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Indiana University Department of Telecommunications

Telecomment

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Students get it "Wright" the first time

Students aspiring to careers in script-writing or TV production were given new options for a hands-on capstone experience this past academic year. Two interrelated courses resulted in a 44-minute pilot for the TV series, *The Wright Report*. The courses were conceived and developed by lecturer Susan Kelly. With her background in film studies and script-writing, Kelly guided students in writing and then producing a quality television episode suitable for broadcast.

The process started with a fall semester advanced scriptwriting workshop for an hour-long dramatic television series. Kelly provided the series concept and basic character profiles.

As a group, the class fleshed out the concept, pitched ideas, and developed the plots and character arcs for 12 episodes. Each writer was ultimately responsible for a full episode script, and along the way,

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Virtual worlds: Much more than fun and games

If you hear the term "virtual world" and think of bleary-eyed geeks camped out in front of computers for hours on end, think again. Virtual worlds — online, immersive environments and games that mix real-world characteristics with fantastical elements and allow users to interact with potentially millions of other users — have grown beyond the stereotype of hardcore escapism. They've gone mainstream; they're now played by casual Web users and gamers. And the creation of virtual worlds has spread beyond Silicon Valley, to the halls of academia.

"The faculty at IU are among the world's leaders in the creation and use of virtual and synthetic worlds for both research and education," says Dmitri Williams, an assistant professor at the Annenberg School for Communication at the University of Southern California.

IU faculty and students—including telecommunications professors Edward Castronova, Lee Sheldon, and Steve Krahnke—have forged this reputation by working on several virtual worlds in recent years. These worlds are among the first developed by universities, and they are redefining the genre.

"The fact that we have at least four projects [at IU] of people making virtual worlds using student labor is, to my knowledge, unprecedented globally," Castronova says. "It's four ahead of anybody else."

A virtual petri dish

For Castronova, virtual worlds are more than games—they're large-scale petri dishes.

Before he became an associate professor of telecommunications at IU and an international expert on virtual worlds, Castronova was an economics professor at California State University, Fullerton. For years he wished social scientists could rely on empirical data like natural scientists do.

"If you have a natural science problem, like physics or chemistry, what's the first thing you do? You do an experiment," he says. "In biology, you take a couple of petri dishes and you pour iodine in one and don't pour iodine in the other, and you see what happens to the bacteria. You can't really do that in social science," especially at the national and global scale of most social problems.

In order to conduct experiments at the global level, he decided to create his own world. He laid out the vision for a virtual world based on the works of William Shakespeare: in a pastoral village, players would talk with Falstaff, play cards with Nym, and learn about the Bard and his plays.

Castronova and his team, which included several IU students, received a $240,000 grant from the John D. and Catherine T.

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New scholarships reward,encourage excellence

Three scholarships, presented for the first time in April 2008, reflect the breadth of the department's curriculum. They were funded by the generous gifts of people whose careers involve distinct industries but are all related to the department's academic offerings.

Tom and Jay Darragh Conference Support Endowment

Thomas and Josephine Darragh, both friends of the department, established the Conference Support Endowment. Tom enjoyed a career in the telecommunications industry and taught as an adjunct instructor in the department for almost 10 years. "We established the gift to provide a student with the opportunity to participate in a conference or industry trade show beyond the borders of the university," he said.

Doctoral student **Xiaofei Wang**, MA'06, MA'07, received the inaugural award of $500 for travel to two conferences, where she presented her research on the economics of foreign language media. Wang completed double master's degrees in 2006 in telecommunications and economics and conducts research in collaboration with Professor David Waterman. She is a native of Xi'an, China. After she completes her doctorate, her goal is to teach and conduct research in the U.S. before returning to China. She wants to put her work to use, assisting developing countries.

➤ These new awards represent a **30-percent increase** in the number of scholarships presented annually.

But with more than 800 undergraduate majors, the department sees these 10 scholarships as only the beginning of a concentrated effort to recognize the intellectual and creative excellence of our students.

Chairman's Award

The $1,000 Chairman's Award recognizes a senior telecommunications major for exceptional academic performance coupled with activities or scholarly endeavors that clearly further a student's career goals. Indianapolis-based Creative Street Media Group — a venture founded by **Steve Katzenberger**, BA'77, and Dave Smith — supports the award.

Katzenberger is a member of the Telecommunications Alumni Wall of Fame who actively supports the department, provides internship opportunities, and mentors many students. Smith wanted to honor his father and sister, both IU graduates.

The first Chairman's Award recipient, **Matthew Bregger**, BA'08, clearly met the parameters. Graduating Phi Beta Kappa with a double major in telecommunications and art history, Bregger provided leadership and expertise in several advanced production classes and worked in the department's production lab. He looks forward to building a career in production or post-production and has various freelance projects already to his credit.

Jeri Taylor Prize for Scriptwriting

Jeri Taylor, BA'59, is a prolific television scriptwriter and producer best known for her contributions to the *Star Trek* series and is an Emmy recipient in 1994 for *Star Trek: The Next Generation*. Taylor wanted to support the IU Telecommunications Department while encouraging budding scriptwriters. The inaugural Jeri Taylor Prize for Scriptwriting was presented in April 2008 to the winner in the scriptwriting category of the department's annual Media Showcase Competition. The top three scripts were episodes of The Wright Report (see cover story). Winner of the Taylor Prize ($1,000) was **Brett Harris**, BA'08, principle writer of the episode that was produced as a pilot. Second place went to **Casey McClatchey**, BA'08, and **Sharquita Sims**, BA'08, placed third.

For information about scholarships, contact Legene White, (812) 855-7086.

Game Studies Area Certificate added to curriculum

From handheld Nintendos the size of a BlackBerry to massive, multiplayer, online role-playing games that engage thousands simultaneously, electronic games are everywhere. Keeping pace with this burgeoning field, the department now offers an undergraduate Area Certificate in Game Studies for students who want to focus on designing and building interactive games.

The certificate requires 28 hours of course work and allows students to combine telecommunications classes with designated courses in theatre and drama, computer science, fine arts, and music. In the Telecommunications Department, faculty members known for their research and creative work in the field teach many of the game studies classes.

Edward Castronova, author of *Exodus to the Virtual World: How Online Fun Is Changing Reality*, teaches "Multiplayer Game Design." Thom Gillespie, who initiated the department's adoption of game design courses, teaches "Introduction to 3D Digital Modeling and Animation." Lee Sheldon, author of *Character Development and Storytelling for Games*, teaches "Theory and Practice of Game Design."

The interdisciplinary character of the game certificate reflects the nature of games and game design. "I like the prospect of working in a field that combines [some] of my personal interests – computers, games, art and music," said Zachary Downey, who plans to earn the certificate.

Designed for students *not* majoring in telecommunications, the certificate attracts creative students from a variety of academic disciplines including informatics, general studies, English, and music. Such students may hope to work in game-related fields with vigorous economic growth. DFC Intelligence, a strategic market research and consulting firm, predicts that worldwide videogame and interactive entertainment revenue will reach $57 billion in 2009.

Such predictions are encouraging for General Studies Degree-student Downey. He says such growth "gives [me] hope that there is a job out there for me in this exciting field."

—Jeanne Myers, academic advisor

MultiVisions Conference offers top-notch experience

2008 *by the numbers*

➤ **380** students attended.

➤ **25** professionals from **12** different cities served as panelists.

➤ **140** informational interviews took place.

➤ **60** undergraduates planned the conference.

230 attendees consumed a free lunch of four 6-foot subs.

➤ **12** scholarships, totaling **$8,000**, were awarded.

➤ **11** Media Showcase Competition winners celebrated.

➤ **$7,300** in sponsorships from **20** contributors made the event possible.

➤ **800** promotional MultiVisions pens were distributed to promote the conference.

➤ **Innumerable** jobs, internships and mentoring resulted.

MultiVisions panels

The Department of Telecommunications heartily thanks the panelists of the 2008 MultiVisions Communications Conference, held April 4. Learn more at http://www.indiana.edu/~telecom/multivisions2008.

Brand Aid: Marketing/Advertising/ Media Relations
Moderator: Professor Rob Potter
Panelists: **Amy Krider**, BA'99, DreamWorks Animation; **Lloyd Wright**, BA'76, WFYI; **Steven Gilbert,** Big Tree Concepts; **Jeff Smith**, BA'76, Carlson.

Roll the Credits: Production
Moderator: Professor Susan Kelly
Panelists: **Don Worsham**, BS'70, freelance audio engineer; **Richard Cormier,** Ringside Creative & Buzz Imagery Group; **Marla Hudnall**, BA'00, *CSI: NY*; **Lane Lucatorto,** NBC Studios; **Hunter Covington**, BS'00, "My Name is Earl"; **Matt Radecki,** Different by Design Productions.

Not Just a Pretty Face: Women in Media
Moderator: Professor Julie Fox
Panelists: **Kathy DiToro**, BA'82, Campbell Mithun; **Michele Darling,** BSMus'92, Long Island University; **Jennifer Belknap**, BA'00, Turner Entertainment Networks;

Jim Krause

Vicki Boutwell, BA'95, Fleishman Hillard; **Liz Dee,** BA'96, Creative Street Media Group; **Laura Sanchez,** Radio Disney.

YouInnovate: Interactive Media
Moderator: Professor Norbert Herber
Panelists: **Phillip Tadros**, Metroproper; **Mark Kindred**, BSMus'91, Ars Nova Interactive; **Veronica Gonzalez**, BSMus'02, MS'04, Electronic Arts; **Spencer Stuart**, MS'08, GameZombie.tv.

Rookies in the Big League
Moderator: Professor Bryant Paul
Panelists: **Liz Williams**, BA'03, MTV Networks/Nickelodeon; Emily Hard, BA'05, fig media; **Stephen Turchyn**, BA'05, Creative Street Media Group; **Kristin Suermann**, BA'03, ESPN; **Nicholas Blewett**, BA'06, National Geographic.

MultiVisions 2008 sponsors We couldn't do it without you.

Telecommunications is pleased to recognize the companies and individuals who provided substantial financial support for 2008 conference expenses.

- Creative Street Media Group — sponsor of the Media Showcase
- Optimus — underwriter of the MultiVisions dinner
- **Paul J. Caine**, BA'86 — underwriter of the Networking Luncheon
- **Anthony L. Williams**, BA'87, Williams Production Services — supporter of the Production Panel
- TIS/Tichenor Publishing — all printing provided for the 11th year
- Smithville Digital, Cortina Productions, IU Alumni Association, IU Arts and Sciences Career Services, WTIU/WFIU, and IU Student Television
- Fox59 and WYFF
- **David**, BS'72, and **Marilyn Shank**, BSEd'73, of Shank Public Relations
- **David T. Jones**, BA'91, **Sean N. Smith**, BA'95, and **Andrew D. Thompson**, BS'90, of Third Street Partners
- **Tara Carroll-McKee**, BA'79, **Bruce D. Feniger**, BA'83, **Dennis S. Green**, BA'86, **Michael Hayes**, BA'88, **Andrew Lennie**, BA'99, **Paul Molin**, BA'02, **Connie Terwilliger**, BA'77, and **Lloyd Wright**, BA'76

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make the connection

Put your name on this list! Contact Legene White at whitell@indiana.edu to underwrite MultiVisions 2009.

Virtual worlds

(*continued from page 1*)

MacArthur Foundation to build their world, *Arden*—named after the Forest of Arden in *As You Like It*. But *Arden* was, in Castronova's words, "insufferably boring." The team had focused so hard on creating an authentic Shakespearean world that players didn't stay in the world long enough for Castronova to conduct experiments.

So the team developed *Arden II: London's Burning*. Based loosely on *Richard III*, *Arden II* allows players to roam medieval London as humans, elves, or wizards. They go on quests and battle ghosts and monsters. But they still learn about Shakespeare, and they may unknowingly participate in a social experiment.

Castronova's first experiment with *Arden* tested the law of demand: the more a product's price increases, the less people will buy of it. Forty-three IU telecommunications students were randomly assigned to play one of two versions of *Arden*. Unbeknownst to the students, the games were slightly different; healing potions sold for 15 gold pieces in one and 30 gold pieces in the other. In the game with the more expensive potions, players bought 43.1 percent fewer than the players in the other game did.

"What we proved was that fantasy games could be used to study large-scale social questions at a certain level of generality," Castronova says. *Arden*'s success opened the door to another project, tentatively called *Greenland*. Players will be clan rulers in the late Stone Age, forced to confront the "tragedy of the commons" as they choose whether to use resources to serve individual interests or the common good.

Castronova believes that virtual worlds like these represent a new frontier for social scientists, and he started IU's Synthetic Worlds Initiative (http://swi.indiana.edu) to take advantage of these opportunities.

"[Virtual worlds] will be an obvious way to do research," he says.

An entertaining approach to education

Lee Sheldon, an assistant professor of telecommunications, game designer, and former Hollywood writer and producer, followed a simple mantra when designing his latest game: "Entertain them and they will learn."

Since joining the department in 2006, Sheldon has worked on three virtual worlds: *Quest Atlantis* (http://atlantis.crlt.indiana.edu), an IU School of Education project for children ages 9 to 15; the *United Islands* (see below); and his masterpiece, the entertaining and educational *Londontown*.

Londontown will combine events, literature, and lore from throughout the Victorian Era into a world where fictional characters and historical figures will co-exist. Professor Moriarty and Dracula will battle for control of London's underworld. Professor Challenger and Charles Darwin will debate the theory of evolution before searching for dinosaurs in South America. Players will be able to take part in these adventures and experience other elements of Victorian life, like going to balls. And, of course, they will learn: "[Players] are going to be presented with literature, science, and math within the context of the world," Sheldon says.

Edification through entertainment is not revolutionary, but Sheldon's approach to storytelling is. Eschewing the belief that storytelling has to be linear, he developed an approach called "modular storytelling" (outlined in his book *Character Development and Storytelling for Games*) that allows players to experience the story in any order they want. The game adapts to their choices, making the story coherent and the game highly re-playable.

With help from grad students and colleagues, Sheldon is developing a vertical slice of *Londontown*—a small but fully functional section of the world—to show to potential investors by the end of the 2008–09 academic year.

In the meantime, he's working with two IU colleagues on a grant-funded alternate-reality game (ARG) in which teams of IU students will receive messages and clues from Web sites and other sources and then complete real-world challenges. The goal of the ARG is to promote health and fitness. Sheldon and his colleagues are designing the ARG as one of many possible plug-ins to a similarly themed virtual world.

Through a $250,000 McArthur Foundation grant, the virtual world Arden *came alive. The world, shown in the screen-shot above, has given rise to similar research initiatives in the department. Lee Sheldon's* Londtontown*, featured in the cover photo, is one example.*

Krahnke

Sheldon

These professors are making research through virtual worlds a reality.

Castronova

Sheldon came to IU to build *Londontown* and to share his vision for storytelling with students. "I got into writing for games because people said you really can't tell stories in games," he says. "I want people to come out of here saying you can."

Educating better citizens

Many, if not most, Americans don't know what Congress actually does, don't understand how a bill becomes law, and don't know how to effectively influence the political process. To Steve Krahnke, these are signs that Americans need more civics education.

"We spend more time teaching kids how to drive than we do teaching them civics,"

he says. But Krahnke is one of several people working on a project that will teach students about representative democracy—and their role in it—by putting them in the driver's seat.

United Islands is the tentative name for a multiplayer, online game that is being developed by the Center on Congress at Indiana University. Middle and high school students will play the citizens, congressional representatives, lobbyists, and journalists of a vast, mythical island chain whose governmental structure mirrors that of the United States: each island-state sends one or more representatives to the Main Island, the game's Washington, D.C.

Throughout *United Islands*—which will also be available to the general public—players will work together to address simplified versions of real-life issues like global warming, immigration, and health care. They'll even tackle the UI equivalent of an oil crisis. Outside the game, students will apply what they learn to real-world activities. The cumulative result is a lesson in civic participation, compromise, how the U.S. Congress works, and other aspects of representative democracy.

"These games have the ability to foster creativity and curiosity, and force the kids to think up solutions that other people may not have thought of before. That's really what democracy needs," Krahnke says. By participating in *United Islands*, "there is the potential for them to be better citizens."

The Center on Congress is partnering with companies, students, and IU faculty members, including Krahnke, to develop *United Islands*. A telecommunications professor and WTIU's director of national program development, Krahnke is executive producer of the game's video modules and a related TV documentary about democracy in the Information Age.

The Center has received grants of $445,000 and $100,000 from the Corporation for Public Broadcasting (CPB) and the AT&T Foundation, respectively, and is submitting a prototype of *United Islands* for more CPB funding in late 2008. Krahnke says the game will take at least two or three years to complete.

Krahnke, Castronova, and Sheldon agree that virtual worlds are going to become more common as sources of entertainment, education, and research. As Krahnke says, "I really do see them as the future."

Keith Roach, BA'02, is a freelance writer and writer-editor in the IU Office of Creative Services in Bloomington. He performs improv comedy with ComedySportz Indianapolis.

Gamers become Zombies; win Webby Award

Forgive us if we brag a little about our students' award-winning Web site: GameZombie.tv.

In April 2008, GameZombie.tv was selected as a Webby Awards honoree. Hailed as the "Oscars of the Internet" by the *New York Times*, the Webby Awards honor excellence on the Internet, including Web sites, interactive advertising, and online film and video. The 12th Annual Webby Awards — judged by the International Academy of Digital Arts & Sciences — received nearly 10,000 entries from more than 60 countries and all 50 states. Of these, fewer than 15 percent were deemed official honorees.

More recently, GameZombie.tv was named an official YouTube partner, an honor awarded only to prolific producers of original content.

GameZombie.tv is a video-game review Web site created and run by students in the Department of Telecommunications. It's the brainchild of master's student **Spencer Stuart** — perhaps better known by his online alter ego, Spencer Striker — and the focus of his graduate degree in the department.

The GameZombie site is a multimedia showcase that centers on the video gaming world. Stuart's vision from the beginning was to combine "game journalism" with cutting-edge entertainment. The site features video-based game reviews that employ the best possible lighting, motion graphics and stylish visual effects, as well as interviews with major figures from the game industry. GameZombie covered events such as the Game Developer's Conferences in San Francisco and Austin and the World Series of Video Games in Louisville, Ky. And in summer 2008, it covered the invitation-only E3 Media and Business Summit, the largest and most high-profile gaming event in the world, as well as GenCon, and PAX.

Stuart serves as GameZombie's executive producer and creative director. But it takes about 30 other IU students to produce and edit the content. Stuart oversees a core team, which is led by seven managers, including a lead sound artist, a producer, and a director of business management.

"Our multimedia skill base in the telecommunications department is very strong," Stuart said. "Those skills, coupled with excellent equipment, allow us to be stronger than competing, big-budget sites. There's a tremendous amount of enthusiasm in the department."

"The most egregious fallacy about the business of game journalism is that all we do is sit around, play games, and review them," he said. "But that is so, so wrong." To produce a successful Web site, Stuart's crew writes original game video scripts, conducts advanced editing, creates motion graphics, and produces music and sound design. To bring it all together, factor in production management, Web design and programming, business strategy, viral marketing, and search-engine and social-media optimization.

In fall 2008, the department rolled out a new advanced production workshop centered on the site and taught by Stuart. In the course, students are expected to significantly enhance their practical understanding of videography and post-production while staying abreast of the most current game industry news.

The subject matter might be "just games" but these students are directly applying their academic understanding and creative skills to pre-professional projects that will position them for "the game of life." — *Legene White*

WINNER

2008 WEBBY AWARDS

Recognition by the Webby Award puts GameZombie.tv in the company of industry leaders such as *Amazon.com, eBay, iTunes, Google, FedEx, CNN, NPR, Flickr, Wikipedia,* and *The Onion.*

See more about GameZombie.tv. Visit www.indiana.edu/~telecom/production/436_gamezombie.html.

Wright report

(*continued from page 1*)

each learned to provide and accept constructive criticism and the arduous process of writing and rewriting. The end result was 12 polished episodes from the series' pilot to finale.

With the start of spring semester, a new group of students—this time with production expertise—was challenged to produce the pilot episode. The class gave advanced students the opportunity to hone skills, build their portfolios, and provided a collaborative working environment similar to that found in dramatic television series production. The actors were students from IU's Department of Theatre and Drama along with actors from the Bloomington community. The show was shot in high definition, using Telecom's equipment, studio, department offices, Kelly's own kitchen, and other locations.

The creation of *The Wright Report* was particularly significant for senior student Brett Harris who wrote the episode that was chosen for production. "This was a unique opportunity," said Harris. "I was involved in rewriting the script as a pilot, developing the characters and story, and then was allowed to see these characters come to life. In an earlier semester I had taken Scriptwriting I with [instructor] Kalynn Brower and absolutely loved it. However, the process of sitting around a table with other aspiring writers and bouncing ideas off each other got me more excited and helped define my career path."

Actually producing the TV pilot turned out to be more grueling and time-consuming than students expected. The class was scheduled to meet Mondays from 5:45 p.m. to 10 p.m. with the goal to shoot five pages of script. But shooting never wrapped until well after midnight; all this for just 3 credits. "For students still studying the craft, it was an enormous wake-up call," said Kelly. "They learned the importance of preproduction, the difficulty of creating an environment that looks real, and the truth to the expression, 'Hurry up and wait.'"

Senior Mary Cho, co-producer, concurred. "Students devoted at least 20 hours a week to the class. I just looked at it as a full time job. It was my first class where we each had one role throughout the entire semester, and the class depended on each student to fulfill that role. It was definitely a team product; no one person better than the other." In striving for the best-possible product, Harris learned that "it is always important to have a plan A, B, C, D, and E when it comes to production. Obstacles can constantly occur and it is vital that you put yourself in the best possible position to succeed."

Brian Watts, who worked on production design, summed up the experience on The Wright Report Web site: "In order to be a 'well-oiled machine,' you have to get your hands a little greasy."

Kelly, who served as executive producer, reflects, "The writing and production of 'The Wright Report' was only possible because of the excellent training students had received in the progression of telecommunications classes, from beginning to advanced. Production professors such as Ron Osgood and Jim Krause and writing professors Kalynn Brower and Lee Sheldon must be credited for teaching the fundamentals. The sound designers came from Norbert Herber's class and we stayed on budget thanks to students who learned production management from Steve Krahnke. *The Wright Report* is the culmination of our other advanced classes."

The Wright Report is a dramatic series focusing on the host and production crew of a popular, socially conscious reality show. It follows the charismatic host David Wright and his production crew as each week they do a story on ordinary people making extraordinary efforts to "do the right thing."

So, what's next? *The Wright Report*, both in script and video form, will be entered in film festivals, particularly the college division of the Academy of Television Arts and Sciences competition. The combination of courses will be offered again in 2008-09, with some modifications. And Kelly hopes it will become a permanent addition to the curriculum, alongside other advanced production courses.

The perfection-seeking students who formed the project's first crew best summarize the process of getting it "Wright" this first time around. "I consider *The Wright Report* experience the pinnacle of my academic career," said student Brett Harris. "Classmates became co-workers, and co-workers became friends." — *Legene White*

Student news briefs

Telecom welcomes 14 to Honors Program

The Telecommunications Honors Program provides students the opportunity to enroll in special advanced seminars, work on an independent project during senior year, and to graduate with the "honors" distinction. Students take 12 departmental honors credits, design and complete a thesis project under the supervision of a professor, and must maintain a grade point average of 3.5 in Telecommunications and 3.3 overall.

The department welcomes the following students to the Telecom Honors Program: Alba Berdala, Nathaniel Gold, Chris Headley, Eric Kelly, Yoon Young Lee, Caleb Levell, Page Louisell, Joe Martinez, Lauren Mayber, Aaron Mervis, Adam Peterson, Erica Weiss, John C. Weston, and Taylor Zitman.

Tober earns NAB scholarship

Telecom major Seth Tober was awarded the prestigious Harold E. Fellows Scholarship by the National Association of Broadcasters (NAB). The Fellows Scholarship of $1,250 goes to students who have worked or interned at an NAB-member station and exhibit superior academics, experience in campus or professional broadcast settings, integrity, and a well-articulated sense of personal and professional responsibility and focus.

Telecommunications' own 'service' mechanic

by Legene White

With 36 years at IU, Professor Herb Terry is the "senior statesman" of Telecommunications. In April, he became president of the Bloomington Faculty Council, the most visible faculty service position any member of our department has held. *Telecomment* sat down with Herb to discuss his many service positions, as well as his love of automobiles.

Telecomment: **What does the president of the Bloomington Faculty Council do and how did you get selected for the position?**

Professor Terry: The Bloomington Faculty Council is the elected group of faculty that develops policies on matters reserved to the faculty under our constitution such as curriculum, admissions, grading, and promotion and tenure. I think I've been given the opportunity to serve as president because, after many years of working in faculty governance, the BFC believed I had the experience and judgment to step into the job.

Telecomment: **So, the President of the BFC is more-or-less the official head of the Bloomington Faculty?**

Terry: Yes, but it's more than that. The BFC president is also automatically one of two co-heads of the University Faculty Council, which serves the faculty body for all eight IU campuses. So, when policies are made that govern all of IU, those come out of the UFC. As far as the Trustees are concerned, I'm the "voice of the faculty" at their meetings and a point of contact for issues of concern. I get called upon a lot by the media to "speak for the faculty," something that's often pretty hard to do because of our diversity.

Telecomment: **Why did you agree to serve?**

Terry: Well, not for the money or for the power! I do it, frankly, out of gratitude to IU and, for that matter, to other universities with which I've been associated. I'm a first-generation college student and my life has been shaped dramatically and much for the best through my experiences as a student at Stanford and the University of Minnesota and then, for many years, here at IU. Doing this kind of work is my way of giving back to the improvement of higher education, since higher education institutions — especially IU — have given so much to me.

Legene White

Herb Terry in one of his many collectible cars, a 1991 Chrysler/Maserati TC. Only 7,301 were manufactured, all between 1989 and 1991.

Telecomment: **So, you've been giving back for many years?**

Terry: Service has always been my highest priority here at IU, although that's a bit eccentric at a research university like ours. Over the years, I think I've served on just about every committee of the BFC. So I've influenced educational policies toward students and the faculty (for the better, I hope). The most rewarding thing I've done was a few years ago when I developed and then ran the College's *Global Village Living-Learning Center* in Foster Quad. Think Collins, but smaller and focused on preparation for 21st-century global living. It was great fun and put me in very close contact with some wonderful IU students.

Telecomment: **Tell us about your teaching. Your difficult courses in media law were both loved and dreaded by students for years.**

Terry: Well, with immersion in service and directing the Global Village, I am out of the business of teaching law and have mostly taught media ethics. I'm still very much committed to educating young adults and to looking out for the public welfare in general. For instance, I perform community service with the local jail population and intend to continue volunteering when I retire.

Telecomment: **I understand you have quite a fleet of cars and enjoy collecting and tinkering.**

Terry: Whether it's a hobby or compulsion, I restore "special interest" and collectible automobiles. I still have my 1963 Corvair that I drove as a student at Stanford. I've restored it as a show car, so it's in better shape than when I drove it! My most recent purchase is a 60-year-old Ford 8N tractor to bush hog my three acres. But it died already after the first half acre. Hopefully it's just the old battery.

Telecomment: **How did you get started in auto repair and restoration?**

Terry: I grew up in southern California in a family of modest means and we couldn't afford to replace old cars and machinery. As a carpenter, my father didn't want to mix grease with wood grains, so I became the family mechanic. Even after so many years working in academia, I think my upbringing has kept me grounded and allowed me to understand students from all backgrounds. Sure, I love the opera and cultural and intellectual pursuits, but I'm also a regular at races at the Indianapolis Motor Speedway.

Telecomment: **Do you see any connection between your work and your hobby?**

Terry: Absolutely. My goal with the two councils is to continue productive, collaborative relations with the trustees, the IU president, and campus leaders. Many issues next year will be driven by budgetary constraints. The university is one big complex machine. If you tinker with one part, it will affect all the other parts. I don't operate from an abstract notion of the ideal university but with an underlying understanding of the mechanics of a university with many moving parts and many stakeholders.

Children and media specialist Martins joins faculty

There's a new face in the Telecom "neighborhood." **Nicole Martins** joined the faculty this fall, bringing her newly minted PhD, her research specialty of children in the media, and a dedication to teaching.

Martins grew up in Massachusetts and attended Northeastern University in Boston. It's easy for her to relate to exploratory students because, like many freshmen, she started college with no idea of her major. She blindly enrolled in Professor Richard Katula's public speaking course and credits him with engaging her intellectually in the study of communications — which became her major. Her Northeastern degree included a cooperative education component in public relations and her first employment was in a small PR firm. However, Martins became restless with the industry. "I just couldn't get excited by the absurdity of promoting 'clam chowder in a can' while living in a city renowned for its fresh chowder."

And so she began a masters program at the University of Illinois at Urbana-Champaign. "I loved returning to school and within one semester knew that I'd be aiming for a PhD," Martins said. She was particularly affected by a course about children and the media, and under the guidance of a second mentor, Professor Barb Fields, Martins pursued the area for her PhD.

Martins

Within the broad field of children and media, Martins' research focuses on portrayals of social aggression (e.g., backstabbing, rumor spreading, social exclusion) in children's television programming. Violence and physical aggression in TV are widely scrutinized, but relatively little attention has been paid to aggression that is more covert and relational in nature. Social aggression can be damaging to self-esteem, social status, or both and causes emotional rather than physical harm to the victim. Martins' research has found that portrayals of social aggression are more prevalent than depictions of physical aggression on children's favorite shows, and that exposure to socially aggressive content is significantly related to use of these behaviors in the classroom.

Her research, particularly gathering data in elementary school classrooms, has been supported by the Fred Rogers Memorial Grant from the Academy of Arts and Sciences Foundation.

"I am not a naysayer of television," remarks Martins. "I watch a lot of TV. After all, my profession depends on staying in touch with the media!" The first-generation American grew up cooking with her Portuguese mother, and she enjoys traveling, especially when travels are paired with dining in good, unusual restaurants.

Martins brings passion and commitment to both her research and her teaching. She has won several top paper awards at conferences and was named a University of Illinois Excellent Teacher.

"As an academician, you set yourself up to be a student for life," reflects Martins. "Teaching about media is a rewarding experience for me, because many of my students will be parents in the future. If I can encourage some of them to think more critically about their families' media habits when they become parents, then I will have made important contributions to the lives of children." *—Legene White*

Faculty *FLASH!*

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

Ed Castronova received a $320,000 grant from the Federal Reserve Banks of Atlanta and Cleveland to build *Greenland: A Persistent Political Economy in the Age of Iron*. The browser-based virtual world will be used to study the emergence of money. His new book, *Exodus to the Virtual World: How online fun is changing reality* was published in November 2007 by Palgrave Macmillan.

Julia Fox was selected to join IU's Faculty Colloquium on Excellence in Teaching (FACET). FACET is a community of faculty that advocates pedagogical innovation and fosters personal renewal in the commitment to student learning.

Jim Krause, AS'85, BA'86, MSEd'92, is editor of *Wilderness Plots*, an hour-long documentary that aired on WTIU this spring. Five noted singer-songwriters wrote songs based on short stories penned by Indiana author Scott Russell Sanders. The project examines the process of writing and the historical roots of our culture.

Annie Lang joyfully returned to full-time teaching and research in the department, having completed an instructive and interesting three-year term as associate dean for research in the College of Arts and Sciences.

Ron Osgood led 12 students on a two-week tour of Japan as part of a summer 2008 experiential documentary class. They captured images and sounds to produce short documentary stories on Japanese culture.

Lee Sheldon is co-principal investigator of project funded by the Robert Wood Johnson Foundation with $185,000. The project is designed to evaluate how game interventions influence physical activity and other relevant healthy behaviors among college student populations. To assess this, Sheldon and others will create *The Skelton Chase*, an alternative-reality game, which will be made available in many locations at IUB.

Celebrating faculty promotions

Mark Deuze received tenure and promotion to associate professor. Deuze has a joint appointment as professor in journalism and new media at Leiden University in The Netherlands and has given lectures nationally and internationally in the fields of journalism, communication and media.

Mike McGregor was promoted to full professor. He has served the department as director of undergraduate studies for many years and teaches courses in telecommunications industry and management and policy. He's a regular teacher of an intensive freshman seminar class, "You Can't Say That on TV, or Can You? The Limits of Free Speech in America."

Matt Pierce, BA'84, JD'87, who has taught in the department since 2003, is now a full-time lecturer. He brings his knowledge as an Indiana State Representative to the classroom, teaching telecommunications policy as well as introductory courses in industry and management.

Rob Potter, PhD'98, received tenure and promotion to associate professor. He's director of the department's Institute for Communication Research. Potter taught "This is Your Brain on Media," a course for the summer Intensive Freshman Seminar Program.

Alumni Notes

Before 1960

Samuel P. Simmermaker, BS'54, is the sports director for White River Broadcasting in Columbus, Ind. He received the 2007 Media Award from the Indiana High School Baseball Coaches Association for his outstanding coverage and publicity of high-school baseball. Simmermaker lives in Columbus with his wife, Frances (Rider), BS'57, MAT'65.

In 2007 **Arlene Neubauer Martin**, BA'59, won the annual Ken Harvey Award from the American Federation of Television and Radio Artists. She has sung on thousands of television and radio commercials and has appeared in the films *Everyone Says I Love You* and *A Walk to Remember*. Martin, whose professional name is Arlene Martell, has also sung jingle solos for Chiquita Banana, Mr. Coffee, and McDonalds. She lives in New York City.

1960s

Terrill D. Albright, BA'60, JD'65, officially retired in 2005, having worked as an attorney for the law firm Baker & Daniels in Indianapolis. A past president of the Indiana State Bar Association, he continues to remain active with the organization and also serves as an arbitrator for the American Arbitration Association. Albright recently published an article titled, "When to Mediate, When to Arbitrate, and When to Go to Court," which appeared in the book *Inside the Minds: Mediation and Arbitration Best Practices*, published by Aspatore Books. He and his wife, the late **Judy (Stoelting)**, BA'64, have two children and three grandchildren. Albright lives in Indianapolis and can be contacted at terry.albright@bakerd.com.

George Arfield, BS'60, lives in New York City with his wife, Pam. After the sale of the French metals and aerospace components company where he served as vice president of corporate relations, he took on consulting assignments for Florida International University and the U.S. Agency for International Development in El Salvador and Paraguay. Arfield writes that his love of travel — he has been to 41 countries at last count — remains undiminished. However, given the hassle of today's air travel, he writes that he prefers to journey via the National Geographic channel on cable television. He has also mastered a new digital remote and, remaining true to the values gained from IU mentors and teachers of journalism, he surfs cable and wonders how people like Keith Olbermann and Bill O'Reilly can call themselves "journalists." Arfield can be contacted at george@arfield.net.

In February 2007, **Timothy J. Singleton**, BS'69, MS'74, became general manager of WBAA Radio in West Lafayette, Ind. Previously, he served for 18 years as general manager of WEKU Radio at Eastern Kentucky University. Singleton's wife, Barbara (Houk), MS'72, retired from the Kentucky Department of Education in September 2007 and now serves as an educational consultant. The couple has three children and seven grandchildren. They live in Lafayette, Ind.

1970s

Tim L. Gardner, BA'71, is a correspondent with the *Herald-Tribune* in Sarasota, Fla. He writes that he recently enjoyed sharing stories about former IU Bloomington professor Dick Yoakam with a young journalism graduate and Fort Myers, Fla., reporter who was a recipient of the Richard Yoakam Scholarship at IU. Gardner lives in Fort Myers.

Eric A. Hughes, BA'74, is managing director of Simplexity, a Web-development firm in Berkeley, Calif. He founded the company in 1997. Hughes also plays in a bluegrass band, Foggy Gulch. He recently produced the band's album *Fogged In*, which can be found at CDBaby.com. Hughes lives in Oakland and can be contacted at eric@foggygulch.com.

Dennis R. Neary, BA'75, is the owner of Neary Creative in Indianapolis. In 2007, American Public Television distributed his documentary, *A Blackfeet Encounter*, to PBS stations nationwide. Neary writes that the film has since been viewed by 122 million people, according to data from American Public Television. Neary, who filmed the documentary primarily on a Blackfeet Indian reservation in northwestern Montana, also served as producer and writer for the film. He lives in Indianapolis.

Karen-Cherie Cogane, BA'76, is a dance teacher at Yeshiva University in New York City. In July 2007, she was selected for membership in *Who's Who of American Teachers and Educators*, recognizing her work in teaching ballet and jazz dance at Yeshiva University's Stern College for Women. Cogane writes that she received her master of arts degree in dance education from New York University, specializing in teaching higher education. She lives near Manhattan, where she choreographs and teaches ballet privately. Cogane can be contacted at karenc22@msn.com.

Daniel T. O'Rourke, BA'77, won the Platinum Award for Highest Individual Achievement at the 2008 Houston International Film Festival. One of the most prestigious festivals of its kind in the U.S., the event has catapulted the careers of former winners such as Steven Spielberg, George Lucas, and the Coen brothers. The award recognizes his documentary film *The Pledge*, which traces the events and aftermath of a 2005 fraternity hazing death at the University of Texas. O'Rourke has turned to film direction after a 20-year career as a TV news anchor/reporter with WRTV Indianapolis and KPRC Houston. He continues to freelance for networks and cable on major news assignments, including Hurricane Katrina and the 2008 elections. His next project, *The Colors of Uganda*, follows a dozen African orphans who realize their creative skills for the first time in an oil painting art class.

Steven A. Ransom, BA'78, MS'80, is director of student activities at Prairie View (Texas) A&M University. In May 2007, he began a term as treasurer for the board of directors of the National Association for Campus Activities. Ransom has worked in the student activities field for more than 20 years.

Jonna Busse MacDougall, BA'77, MAT'81, JD'86, is assistant dean for institutional advancement at the IU School of Law–Indianapolis. She is also co-founder and president of Outrun the Sun Inc., a not-for-profit organization that she formed with fellow IU alumnae Anita Busse Day, BA'84, and **Marci A. Reddick**, BA'78, JD'84. Day serves as executive director of the organization, and Reddick serves as legal counsel. Three other IU graduates currently serve as board members — Keeter Davidson Sechrist, MD'80; Mary J. Tempel, MSN'97; and Steven T. Holland, MBA'83. Outrun the Sun recently received a Golden Triangle Award from the American Academy of Dermatology, honoring the not-for-profit's efforts to encourage sun safety and reduce the incidence of melanoma and other skin cancers. The organization also hosted the fourth annual Outrun the Sun Race Against Melanoma, a collection of competitive and non-competitive runs that took place on the IUPUI campus in June 2007. Proceeds from the event helped fund the Outrun the Sun

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((sound bites))

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

Compiled by Legene White

Arlene Neubauer Martin, BA'59

Studio singer and performer, New York City

Martin

Arlene, who performs professionally as Arlene Martell, is best known for her jingles. If you ask, she'll gladly sing the jingles for Jell-O, Mr. Coffee, Chiquita Banana and the 'Mean Joe Green' Coke spot that plays every year on Superbowl's Best Commercials. (Find it on YouTube.) She always wanted a career as a singer but chose the radio-TV major at IU because she was afraid that studying opera at the School of Music would "ruin her sound," which was jazz and pop.

"My mind is flooded with memories from the very special, formative years in the old quonset hut [that housed the radio-TV department]. Professor Jack Sheehan insisted on professionalism. He knew how hard the competition would be out in the world and he prepared us for it," she remembers. "One day he took me aside and said, 'Arlene, you've got a real possibility of a successful career, but you've got to have your nose fixed — you're not telegenic enough.' I took care of it the very next spring break!"

"My heart is at IU," Arlene says. "That's why I've been increasing my financial support over time and will continue to do so each year." Go online to read the *Indiana Alumni Magazine* feature about Arlene or hear her jingles online.

Hrastar

Brian Hrastar, BA'96

Senior Producer and Internship Coordinator, Optimus, Chicago

Brian started at the post-production house, Optimus, as an intern. His talent has been recognized with multiple promotions, first to assistant editor before becoming a senior producer six years ago.

"Commercial post-production combines the creative, the technical and the business/client aspects of the field," he says. "The 30-second commercial is a unique format. To tell a compelling story that 'sells' a product in such a short duration is a tough creative and technical challenge. The workplace is a fast-paced, work hard/play hard environment."

Each year, Brian organizes a team of colleagues to judge entries in the annual Media Showcase Competition. Optimus is a major annual sponsor of the MultiVisions Conference and hires student interns. And Brian makes a personal financial contribution each year. "Telecom provided a well-rounded degree and was instrumental in molding me into the professional I am today," he said. "Continuing to give back is the least I can do."

Ernie Nims, BA'65

Financial Consultant, Financial Network, Highland, Ind.

Nims

Ernie first came to IU in 1959 for the Indiana High School Broadcasters' Convention. He dreamed of announcing ball games on the IU Sports Network. Ernie obtained that goal, thanks in part to his mentor, Professor Dick Yoakam. "Yoakam was phenomenal … a mentor to all of us in news, sports, and broadcast journalism. He put us into situations and emphasized being a professional right away."

In 1997, Ernie helped craft the Dick Yoakam Technology Endowment. "It means a lot to me to honor Dick in this way because he shaped my working life," Ernie says. Proceeds were used to convert the academic studio and production facilities to high definition in 2007, and the fund will continue to provide the newest technologies in perpetuity

Ernie still loves sports and regularly attends IU football and basketball in addition to reporting on high-school sports for Munster Cable Access. He's worked the public address for Munster High School boys and girls basketball for more than 20 years. And after nearly 30 years as a stockbroker, Ernie quips, "I'm still watching the standings every day — the S&P and the Dow."

Molin

Paul Molin, BA'02

ESPN Feature Producer, Bristol, Conn.

In six short years, Paul has enjoyed an "insane career path with ESPN." And he opens the door to current students' sports production dreams by regularly hiring IU Telecom students as assistants for the ESPN X-Games in Aspen and Los Angeles. "I don't always know the students personally when they get hired on but I know that I can recommend them with confidence, and they have never let me down."

"I have traveled the world, gone snowboarding with Shaun White, interviewed Michael Jordan, talked with Nicholas Cage at his home in LA, zoomed 180 miles an hour around Indianapolis Motor Speedway and even won an Emmy Award for my work in 2005," he says. "None of this would have been possible without learning multiple aspects of the business while at IU."

"I learned stuff that I never thought I would use again … but it has come up and people ask 'How do you know that?' And honestly, in this business it is the little things that get you noticed. This year I wrote a check to Telecom and I am thrilled to be in a position that I can now give back."

Paul received an Emmy Award last year for his work with ESPN, only one highlight of what he calls an "insane career path."

Kori Racine Wees, BA'04

Senior Media Buyer, Anheuser-Busch, St. Louis

Wees

A Telecom class project might have given Kori the competitive edge in landing her very first job. A young graduate, she supports the department because she believes her education in advertising and media has given her an edge to advance quickly.

"I had the privilege of learning media planning and buying from Professor Walter Gantz. His class was very challenging, but it got me excited about media and it's what I pursued after graduating," Kori says. "The final group project was a media plan for Subway Restaurants. When I interviewed for jobs, I submitted the plan and I believe that's what helped me get the job over the other candidates."

"Even though [production] is not ultimately the path I chose, it was really fun to learn the behind-the-scenes aspects of production and work with the props, cameras, and switch board. … Is there even a switch board anymore or is it all digital?"

Connie Terwilliger, MS'77

Independent voiceover talent, 42nd Street Creative Services, San Diego, Calif.

Terwilliger

Connie came to Telecom to learn the video business and earn a master's degree. "I worked at WTIU-TV covering the city council meetings with the old TK-11's in the 'bread' truck. We had a turret lens on the camera in the back. If you were switching the focal length at the wrong time, you got a very odd shot and a director yelling in your headset."

"I now work full-time out of my home studio with ISDN and phone patch as a voiceover talent, providing voice tracks to clients around the world. The variety is great – I do eLearning, commercials, podcasts, telephony, marketing pieces — even cartoons."

Connie supports the MultiVisions Conference and, since 1997, has made an annual contribution. "We are not going to be around forever and need to pass on at least part of what we have learned," she said. "Yes, technology will change, but what we learn is how to interact with others, lead others, learn from others, and find the right solutions. Teaching the next generation is important."

Hear the many voices of Connie at http://www.voiceover-talent.com.

Alumni notes

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Inc. Melanoma Research Scholar program, which supports melanoma investigators throughout the nation. MacDougall, Day, Reddick, Sechrist, and Tempel live in Indianapolis, while Holland lives in Carmel, Ind.

1980s

Bruce Feniger, BA'83, joined Katz Radio Group in New York City as director of new business development. He lives in Carmel, N.Y., with his wife and two children.

Michael R. Wolinsky, BA'83, is business-development manager for WorkSmart Systems in Indianapolis. He has finished his seventh season as radio analyst for Cathedral High School football, the 2006 Class 4A state champions of Indiana. Wolinsky lives in Carmel, Ind.

In 2007 three staff members at IUPUI received an Excellence Award in the Society of Technical Communications International Publications' art and online communication competition. **Michael E. Jasiak**, BA/Cert'85, Angie A. Antonopoulos, BAJ'92, and John A. Herrin, BA'91, MA'03, won the award for their video, *Indiana University Global Research Network Operations Center*.

In October 2007, **Paul J. Caine**, BA'86, became president of Time Inc. Entertainment Group in New York City. He oversees the People Group as well as *Entertainment Weekly* magazine and *EW.com*. Caine has worked for Time Inc. for 18 years, previously serving as group publisher of the People Group, a position that included managing *People* magazine, *People.com*, *People en Español* magazine, and *StyleWatch* magazine. He has helped *People* win several of the magazine industry's most distinguished awards, including *Advertising Age* magazine's Magazine of the Year award. Caine lives in Tenafly, N.J.

David S. Hedge, BA'86, is advertising director for the *Evansville* (Ind.) *Courier & Press*. He lives in Newburgh, Ind.

Karen R. Grant, BA'87, is director of project management at Hetrick Communications in Indianapolis. She joined the company at the same time as M. Elizabeth Joss, BA'83, who works as the agency's director of strategy and message. Both Grant and Joss live in Indianapolis.

Lisa Koekenberg Lorentz, BA'87, is a freelance writer, graphic designer, and public relations consultant. She writes that she is also pursuing a master's degree in nonprofit management. Koekenberg lives and works in Indianapolis.

Michael T. Stephens, BA'87, MLS'95, is an assistant professor in the Graduate School of Library and Information Science at Dominican University in River Forest, Ill.

Following his graduation from IU Bloomington, **Aaron W. Weiler**, BA'87, moved to Atlanta to work for COMPRO Productions and 62nd Street Commercials as a director and editor. He formed his own production company in 2003 to pursue work on several independent television, film, and new-media projects. In 2007, Weiler was hired by Cartoon Network as a writer and producer of promotions, packaging, stunts, and image pieces for sponsorships and promotions in Latin America. He also volunteers as the communications and information technology committee chairman for the Georgia Production Partnership, a not-for-profit coalition of companies and individuals who are active in Georgia's film, video, music, and interactive game industries. Weiler lives in Atlanta.

Kristen A. Taddeo, BA'89, recently relocated from New York City to Cape Cod, where she is senior event manager for Fidelity Investments in Smithfield, R.I. She writes that she produces client events and incentive trips. Taddeo lives in Mashpee, Mass., and can be contacted at kristentaddeo@msn.com.

Michael G. Kelley, BA'89, created, wrote, and executive produced the TV show "Swingtown," set in the mid-1970s suburbia. It debuted on CBS in June. His sister, **Karrie (Kelley) Gottschild**, BA'91, is a professional children's portrait photographer in the Chicago area.

1990s

In January, **Jennifer Yule DePriest**, BA'90, became a partner for the law firm Reed Smith Sachnoff & Weaver in Chicago. She works in the firm's intellectual property group. DePriest lives in Chicago.

Greg Iszler, BA'90, is vice president of client services at Enlighten Interactive Marketing in Ann Arbor, Mich. He writes that he most recently co-led the interactive-marketing practice at the Internet marketing and design firm Brulant in Cleveland. Iszler lives in Novi, Mich.

Stephanie Walker Keenan, BA'90, is local sales manager for the television station WBBM in Chicago. She writes that she has been in television sales for 17 years, the last 10 of which have been at CBS. Keenan has been married 10 years to her husband, David, and the couple has three children — 7-year-old twin sons, and a 2-year-old daughter. The family lives in Chicago.

Lydia G. Pelliccia, BA'90, is vice president of the consulting firm Lipman Hearne's Washington, D.C., public affairs team. Previously, she served as vice president at Widmeyer Communications and, prior to that, she served as communications director for FoodFit.com. Pelliccia lives in Charlottesville, Va.

Gregory L. Harrison, MS'91, is media director at

AOL pitch earns spot in National Student Advertising Competition

For the first time since 2000, IU was represented at the national finals of the National Student Advertising Competition in June. The team, advised by Walter Gantz, advanced after earning regional accolades for their advertising pitch for AOL's AIM service. The team was represented at nationals by (pictured left to right) **Nick Mather**, BA'08; **Molly Levinson**, BA'08; **Patrick Kent**, BA'08; **Rachel Pawlow**, BA'08; Zach Baker; and **Ashley Rister**, BA'08.

Sells/Clark advertising agency in Little Rock, Ark., where he also lives. He writes that as a graduate student he taught lab sections of R208/Audio Production and would like to hear from former students and classmates. Harrison's e-mail address is nosirrahg@earthlink.net.

Jennifer Burran, BA'92, is senior grants administrator for the Annie E. Casey Foundation, a charitable organization based in Baltimore. In May 2007, she became one of five newly elected directors of the Grants Managers Network, an affinity group of the Council of Foundations. Before joining the Annie E. Casey Foundation, Burran worked for the Foundation for the National Institutes of Health and was a grants manager at the Gill Foundation in Denver. She lives in Parkville, Md.

Laura Myers Engel, BA'92, is owner and vice president of Angel Sales Inc. in Chicago. Her husband, **Robert**, BA'92, serves as president. The company makes a product called BraBaby, a small plastic cage that prevents bras from getting tangled in the washing machine. The product is planned to be sold in Wal-Mart, Target, and Bed, Bath & Beyond, after television personalities such as Rachael Ray and Tony Danza promoted it on their talk shows. In July 2007, *The Wall Street Journal* published an article regarding Laura and Robert's efforts to combat overseas companies that produce knockoffs of the BraBaby. Laura and Robert live in Chicago.

C. Thomas Fry, BA'92, hosts a daily syndicated radio show for Jones Radio Networks in Denver. He has also worked as stadium announcer for the Colorado 14ers, a team in the NBA's Development League, and has done voice-over work for Qwest, Coors Light, Guitar Hero II, and the Outdoor Network. Fry writes that he has yet to miss an IU basketball or football game, thanks to the Internet and his satellite dish. He lives in Denver.

"I just completed a stint as the interim director of marketing and communications at IU Southeast," writes **Angela Horton Huffman**, BA'92, of Louisville, Ky. "I'm now focusing [on business] and have launched a professional quilting business. The best 'job' I have is being a mom to my eight-year-old triplets!"

Elana H. Levine, BA'92, is an assistant professor in the department of journalism and mass communication at the University of Wisconsin–Milwaukee. She is the author of *Wallowing in Sex: The New Sexual Culture of 1970s American Television*, published by Duke University Press. Levine lives in Milwaukee.

In 2007, **Bradley A. MacAfee**, BA'92, became a partner for the public relations agency Porter Novelli in Atlanta. He joined the company's senior-most leadership team. MacAfee lives in Alpharetta, Ga., with his wife, **Nicole (Nearman)**, BA'94, and their two daughters, Haley and Emma.

Nicole Paley Miller, BA'92, is a senior tax accountant for Walgreens Co. in Deerfield, Ill. She lives in Buffalo Grove, Ill., with her husband, Joshua, and two children, Ryan and Samantha Kate.

Sheila E. Schroeder, MA'92, PhD'99, writes that, in 2007, her film *Crunch* was selected for screening at 15 film festivals across the country. Schroeder co-produced the short documentary with her life partner, Kate Burns. They celebrated the fourth anniversary of their commitment ceremony on June 21, 2007. Schroeder lives in Englewood, Colo.

Pam O'Brien, MA'94, PhD'02, has finished her second year as assistant professor and director of the emerging media concentration at Bowie State University in Maryland. She has also co-authored a textbook about video production and minorities, soon to be published.

Liza Daich Sayre, BA'94, is senior vice president of human resources/payroll at Ceridian, an information-services company in Minneapolis. Previously, she worked for GE Commercial Finance Fleet Services. Sayre lives in Hopkins, Minn.

Sean N. Smith, BA'95, has resigned as marketing director of radio station WXRT in Chicago and announced that he and two fellow IU grads, David T. Jones, FA'90, and Andrew Thompson, BS'90, are launching an Indianapolis-based advertising agency. "The name of the company is Third Street, which may ring a bell to some reading this newsletter," says Sean, who will serve as the company's president. "We will be leaning on what we learned at IU and throughout our individual careers to help grow brands nationally and internationally."

Andrew M. Voss, BA'95, has worked for Sun Microsystems for 10 years, now serving as the national account manager for the company's largest distributor of products and services, Avnet Technology Solutions. While attending IU Bloomington, he worked as a bartender at Kilroy's Sports Bar for three years. "I regularly hang out in Denver with six other former Kilroy's Sports Bar co-workers who have all moved out to Colorado over the last 10 years," Voss writes. "We all can still throw a bottle of Miller Lite 25 feet to each other and catch it every time, *and* we're all gainfully employed professionals." Voss works in Broomfield, Colo., and lives in Denver with his wife, Lynn.

Leslie Smith Babione, BA'96, is director of communications for the Great Lakes Division of the American Cancer

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Petelle-Slagle named Outstanding Young Alumna

Making Indiana a hotbed of film production is the goal of **Jessica Petelle-Slagle**, BA'00, founder/producer at Drexel Box Productions (http://www.drexelbox.com).

Her first position as an executive assistant at Gracie Films and her work on *The Simpsons* earned her an Emmy. Petelle-Slagle also collaborated on independent projects, eventually forming Drexel Box Productions with several IU friends who had also traveled west to work in the film industry.

Their first full-length feature, *Joshua*, is a horror film shot in South Bend, Ind. More recent projects span a diverse range of subjects, from time travel in *11 Minutes Ago* to circus life in *Little Big Top* (set for release this fall). She's still involved in the Indiana Media Industry Network, and she has cofounded the Hollywood Hoosiers, a club for IU alumni working in the entertainment industry.

Jessica Petelle-Slagle, BA '00, was presented the Outstanding Young Alumni Award by the College of Arts & Sciences Alumni Association in November 2007. Congratulating Jessica at the College Recognition Banquet were Walter Gantz, department chair, Slagle, Professor Ron Osgood, and Legene White, alumni relations director.

Alumni notes

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Society. Her husband, John, BS'95, JD'01, is an associate for the law firm Locke Reynolds in Indianapolis. The Babiones live in Carmel, Ind.

Thomas J. DeRue Jr., BA'97, JD'00, is of counsel at the Indianapolis law firm Bingham McHale in the firm's real estate, government services, and construction practice areas.

Elise Kleinman Jaffe, BA/Cert'99, is executive producer for Big Teeth Productions Inc., a video-production company she founded with her husband, Gregg. She writes that they have expanded the business by acquiring office space and partnering with a videographer. "We write, produce, direct, design, and edit both corporate work and jobs for personal events," Jaffe writes. "Our work is fun, creative, and memorable." Jaffe and her husband live and work in Chicago.

Andrew T. Lennie, BA'99, is a writer and producer for television station WGN in Chicago. His wife, Nicole (Parham), BS'99, is a child-life specialist at Hope Children's Hospital in Oak Lawn, Ill. The couple's first child, Carter Thomas Allen, was born on Jan. 20, 2007. The family lives in Forest Park, Ill.

Michael J. Palan, BA'99, is the head DVD producer at DuArt Film & Video. He lives and works in New York City.

Benjamin N. Voight, BA'99, is associate media director for Starcom Worldwide, a media communications agency in Chicago. He has worked at the company for more than six years and currently works with Hallmark on their media strategy. Voight lives in Chicago.

2000s

Jessica Chastain Saad, BA'00, and her husband, Adam, BS'00, write, "The Saads had an eventful spring of 2007. [Adam] received his JD from Capital University Law School in Columbus, Ohio. He will join his father's law firm and title company in Columbus. Adam can be reached at adamsaad@saad-startitle.com. [Jessica] accepted a promotion with Boston Scientific to field marketing manager. Jessica can be reached at saadj@bsci.com. However, the biggest event of the spring was the addition of a goldendoodle [dog] proudly named Bloomington." The Saads live in Columbus.

Mandy J. Renschler Yates, BA'00, is traffic director for IU Bloomington Radio and Television Services. She and her husband, Jonathan, BS'97, JD'01, a registered patent attorney at the law firm Liell & McNeil Attorneys in Bloomington, were married in October 2006. They live in Bloomington.

"I've been an assistant editor in Chicago for the past six years," writes **Jared K. Sirota**, BA'01. "I've worked my way through the city with stops at Optimus and Filmworkers Club and am currently assisting at Avenue Edit. For the most part Avenue Edit cuts commercials, but we also edit short films, feature films, pitches for ad agencies, and other odd jobs. For example, in February 2007, the editor I assist, Brian Sepanik, and I cut a three-minute piece that was shown to the U.S. Olympic Committee during Chicago's final appeal on the day the committee voted Chicago as their bid city for the 2016 Summer Olympics." Sirota lives in Elmwood Park, Ill., with his wife, Jennifer, and their son, Benjamin.

Matthew R. Cramer, BA'02, works as a production assistant at television station KEYE in Austin, Texas. In fall 2007, he enrolled at Texas State University in San Marcos, where he is pursuing a master's degree in secondary education. Cramer lives in Austin.

Kara J. Egber, BA'02, works in radio promotion for Universal Music Group. She lives in Brookline, Mass., a town outside of Boston.

Monica N. Freriks, BA'02, founded a production company called Wee Beastie, specializing in network television advertising. In August 2007 she married Joshua Hinden in St. Joseph, Mich. Freriks lives and works in New York City.

Piper A. Ingram, BA'02, is a senior strategist for the advertising agency TBWA\Chiat\Day. She lives and works in Los Angeles.

Chris M. Normand, BA'02, is production assistant at ESPN Remote Production in Bristol, Conn. "Coolest moment so far: getting paid to travel to Bloomington and work a men's basketball game!" he writes. Normand lives in West Hartford, Conn., and can be contacted at cnormand13@aol.com.

Leah K. Boley, BA'03, has completed her second year of teaching English at Bishop Chatard High School in Indianapolis. In June 2007, she married Mike Henley. The couple lives in Indianapolis.

Trey Smith, BA'03, is events manager of MediaTec Publishing Inc. He lives and works in Chicago.

Natalie A. Stern, BA'03, writes that she has completed her master's degree in elementary education at George Washington University. She lives in North Bethesda, Md.

Andrea R. Cuba, BA'04, works as director of outreach for the National Society of Collegiate Scholars. She manages the outreach department's budget, oversees marketing and communications activities, and directs recruitment mail campaigns. Cuba lives and works in Washington, D.C.

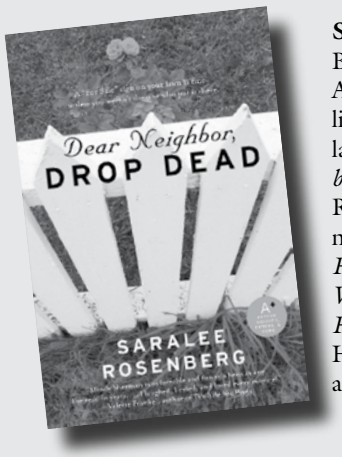
Dana M. Haffner, BA'04, is a marketing and communications consultant at the Jewish Community Center of Cleveland. She married Josiah Haas on Nov. 11, 2006, in New Orleans. Haas is the national sales manager for Bud Industries Inc., an electronic-enclosures manufacturer in Willoughby, Ohio. They live in Cleveland.

Tristan F. Schmid, BA'04, MS'06, is host and producer of *List-en Up!*, the authorized Angie's List podcast in Indianapolis. Previously, he was a writer and editor for online and print media. Schmid is currently producing a surround-sound album and writes that he is working on his Web site, www.tigersharkproduction.com. He lives in Indianapolis.

"Currently I'm working as an assistant editor on MTV's *The Hills*, the hit show about kids with no social conscience and too much money," writes **Jeremy D. Weinstein**, BA'04. "Luckily, the crew is great and we have a lot of fun." Weinstein also served as an assistant editor for the documentary *Punk's Not Dead* and worked on the Ethiopian film *13 Months of Sunshine*. He lives in Los Angeles.

Elizabeth A. Howard, BA'05, recently joined NBC Universal Television as an associate producer for *The Jerry Springer Show* and the *Steve Wilkos Show* in Chicago. She writes that she spends much of her time traveling for work

Rosenberg releases novel



Saralee Hymen Rosenberg, BA'76, is an author. Avon A, an imprint of HarperCollins Publishers, released her latest novel, *Dear Neighbor, Drop Dead*, in August. Rosenberg's three previous novels from Avon A were *Fate and Ms. Fortune*, *Claire Voyant*, and *A Little Help From Above*. She lives in Dix Hills, N.Y., with her husband and three children.

purposes, but when she is in Chicago she enjoys watching the Cubs baseball team play from her rooftop. Howard writes that she would love to hear from other students regarding production work in Chicago. She can be contacted at elizabethahoward@gmail.com.

Sean L. Jody, BA'05, is an account executive for CBS Radio, a division of Interep in New York City. He began his career with Clear Channel in Los Angeles. In May 2007, Jody was accepted into Interep's Radio Apprentice Program, then taught by **Bruce D. Feniger**, BA'83. Jody lives in New York City.

In August 2007, **Tae Seop Kwon**, BA'05, was discharged as a sergeant of the Republic of Korea Army. He now works as a negotiator for Korea Resources Corp. in Seoul, Korea. Kwon lives in Seoul.

Gwen Rosenthal, BA'05, works in the children's programming department at PBS headquarters in Arlington, Va. "I recently moved to Washington, D.C., from the suburbs and am enjoying city life," she writes. "In my spare time, I enjoy taking yoga and dance classes and cheering on the Redskins [NFL football team] and Wizards [NBA basketball team] and, of course, IU basketball! Go Hoosiers!"

Steven A. Wolf, BA'05, is an activation associate and negotiator at MediaVest in New York City. In March he returned to IU Bloomington to recruit for the company. Wolf lives in Astoria, N.Y.

John L. Ewald, BA'06, is an environmental communications consultant for the Office of the Secretary of Defense. He lives and works in Arlington, Va.

Anna K. Hieronymus, BA'06, writes, "After moving to New York City after college, I interned at Red Car before freelancing at Hungry Man and Company 3 NY. After freelancing, I accepted a full-time receptionist position at Jump/Manic NYC in Soho. I am living in Brooklyn and working toward getting over the entry-level hump."

IU at the Winter X-Games with ESPN

Current Telecom students worked alongside IU alumni as short-term assistants for the January 2008 ESPN X Games in Aspen, Co. (left to right): ESPN Production Assistant **Ben Molin**, BS'05; **Alana Salata**, BA'07; Ashley Seib, **Catie Manning**, BA'08, and ESPN Feature Producer **Paul Molin**, BA'02. Not pictured: Director for ABC and ESPN **Derek Mobley**, BA'91. See page 11 for more on Paul Molin's work with the department.

After graduating from IU Bloomington, **Sarah L. Hoback**, BA'06, writes that she backpacked through Europe for two months, bought a home, and got married. She now works as a photographer and actress in Indianapolis, where she also lives.

"I moved to New York after graduation in May [2007] in hopes of getting a job in journalism," writes **Matthew D. Leach**, BA'07. In November he was hired as a sports writer for WPIX, the flagship news station of the CW Network. Leach continues, "I now write for the legendary Sal Marciano and interview players from all the local sports teams, including the Knicks."

Nik Traxler, BA'07, of Chicago, is working at the advertising agency Leo Burnett as an associate producer. He is on the Kellogg's team and produces television spots for children's cereals. Traxler writes, "Be sure to buy Froot Loops, Apple Jacks, Corn Pops, Eggo, Pop-Tarts, and Frosted Flakes. They're G-R-R-REAT!"

Honorary Scholarships: Here today. Gone tomorrow?

Several years ago, a gift from **Joseph Buchman**, BS'80, PhD'89, and his wife Cindy established three scholarships, named for professors who impacted the department and its students while also making significant contributions to the field of communications.

The LeRoy Bannerman Scholarship in Innovative Audio recognizes Bannerman's passion for the art of audio production. The Fred Brewer Scholarship in New Media Graphics rewards students whose creativity is expressed in the creation of graphics. The Rolland Johnson Scholarship honors a student with promise in telecommunications management.

The Buchman's hoped that fellow alumni and friends would contribute to these scholarships so that their awards could be permanently endowed. However, the three named scholarships are in danger of being discontinued.

The Department is determined to raise the additional funds necessary to endow each of these scholarships at $10,000. If you have fond memories of IU, if your livelihood was built on the foundation of your degree, or if one of these professors taught you a skill that you still use today, we hope to hear from you.

For more information, contact Legene White whitell@indiana.edu or (812) 855-7086.

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