, technology and culture, and educational technology. Besides 25 years of teaching, Maughan’s career includes extensive consulting in South Asia as well as with domestic industries and government agencies. “I’ve found the department’s focus to be balanced between scholarly and practical topics. It strives to

Faculty activities

Ron Osgood’s half-hour documentary about pick-up basketball on the IU Bloomington campus, “Shirts & Skins,” was broadcast on WTIU in October and January. It follows a group of serious amateurs during an eight-month period in 2001. The documentary touches on race, gender, generations, injuries, aging, and the social norms that keep this group together.

Milagros Rivera Sanchez, currently on leave from IU, is a visiting professor at the National University of Singapore. In January, Sanchez attended the Asia Regional Conference of the international telecommunication union World Summit on the Information Society as a member of the Asia working group. The goal of WSIS is to identify opportunities and challenges that countries around the world face as a result of the information revolution and to develop a plan of action that brings together stakeholders from the government, business, and civil society sectors.

Several student-produced shows merited broadcast on WTIU. The **News Forum** class produced a talk show highlighting biking in Indiana that is slated for broadcast in March. Two episodes of “**Slow Children at Play**,” produced by the advanced studio production class and formatted after the popular “Saturday Night Live” TV show, aired in December. Students write, produce, direct, and star in the show, which is strong in both originality and comedy. SCAP alumni are actively working in the TV industry in Los Angeles, New York, and numerous networks in between.



Our able office staff who keep the department running smoothly are, from left, April Easter, Tamera Theodore, and Reed Nelson.

keep up with changes in the industry, as well as the methods and results of serious inquiry and research in the field.”

Doug Parker spent the past 24 years in TV station management in Indiana, Pennsylvania, and, most recently, at WBNS-TV in Columbus, Ohio. When considering a career change, he consulted a former fellow NATPE board member, Professor Emeritus Rod Rightmire, who urged him to consider a teaching stint at IU. Parker has enjoyed the challenge of conveying the enormous scope of today’s telecommunications to his students. “Telecommunications is so broad. It’s not just radio, TV, and film — as my college degree was called — anymore!” As spring comes to Bloomington, Parker will be spending many hours at the IU baseball field rooting for his son, infielder Ryan Parker.

As a visiting professor, **Stella Shields** brings extensive teaching experience from a number of universities, along with consult-



Bob Affe



Norbert Herber



Traci Hong



George Maughan

ing work on Web site interactivity and content. She’s developed online classes for Temple University on such subjects as organizational communication, global telecommunications, and statistics. When asked about her experience at IU, she replied, “I’ve enjoyed being part of this excellent Department of Telecommunications, with interesting people and fine researchers. It’s been good to get to know the faculty and students. Besides, I’d never been to Indiana before!”



Doug Parker

Many student athletes score high, excel academically in Telecom

Telecommunications has had its fair share of student athletes over the years.

Diver Mark Lenzi, BGS'90, BA'97, earned Olympic gold and bronze medals in 1992 and 1996. Dan Dakich, BA'85, basketball standout under Bobby Knight, is head basketball coach at Bowling Green State University. And Antwaan Randle-El, BS'01, former Hoosier quarterback and now a professional football player, although a HPER sports communication major, spent many hours in the RTV Building. Two current Telecom majors who particularly stand out are senior swimmers Tina Gretlund and Jillian Lathrop.

Tina Gretlund, one of the most talented and productive performers in collegiate swimming, began swimming at age 5 in



Paul Riley

Tina Gretlund

Denmark, her home country. She came to the United States in order to combine college and swimming. "I just thought I'd try it out, maybe stay for a semester or a year. Now it's been four years! The

United States has a

unique system not available at home. I love to swim, but advanced education is necessary for my future." She chose the telecommunications major because it's transferable in Denmark and can lead to graduate school there. Although her future career plans are uncertain, she would like to combine her love of sports with her interest and studies in media, especially TV.

As an Academic All-Big Ten honoree and school record holder in both the 200-yard butterfly and 200-yard individual medley, Gretlund will likely challenge for a Big Ten title in multiple events this season. After graduating in May, she plans to return to Denmark to train for the 2004 Olympics while attending graduate school part time. "It will be hard to leave IU and the states, but then, all my friends will be leaving

Bloomington, too." We'll see you in the Olympics, Tina!

Jillian Lathrop comes from a swimming family. Her two brothers, eight and nine years older, were swimmers and she joined in by age 4. "I've never known any life apart from swimming. We were living in the Berkshires on the New York-Massachusetts border, but moved to Chattanooga, Tenn., when my brothers were recruited by a private high school." As a high schooler, Lathrop was the Tennessee state champion in the 50-yard free. "I first came to IU on a recruiting trip. I had so much fun with the swim team and felt like I just fit in. Plus, Southern architecture is all brick, which I hate. I loved the Indiana limestone!"

Lathrop took many intro classes before



Paul Riley

Jillian Lathrop

she became interested in the study of media effects and chose a telecommunications major.

Excelling academically, she was named an Academic All-Big Ten honoree and was elected to Phi Beta Kappa. Recognizing

her scholarship, professors recommended that she explore research. As a senior, she's doing an independent study under Professor Annie Lang's guidance with the Institute for Communication Research. Her swimming career will be ending, but she hopes to begin graduate work in the department with her sights on a doctorate, maybe to teach. When asked what she's given up to be a student athlete, Lathrop replied, "Leisure time!" But she went on to add, "Swimming promotes discipline and time management. It helped me learn to handle responsibility." And what else has she gotten? "The satisfaction of a work ethic, friendships, experience, learning how far I can push, and the places I can go." If her undergraduate record is any indication, she will go far and fast, indeed.

— *Legene White*

Staff profile

Julie Fox: From radio to the classroom



Julie Fox joined Telecom in 2000 and in a short time has become an integral member of the faculty in the areas of teaching,

research, and student mentoring.

Fox has had media in her blood for a long time. Growing up in the Chicago area, she dabbled in school and community activities but became especially involved in developing a community affairs program for a local radio station. For her undergraduate education, she chose Cornell University — a great school with a good radio station. During her undergraduate years, she worked as a news director, reporter, and anchor for WVBR-FM in Ithaca, N.Y.

After graduating in 1983, she was hired as an editor/reporter/anchor for WILM-AM News Radio in Wilmington, Del., but quickly moved into television at WNS-TV in New Castle, Del. Her career took her back to upstate New York as a news director at WHCU-AM and a director of local programming/production/news for American Community Cablevision in Ithaca. As a stringer reporter for CNN, CBS, UPI, Mutual Radio Network, and RKO Radio Network, her career highlights in broadcast journalism include interviewing Elizabeth Dole, Steve Forbes, John Glenn, Edwin Meese, Joe Biden, Bill Roth, Betty Friedan, Abbie Hoffman, and James Brown.

"In the late '80s, Time and Warner merged. Jobs were lost in programming and management, and I found myself laid off. I had been taking graduate classes at Cornell, so I took the plunge back into academia and started full time on a master's degree in communication." In the next few years, Fox worked a variety of jobs as a political media consultant and media

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Enoch DeMar earns honors on, off field

Football player **Enoch DeMar**, BA'02, was a winner on the field and in the classroom during his time at IU. Co-captain his senior year, DeMar finished the 2002 season at the left tackle position, having started every game of his four-year career. As a telecommunications major, he earned Academic All-Big Ten honors for three seasons. He represented IU in the 2003 Hula Bowl Maui All-Star Football Classic on Feb. 1 in Wailuku, Hawaii, and hopes to be selected to a team in the upcoming National Football League draft.



Paul Riley

Julie Fox

(continued from page 6)

coordinator, applying those industry experiences to the classes she was teaching as an instructor at Ithaca College and State University of New York College at Cortland. She started to discover a new niche in teaching and working with students, so back into the Cornell classrooms she went, this time for her PhD.

At IU, she applies her industry and academic experiences to her research on the content and effects of media using a social scientific orientation. She continues to examine the content of television news and memory of television news messages. "My interest in the area is partly due to my previous professional experiences as a broadcast journalist, but mostly because Americans, for more than 30 years, have reported relying primarily on television for news and information. Examining what is presented in television news stories and how that information is remembered is important for the academic field and the profession. As a member of the department's Institute for Communication Research, I've begun to incorporate psychophysiology theory and methods into my research, including a study of the effects of graphics in television news stories." She includes her research findings and those of department colleagues, as well as other research in the field, in the courses she teaches: processes and effects, media history, and a graduate course on applied cognitive and emotional psychology.

She's also become quite the Hoosier sports fan. "I grew up on Michigan football, watching games with my dad. Besides Big Ten football, I'm passionate about the Chicago teams, the Bears, Cubs, and, formerly, the Bulls." Her involvement with IU sports started in her very first class, when she taught football player and Telecom major Enoch DeMar. "Enoch was great to have in class. He was engaged and engaging, always participating in discussions and doing quality work, even with his athletic obligations. He graduated in December, but we've continued to stay in touch, and I'm hoping his performance in the Hula Bowl in February caught the eyes of NFL scouts." Last March, Fox was invited as a faculty guest to a luncheon honoring athletes with top GPAs. Football player Adam Braucher, a sports broadcasting major, was one of the honorees. There she met football coach Gerry DiNardo. "I've been invited to practice a few times, and I look forward to seeing Coach DiNardo turn the football program around in the coming seasons."

— Legene White



John McGuire, floor manager, Matthew Greene, talent, and Gino Brancolini, line producer, pause for instructions on the set of "Ten Steps."

Steve Krahnke and crew create PBS special 'Ten Steps to College'

Hundreds of Telecommunications students were involved this fall in a national project for PBS. Steve Krahnke, IU professor of television production and design, produced a television special about family college admission planning for PBS national titled "Ten Steps to College with the Greenses." The project involved nearly

20 current Telecom students working directly on the production, and about 350 additional students involved as test audience members and in other helpful roles. In addition, Telecom graduates served in key roles in the project.

The idea for the program was Krahnke's and fulfilled two needs. It provided a valuable resource for families with children preparing for college, and it allowed students to work on a meaningful, national production.

Krahnke had worked on Suze Orman financial advice programs and found himself thinking about the stages in life when people need good advice. He thought of purchasing a home, retirement, weddings, and planning for college. With two daughters ages 8 and 11, it was the college planning that most interested him. But Krahnke found it difficult to find much material on the subject.

He did find college guides written by father and son Howard and Matthew Greene. After investigating, Krahnke thought the Greenses were the most credible and respected advisers on the subject and that their style would match

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Roll the credits

The following alumni are included in the production credits:

- Eugene Brancolini, '86, line producer;
- Kelly Morris, BA'01, associate producer;
- Jay Kincaid, BA'82, studio director;
- Donnie McMurray, '01, and Sally Kurtz, '03, production assistants;
- Susanne Schwibs, MA'83, MS'84, assistant director;
- John McGuire, BA'00, floor manager;
- Shelby Simpson, BA'01, David Gonzalez, BA'01, and John Winninger, BA'68, camera operators;
- Brian Clark, BA'96, JIB operator;
- Tony Williams, '87, technical director; and
- Barrie Zimmerman, BS'66, director of operations.

Also credited are current students serving as assistants:

- Matthew Bockelman, Sarah Bullock, Lisa Dehayes, Jay Gartland, Jeff Post, Todd Prinz, Brian Rogat, Denise Valkyrie, Joel Wanner, Erik Hitchcock, Matt Wojcikewych, Charles Pearce, and Sally Kurtz.

ALUMNI NOTEBOOK

Before 1960

Robert H. Shanks, BS'54, had his play, *No Cure in Sight*, premiered by the Oldcastle Theatre Company in Bennington, Vt. The play is a tragicomedy focused on a scientist facing a terminal disease. Shanks lives in Sheffield, Mass.

1960s

Edward A. Ziel, BS'62, is a job developer for Employer's Training Resource in Bakersfield, Calif.

Terry J. Foss, BA'69, received a first-place Crystal Spectrum Award from the Indiana Broadcasters Association. She is the director of public relations at WBCL Radio Network in Fort Wayne, Ind.

1970s

Carol A. Hoffmann, BA'71, is an associate curator for the Curtis Theatre Collection at the University of Pittsburgh. She lives in Pittsburgh.

Michael F. Browne, BA'72, of Benicia, Calif., is the new vice president of Harvest Festival, one of the world's leaders in home, sports and leisure, and gift shows.

Christopher J. Klesh, BS'72, is retired and lives in Palm Beach Gardens, Fla. In his spare time, he enjoys going to Broadway shows.

Robert S. Nicksin, MS'74, writes, "I recently joined the law firm O'Melveny & Myers, where I practice environmental and utilities law." He lives in Tarzana, Calif.

Steve Corona, BA'75, is president of the

Fort Wayne School Board and runs JobWorks, a nonprofit job-training agency. He is a member of the Indiana Humanities Council board of directors.

Jeffrey R. Klopfenstein, BA'76, of Carmel, Ind., writes, "I recently changed jobs to become marketing and sports manager at Tribune Indiana (Fox 59 and WB 4)."

Saralee Rosenberg, BA'76, is celebrating the debut of her first novel, *A Little Help from Above* (HarperCollins Publishers). She lives on Long Island, N.Y., with her husband of 25 years and their three children.

David M. Winstrom, BA'76, based in New York City, is the director of the Fox News affiliate news service, NewsEdge.

Steven Levitin, BA'77, was involved in many projects this fall, including the Chicago-area election campaign of Rahm Emmanuel, his board position with Transplant Recipients International Organization, and a major fund-raiser with Sen. Ted Kennedy and Congressman Bobby Rush of Illinois. He lives in Chicago.

Daniel T. O'Rourke, BA'77, writes, "I continue free-lance reporting and producing for the networks after a 19-year anchor/reporter career in Indianapolis and Houston. I am in my third season producing, writing, and anchoring a streaming show on the Web, Win2tv (www.win2tv.com). We travel the country and the world for interesting technology stories." He lives in Houston.

Richard T. Hezel, PhD'79, celebrated the 15th anniversary of his company, Hezel Associates, a research, evaluation, and strategic services company specializing in

distance learning. He lives in Syracuse, N.Y.

Lay Hong, BA'79, of Singapore, is vice president of Mediacorp News, where she heads the Chinese news and current affairs. She and her husband, Andrew, have three children.

1980s

Aaron J. Rabushka, BA'80, MBA'82, had his composition, *Concerto for Trombone and Orchestra*, featured on the CD *Music from Six Continents*. He lives in Fort Worth, Texas.

Mike Jump, BA'81, finished a master's in education administration and anthropology. He is principal at Hooper Bay School in Hooper Bay, Alaska, on the coast of the Bering Sea. He writes, "I'm still working with Native American populations — Yup'ik Eskimos for the time being. This is a subsistence village — no running water, no doctors, no restaurants, just plenty of salmon, moose, and blueberries. There is only one AM radio station from Nome. I am putting together a 100-watt non-commercial FM application. It is not as fun as teaching at the university level, but is very adventuresome."

David C. Emberton, BA'83, is vice president of human resources and training for RTM Great Lakes. He lives in Medina, Ohio.

Jeff Fahey, BA'83, of Lisle, Ill., is a loan consultant with Washington Mutual. He has been in the mortgage business for more than six years and made Summit Club, which recognizes the top 5 percent of producers for his company.

Diane A. Georgakis, BA'83, is an eighth-grade English teacher at Kankakee Valley Middle School in Wheatfield, Ind. She lives in Demotte, Ind.

Charles M. Fleckenstein, MS'83, is a group manager in public relations for Sprint in Kansas City, Kan.

Robert G. Bailey, BA'85, writes, "I met my beautiful wife, **Gail E. Bailey**, '84, thanks to mandatory seat assignments by Herb Terry, telecommunications law teacher. Five years later we were married. Three children and 14 years later, we're still married." He is a financial consultant for Wells Fargo Investments in Sacramento, Calif.

Andrew D. Floyd, BA'85, and his wife, Lucy, started a business called France Food and Wine Experience that takes small groups to Provence, France, for weeklong trips to discover the food and wine of that region. Andy is a chef instructor and director of professional programs at

'Ten Steps'

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the quality that would be demanded by PBS. Krahnke said the Greenes, who are based in Connecticut, were interested in the project because it was based in a university setting.

In the course of the production, Krahnke's team visited 30 different campuses to interview admissions directors. They also taped sessions in the WTIU studio with the Greenes speaking to audiences of local families. The result is "Ten Steps to College with the Greenes," which made its debut on WTIU during the March fund drive and will be distributed to PBS stations around the country this summer and fall.

"Even though people need this information, I realized it was almost impossible to find," Krahnke said. "We always felt it lined up with the PBS mission. It's information

people really need and will benefit by knowing. There isn't a single parent or kid who doesn't wonder if grades really matter or how much the SAT matters. It's sort of like there is something you really need to know to get into Oz. You can't just go there and get in; there's something you need to know before you go, and this is it.

"I wanted a situation where my students could say they worked on high-quality television while still in college. I don't expect less from them than from other people and neither does PBS," he said.

The hours of tape from the studio sessions and campus visits have been edited into several different formats: a 40-minute version to be used during PBS fund drives, a 60-minute version, and a DVD that includes 30 minutes of questions and answers with the Greenes and 30 minutes of advice from campus deans and directors of admissions. Watch for it on your local PBS station.

Cooking School of the Rockies in Boulder, Colo.

Paul J. Caine, BA'86, of Tenafly, N.J., was named publisher of *Teen People* magazine. He was previously associate publisher of *People* magazine.

Lisa M. Bolde, BA'87, has written a children's book and is now looking for a publisher. She lives in Valparaiso, Ind.

Michael L. Jones, BA'88, owns a multimedia production company and has provided video services for clients including American Express and Pfizer Pharmaceuticals.

Nancy J. Giordano, BA'89, and her husband, Angelo, celebrated the birth of their daughter, Grace, on July 24, 2002. Nancy is business manager of the General Electric Account Team for AT&T Corp. in Princeton, N.J.

Dave Holland Jr., BA'89, is the men's and women's swim coach at Randolph-Macon College in Ashland, Va. He lives in Richmond, Va.

David J. Kamerer, PhD'89, is director of communication at Envision, a not-for-profit agency based in Wichita, Kan., that provides job and rehabilitation services for people who are low-vision or blind. He supervises marketing, public relations, online communications, research, and grant writing.

Robert Nigro, BA'89, of Marlton, N.J., is a programming manager for the Pennsylvania Bar Institute, where he helps develop continuing education courses for legal professionals.

Cary I. Okmin, BA'89, is a writer for the Nickelodeon series "The Brothers Garcia." Since graduating, he has written for several network shows, animation, video games, and print mediums. He lives in Los Angeles.

Doug Schlereth, BA'89, a captain in the U.S. Army Reserves, was called to active duty for one year at the Pentagon. His branch is in signal corps, where he works for the chief information officer. He provides communications management for the Pentagon as well as Operation Noble Eagle and Operation Enduring Freedom. He lives in Greensburg, Ind.

1990s

Marlyse E. Cohen-Serlin, BA'90, is marketing manager for Magid Glove & Safety Mfg. Co. She has infant twin sons and lives in Chicago.

Jay R. Korff, BA'90, has worked as a general assignment news reporter for WKRN-Channel 2 in Nashville, Tenn., since November 1994. In 2002, he received an Emmy Award, an Edward R. Murrow

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Award, and an Associated Press Award for his reporting on Tennessee politics.

Murali Venkatesh, PhD'91, is spending the 2002-03 academic year as a senior research fellow at the Massachusetts Institute of Technology's Center for Reflective Community Practice. He is an associate professor at Syracuse University.

After working for Fox television affiliates in Springfield, Mo., and Indianapolis, **Mark S. Bernstein**, BA'92, is now self-employed as a professional youth speaker. His Web address is www.markbernstein.com. He lives in Indianapolis.

Julie F. Pareles, MA'92, of Hewlett, N.Y., is a producing director for the Brooklyn Center for the Performing Arts. She is the mother of 3-year-old twin boys.

Whitney A. Couri, BA'94, lives in Evanston, Ill., and has a young son, Phillip.

Lisa A. Goldberg, BA'94, writes, "After moving around the country as a [disc jockey], I love finally being at home, doing the best jobs in the world! I do afternoon drive traffic through Shadow Traffic on several stations and host the 'Saturday Night Dance Party' on WJMK-FM." She lives in Chicago.

Kevin G. Kupec, BA'94, works for MTI/The Image Group, the largest post-production company on the east coast. His clients include A&E and the History Channel. He lives in Hoboken, N.J.

Jennifer L. Shannon, BS'94, BA'94, writes, "I am the director of children's programming at a private club in downtown [Chicago], where I am teaching ballet to 3-12-year-olds. I am also facilitating many

other children's programs at the club." She lives in Chicago with her husband, Robert T. Shannon, BA'92.

Jennifer D. Borse, BA'95, MA'00, works with the Corporation for Public Broadcasting to study Web sites for children ages 9-12. She lives in Chicago.

Chad J. Davis, BA'95, has joined WETA TV as director of television programming. He will manage programming and operations for the company in Washington, D.C.

John A. Koch, BA'95, is a senior copywriter at Upshot in Chicago. He works on the Disney Vacation Club account, where he writes the quarterly newsletter, *Vacation Magic*.

Michele Rodger Spencer, BA'95, AC'95, is a senior development officer for the IU School of Medicine. She lives in Rushville and was married to L. Paul Spencer, BS'87, MS'98, on July 13, 2002.

Leslie A. Smith, BA'96, earned a master's degree in management in 2001. She recently joined the American Cancer Society, Great Lakes Division, as their regional director of communications.

Amanda Jo Malsch, BA'97, works for Tribune Co. and designs syndicated newspaper pages that are published in approximately 30 markets across the country. She lives in Chicago.

Joanna L. Mishler, BA'97, AC'97, received a JD from Santa Clara University School of Law in 2001. She is an attorney for a litigation firm in San Jose, Calif.

Leigh E. Jenkins, BA'98, is campaign coordinator for the Team in Training Program for the Leukemia and Lymphoma Society. She lives in Indianapolis.

Eric D. Harvey, BA'99, an editor for *Nineteenth Star*, served as editor for "Indy: World's Greatest Racetrack," which premiered on the Travel Channel. He lives in Indianapolis.

Elise T. Kleinman, BA'99, AC'99, is a television and radio producer in New York.

In November, **Anton K. Neff**, BA'99, a lifetime resident of Spencer, Ind., was elected chair of the Owen County Democratic Party.

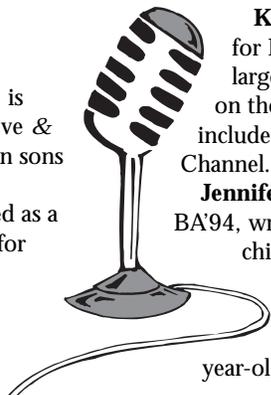
Ryan C. Spalazzi, BA'99, does free-lance video/television production for commercial production companies in New York.

2000s

John A. Elzroth, BA'00, was named an account executive and graphic designer for Bodkin Associates Inc. in Zionsville, Ind.

Christopher C. Natali, BA'00, is a paralegal for Lord Bissell & Brook in Chicago. He plans to attend law school in the near future.

Erica L. Neistat, BA'00, writes, "I have been with Sony Pictures Entertainment for more than two years now and love it! I am
(continued on back page)



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Alumni notebook

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working in the product placement department, and some current releases that I have worked on are *Spiderman*, *Men in Black II*, *XXX*, and *Mr. Deeds*." She lives in Los Angeles.

Cynthia E. Muhammad, BA'01, is working in the accounting department of New Line Cinema in Los Angeles.

David E. Reinwald, BS'01, AC'01, is a second-year cantorial student at Hebrew Union College in New York. He is student cantor for Temple Beth-El in Jersey City, N.J.

Robert L. Chenoweth, BA'02, of New York, is the interactive sales coordinator for Discover Communications Inc. He handles customer relations and research/support for the online sales staff.

While seeking fame and fortune in Los Angeles, **Dylan D. Chudzynski**, BA'02, appeared in an episode of "The Fifth Wheel," a reality dating show. He writes, "Definitely don't take it too seriously because the show is about 80 percent scripted, and I got to play the bad guy."

Monica N. Freriks, BA'02, works at Stun Creative, a branch of MoPo Entertainment. They make promos for Maury Povich and many other shows on Discovery, Sci-Fi, and ESPN. She lives in New York.

Leslie A. Kretz, BA'02, is an account coordinator for Publicis-New York and says she is thrilled to be living in New York.

Nick Solga, BA'02, is a media planner/buyer at Marketshare Inc. in Fort Wayne, Ind.

Randy Stine, BA'02, of Naperville, Ill., is a Sun Microsystems associate product specialist at Forsythe Solutions Group Inc.

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