

Indiana University Department of Telecommunications

# Telecomment

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## Students get inside view of industry with weekend course

Sitting in class Friday evening. Setting the alarm to return early Saturday and Sunday morning. Saturday night homework and group assignments. Dressing to impress.

Not your usual weekend as an IU undergraduate. But it was the routine of 35 students during an intensive one credit hour class in early March. The Business of Producing Motion Pictures was taught over 15 hours in three days by **Michael Uslan**, BA'73, MS'75, JD'76. Uslan is executive producer of the recent series of Batman movies and president of his company, Branded Entertainment.

The Department of Telecommunications has begun a tradition of bringing successful, engaging, and energetic industry professionals to campus each year to teach a weekend

course. The first instructor, who bravely sketched the blueprint for such a course in February 2004, was **Barry Snyder**, BA'86. Snyder drew from his career in production and postproduction including positions with Post Logic Studios and Warner Bros.

to teach Entertainment Industry in the 21st Century. Working closely with department chair Walter Gantz, Snyder developed the class syllabus, content, and gathered materials drawn from the professional world.

As Snyder explained, "As I began preparing for the seminar, I was a little intimidated by the prospect of filling 15 consecutive hours of classroom time. If the class were held in L.A., I would have included local guest speakers and company/facility tours. Instead, I brought Hollywood to Indiana by compiling some videotaped interviews to bring with me."

The result was a dynamic, interactive, informative class. "The perspective from Midwest students regarding the entertainment industry is quite a bit different than students in Los Angeles. This made for an exciting and challenging class, both from my purview and that of the students. It's amazing how cocooned and narrowly focused we can become, living on the West Coast and working in the entertainment industry. From my experience teaching at Indiana, I learned as much from the students about how the rest of the world perceives the entertainment industry as the students did from me about my experience living and working in the L.A. community."

Due in large part to Snyder's

careful preparation and charismatic personality, the weekend course proved to be a successful experiment. One of the 30 enrolled students, **Erin Kellan**, BA'03, then a senior, recalls, "The course was awesome. Mr. Snyder shared his insights and sprinkled his

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lecture with video clips and taped interviews with Hollywood professionals. He encouraged our discussion and answered every question we posed to him. If he could have stayed a week, students would have stayed to listen." Snyder repeated the course in 2005, and the stage was set for an annual series of industry-based courses taught by practitioners.

For his March 2006 class, Uslan envisioned a course that would closely mimic the real world of pitching and producing movies in Hollywood. His class syllabus and expectations, received just a few days in advance by the students who were registered for the course, were enough to scare away all but the most resolute undergraduate: "Each student must arrive with a project they want to make into a feature film for theatrical release. This will require significant thought, research, and preparation before you attend the first session. Classes will be conducted in real-life studio work conditions. You will be treated as studio development execs or as producers the minute you step foot in the door. ... Dress the way you wish to be perceived if you were at an actual movie studio meeting. Be prepared each day [for] new challenges and, hopefully, new understanding of the motion picture industry."

(continued on page 3)



Courtesy of Indiana University

Michael Uslan, BA'73, MS'75, JD'76

## Not your grandfather's radio-TV department

### Department changes to reflect technological climate

Interactive Transmedia Design, Data Communications, Motion Graphics and Animation, DVD Authoring, Applying Theory to Media Design, The History and Social Impact of Video Games, Passport to Cyberia, Multiplayer Game Design: What's all this? Clues for the inevitable sequel to *The Da Vinci Code*? Tongue twisters? Random words thrown together by chimps with typewriters?



Mike McGregor

No, these are just a few of the relatively new course titles you would find upon perusing the undergraduate offerings of the Department of Telecommunications. To paraphrase a once popular advertisement, this is not your grandfather's radio-TV department. Graduates from more than 10 years ago probably wouldn't even recognize much of the current curriculum. This article intends to bring our readers up to date on what we're offering our undergraduates and why what we're offering is constantly changing.

Since I joined the Department of Telecommunications in 1985, the faculty have made significant modifications in the undergraduate curriculum several times, and we are constantly tweaking the results. Changes in the telecommunications industries and the technologies they employ are behind this ever-continuing evolution. Fifteen years ago most people had never heard of the Internet, digital communication was something we did using our fingers, and video games featured little more than stick figures whose actions resembled Rock'Em Sock'Em Robots. Today billions of people worldwide use the Internet as their primary source of news, information, and even commerce. Digitization has transformed the way we deliver and receive information — can you remember the last time you bought a prerecorded VCR cassette or audiotape, for example? And the video game industry now boasts revenues greater than the movie industry. Significant and fast-moving changes in the industry require an undergraduate curriculum that

reflects those changes.

As a telecommunications program rooted in a liberal arts tradition, we require all of our majors to be familiar with the breadth of the field. We expect our students to be familiar with the effects of media, how the media industries function, and how we use various media to tell stories. Thus, introductory courses in media and society, industry and management, and design and production are required of all students. Students must then choose a concentration among these three areas of study to add depth of knowledge regarding at least one aspect of media. But due to all the changes (and many others) highlighted above, these three areas of study constantly evolve, both through the addition of new courses and reconceptualizing old ones.

To use the design and production area as an example, the digital revolution has forced the department to recognize new ways of doing things in production and put courses in place to help students learn those new techniques. In the past decade, at least 10 new courses have been added to our curriculum that respond to these changes in the way people produce and present their messages. In terms of amending existing courses, our introductory hands-on production class has been a staple of the department since its inception, but the course has changed dramatically. Only a few years ago students in the production labs could be seen editing their video and audio using the linear techniques associated with tape decks. Today the production labs are filled with computers; there is still a tape-editing station in the lab, but you rarely find anyone using it.

Studio production likewise will see some changes. This summer we refitted the production studio with equipment that will allow our students to take advantage of the new capabilities of digital television — specifically the capability to shoot video with a motion picture like 2:1 aspect ratio, as opposed to the traditional television 4:3 aspect ratio. These new capabilities require changes in the way we teach the studio class.

Though possibly not quite so dramatic, similar changes can be seen in the other areas of study as well. Business-related courses (which are similar to those offered in the Kelley School of Business but which

focus specifically on telecommunications) on advertising, sales, programming, promotion and marketing, audience analysis, and management, while offered by the department for many years, have undergone significant revision to reflect the changes overtaking the telecommunications industries. How can one discuss advertising, marketing, or programming, for example, without factoring in the huge impact the Internet has made on those activities? In fact, virtually no course has been untouched from the communication revolution we have experienced in the past decade. Even the history course requires updating!

One area in which the department has moved very aggressively involves game studies. As mentioned earlier, the video game industry now outpaces the movie business in terms of annual revenues. Our department is at the forefront of educating both those who produce video games and those who study their impact. Telecommunications students may now concentrate their coursework in game studies, taking such courses as the History and Social Impact of Video Games, The Video Game Industry, 3-D Digital Modeling and Animation, Theory and Practice of Game Design, and Sound Design. For students majoring in other departments across campus, we have developed a game studies certificate that provides these students with a very powerful credential to add to their major degree.

In many areas of human endeavor we often hear "the more things change, the more they stay the same." Maybe that is true in other spheres, but not with respect to the curriculum of your telecommunications department.

We constantly strive to track industry and technology trends and move with them, while never forgetting our overarching goal to provide our students with the analytical and critical thinking skills that will prepare them for a lifetime of learning and change.

For more information about the department's undergraduate curriculum, visit our Web site at [www.indiana.edu/~telecom/underg.html](http://www.indiana.edu/~telecom/underg.html).

— Mike McGregor,  
associate professor and  
director of undergraduate studies

# IDEAS festival displays scope of field to broad audience

The fourth annual Indiana Interactive Digital Environments Arts and Storytelling (IDEAS) Festival brought a diverse group of creative talent to campus on April 1. Students, faculty, and professionals from Indiana and surrounding states viewed submissions of work such as computer music and interactive visuals, games realized in a digital medium, short-piece 2-D or 3-D animation, mobile media projects, and creative works with digital machines.

This year's festival was coordinated by telecom's **Norbert Herber**. He explained, "IDEAS tries to provide an environment for the productive discussion of creative, digital work. Many of the projects student submit are done as class projects. In most cases, this means that their audience is often limited to their classmates and professors. With the venue and audience created by IDEAS, they have a chance to present their work to a much larger and broader audience."

According to Herber, IDEAS is an important supplement to telecom's growing focus on digital media and game design. "The festival shows everyone a much larger

picture of the field where their work is situated. In any academic department you'll find that there's a certain focus. This can be on specific genres, styles, software, theorists, and so on. And while this isn't deliberate, that focus often tends to leave other genres, styles, [and so on] out of the picture. It isn't a conscious choice, it just happens because it's impossible to discuss everything and everyone who's made contributions to a particular field.

"IDEAS helps to remedy the situation, because within the diverse group of artists who submit work, you are bound to have people who are doing work in the same medium but have different training and background. This leads to some very eye-opening discussions. It allows you to see how the work you're doing can be approached in a uniquely different manner, and to share your approach with others."

The 2006 festival was described as "... tight, focused, filled with very strong creative work, and well attended throughout the day." Bob Cesca of Camp Chaos Entertainment Inc. concluded the events with a

keynote address. His comments on the state of the animation industry, presented from both a creative and business perspective, were insightful. He cautioned participants that, in the end, all they have is their creativity. Tools and technology will be subject to constant change, so expect that. Creativity is the one bit of collateral an individual or animation studio can leverage to set them apart from their competition.

IDEAS is supported by an assortment of corporate sponsors and academic divisions. Anyone interested in being a sponsor, offering a prize, or becoming a corporate partner may contact Thom Gillespie at [thom@indiana.edu](mailto:thom@indiana.edu). See [www.ideasfest.org](http://www.ideasfest.org) for a list of winners and for individual and corporate sponsorship information.

The festival was coordinated by Norbert Herber and assisted by Thom Gillespie and Andrew Bucksbarg of the telecommunications department; Margaret Dolinsky, Leslie Sharpe, and Galo Moncayo of the fine arts department; Rob Shakespeare of the theatre department; and John Gibson and Jeff Hass from the School of Music.

## Inside view

(continued from page 1)

Would undergraduates accept Uslan's challenge and work this hard for only one credit? On the first day of the seminar, the students, dressed in suits and ties, were treated as if they were vice presidents of a studio production company. On the final Sunday, they switched roles and acted as producers pitching movie ideas to the head of a major studio, played by Uslan.

During the entire process, they learned how to develop ideas for movies and how to judge the commerciality and marketability of Hollywood films. Uslan's high expectations were met and even exceeded, and he noted on his grading sheet, "... amazing, energetic participation, great pitches, good work on reader's reports, and punctuality. I loved

teaching this course!"

The department is committed to continuing this series of intensive, industry-driven, practitioner-taught courses, partly in response to the stu-

dents' positive reactions. **Aaron Waltke**, BA'06, who graduated two months after the course, wrote: "Mr. Uslan's seminar gave me an insider's perspective into the industry's intricate and important operations. While every idea for a production should maintain its own originality, I was taught the fragile balance that any project must maintain with its salability in the marketplace. I was shown how a presentation is equal parts illusion and strategy."

Another graduating student, **Sam Orleans**, BA'06, said, "Being able to observe and learn from Mr. Uslan gave me insight into what is really required to bring one's dreams alive and to succeed. Thanks to the university for giving me such a unique opportunity; I hope my younger peers will be able to enjoy similar programs in the future."

Telecom has every intention of providing similarly challenging and exhilarating courses each year. "Not every topic can be approached in this way" says chair **Walter Gantz**, "and not every person can hold students' attention throughout a weekend. These courses require professional expertise, conceptual understanding of relevant underlying issues, great public speaking and interactive teaching skills, and a willingness to spend a considerable amount of time preparing course content and materials."

Next in the classroom will be **Paul Caine**, BA'86, publisher of PEOPLE Group.

— *Legene White*



Ray Bengtson

Barry Snyder, BA'86

[www.ideasfest.org](http://www.ideasfest.org)

## TELECOMMENT

This newsletter is published by the Indiana University Alumni Association, in cooperation with the Department of Telecommunications and the College of Arts and Sciences Alumni Association, to encourage alumni interest in and support for Indiana University. For activities and membership information, call (800) 824-3044 or send e-mail to [iualumni@indiana.edu](mailto:iualumni@indiana.edu).

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# Creative minds come together for new logo

Since 2002, MultiVisions has enjoyed the support of Indianapolis-based Creative Street Media Group as the sponsor of the Media Showcase. For the fifth consecutive year, the staff of Creative Street hosted a reception for the Media Showcase winners, scholarship recipients, conference committee, and telecom faculty, where the winners were presented with an attractive glass trophy.

This year, the art department at Creative Street offered to design a logo for MultiVisions. The conference student leaders visited corporate headquarters, where they discussed the objectives and mission of MultiVisions. With the help of the company's principals and graphic designers, a tag line was chosen.

Here it is, our new MultiVisions logo, symbolizing the expanding network of contacts developed by students and professionals at the conference.

Thank you to Creative Street Media Group and its president and co-founder, **Steve Katzenberger, BA'77**, for helping us "make the connection" from IU to the world of work.



Emily Gage

Steve Katzenberger, BA'77



## Thanks all around!

The Department of Telecommunications heartily thanks the panelists of the 2006 MultiVisions Communications Conference on April 7. A complete listing, including job title and location, is at [www.indiana.edu/~telecom/multivisions](http://www.indiana.edu/~telecom/multivisions).

•Sales/Advertising/Marketing (moderator: Julie Fox, assistant professor): **Jerry Harbin, BA'76**, Indianapolis Colts; **Brad Auerbach, BA'02**, WXRT-FM; **Jeff Klopfenstein, BA'76**, WNDY-TV; **Sarah Brown**, Finelight Strategic Marketing Communications.

•Production (moderator: Ron Osgood, clinical professor): **Michael Baber, BA'89**, BloomBaber Music; **Ryan Spalazzi, BA'99**, freelance production supervisor; **Derek Davis, BA'94**, CNN; **Marty Iker, MS'77**, MI Creative Group; **Heather Porter, BA'93**, FOX Broadcasting; **Jamie Berns**, Pacers Sports & Entertainment.

•Telecom Rookies (moderator: Bryant Paul, assistant professor): **Charles Van Winkle, BS'04**, Adobe Systems; **Paul Molin, BA'02**, ESPN; **Jeremiah Jordan, BA'00**, Drexel Box Prods; **Tiffany Heiwig, BA'02**, Ovation Research Group; **Leslie Kretz, BA'02**, Kirshenbaum Bond + Partners.

•Broadcast Media (moderator: **Mike Conway, BA'83**, assistant professor of journalism): **Bob Roberts, BA'74**, WBBM-CBS Radio; **Joe Hren, BA'98**, WTIU; **Don Fischer, IU** play-by-play; **Neil White, BA'80**, WTHR-TV13.

•Distribution & Festivals (moderator: Gino Brancolini, WTIU): **Mark Nisenbaum, Cert/BA'89**, Creative Street Entertainment; **Angelo Pizzo, BA'71**, screenwriter and producer; **Brian Owens**, Indianapolis International Film Festival; **Ole Brereton**, telecom senior, film festival winner.

•Interactive & New Media (moderator: Thom Gillespie, professor): **Chris Booker, MIME**, *Chicago Tribune*; **Josh Fleetwood, BA'01**, MIME, Protokulture; **Tom Wade Murphy, BA'05**, *Newsweek*; **Robert Spierenburg, BA'00**, All Things Media; **Christian Allen**, Red Storm Entertainment (UbiSoft).

## Media Showcase competition raises the bar

MultiVisions culminates with the Media Showcase, a competition of student audio, video, and Web-based productions at beginning, intermediate, and advanced levels, and scripts. More than 45 entries were received for nine categories. For the first time, student entries were outsourced to production houses in Chicago, Louisville, Ky., Cincinnati, and Indianapolis, where the entries were judged by a group of professionals, chaired by a telecom alumnus. Along with assigning scores to specific criteria, the judges wrote extensive constructive criticisms and suggestions, which were then given to the students. Thanks to this new system of judging, the showcase has become more about *education* and less about competition.

Entries to the Media Showcase Competition were judged by telecom alumni and friends from the following companies: Focal Point Productions, Louisville, Ky., judged audio and entry field; Optimus, Chicago, intermediate field; Bright Light Productions, Cincinnati, open video; Webize, Indianapolis, graphics and animation for video

and Web; and WTHR 13, Indianapolis, advanced nonfiction and advanced fiction. Scriptwriting judges were Richard Burke, Jeanette Castillo, and Cat Seltz. Thank you!

Congratulations to the winners of the 2006 MultiVisions Media Showcase Competition — and good luck to next year's contenders.

Miss the fun this year? Mark your calendar now: MultiVisions is scheduled for Friday, March 30, 2007.

## What do our panelists think?

sales/advertising/  
marketing



Indianapolis Colts

The kids have big dreams and it's great to give them a tip that might help.

— *Jerry Harbin, BA'76*  
*Indianapolis Colts*

production



Cindy Iker

It was energizing and refreshing to interact with such bright, talented, and passionate students. Whatever the future holds for our industry, I'm sure that IU telecom graduates will have a strong hand in shaping it!

— *Marty Iker, MS'77*  
*MI Creative Group*

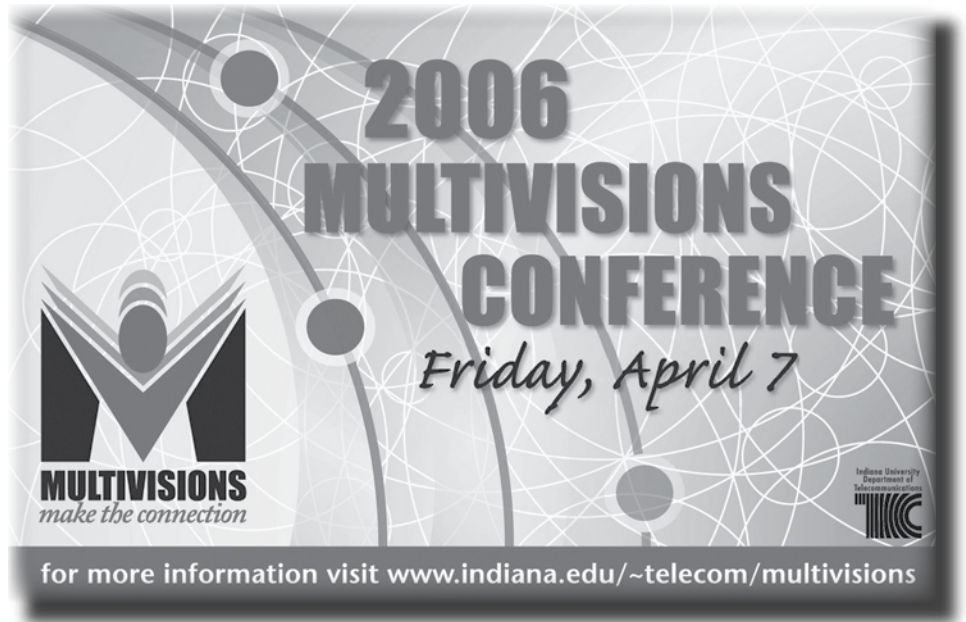
broadcast media



Chris Robb

Congratulations to the cast and crew of MultiVisions. What a success! The hospitality and professionalism was more than I expected. I think I got more out of the experience than the students. This is a must for alumni who haven't returned to their alma mater in a while.

— *Joe Hren, BA'98, WTIU*



## MultiVisions sponsors ...

### We couldn't do it without you

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

- Creative Street Media Group — sponsor of the Media Showcase
- Optimus — underwriter of the MultiVisions dinner
- TIS/Tichenor Publishing — all printing provided for the ninth year
- **Paul Caine**, BA'86, publisher, The People Group — underwriter of the Networking Luncheon
- Interep — supporter of sales/advertising/marketing panel
- Insight Communications — supporter of interactive/new media panel
- **Dennis**, BA'70, and **Linda Spalazzi**, BA'69, of Bright Light Productions
- Tony Williams of Midwest Uplink
- Fox59, WXRT, Indianapolis Colts, WYFF
- WTIU/WFIU, IU Alumni Association, **Tara Carroll-McKee**, BA'79

Contact *Legene White* at [whitell@indiana.edu](mailto:whitell@indiana.edu) to underwrite *MultiVisions 2007* and put your name on this list!

## Get involved with MultiVisions

- **Attend.** Interact with students, faculty, and professionals.
- **Support.** Sponsorships start at \$250 to support a young “rookie” panelist. A \$400 “visionary” contribution supports general conference expenses. Sponsor an entire panel with \$1,500. Underwrite the full conference for \$5,000.
- **Prizes.** Give \$100 as the prize for a Media Showcase winner.
- **Judge.** Volunteer your company and coordinate a panel of adjudicators for the media showcase competition.

[WWW.IUB.EDU/~TELECOM/MULTIVISIONS/INDEX.HTML](http://WWW.IUB.EDU/~TELECOM/MULTIVISIONS/INDEX.HTML)

# Alumna gives perspective of MultiVisions

*Linda Spalazzi, BA'69, and Dennis "Rocky" Spalazzi, BA'70, attended the MultiVisions Communications Conference in April 2006. Linda describes why all alumni should attend and support the conference.*

The good news is you can go back to those good old college days when life was actually very simple and tons of fun. And the even better news is you can have a great time and reassure yourself that IU's telecom department continues to be one of the best places in the country to get an education. The enticement for this return trip is MultiVisions. It's scheduled every spring and exposes students to professionals who are working in the real world, doing real jobs. Students meet professionals who are passionate about their jobs who still love IU.

As a company, Bright Light Visual Communications has been supporting MultiVisions with an annual donation since 2002. However, schedules just never permitted us to take the time to attend. This year we made the event a priority. Naturally, that one day visit turned into two nights, so we could visit some of our favorite hangouts.

As an incentive, our son, **Ryan**, BA'99, who has been in the New York commercial production business for more than six years, was asked to participate on the production panel.

The MultiVisions panel sessions allow students to hear from professionals, who provide perspective and answer questions related to their careers. Many of the questions are the familiar, "How important is a résumé?" "How do you get started in commercial production?" "How do you get someone to look at your script?" Others dig

deeper. "Was your job what you thought it would be?" and "Once you have a job, how do you get promoted?" The panel sessions were a great opportunity for the students; the professionals were probably learning a few new things, too.

For me, the biggest plus was meeting and talking to students. It was great to mingle with the crowds and just listen to the conversations. The students' energy and vitality for life is contagious. Rocky and I struck up a conversation with one young man and later introduced him to Ryan. Ryan was

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**"For me, the biggest plus was meeting and talking to students. ... The students' energy and vitality for life is contagious."**

— LINDA SPALAZZI, BA'69

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impressed and hired the student to work this summer as a production assistant on a large commercial shoot.

The Media Showcase Competition recognizes the students' creative work, and they obviously looked forward to learning if their entries had won. But for me, it was a valuable way to see what the students have learned in the classrooms. This year for the first time, the judging process was systematically outsourced to profes-

sional companies. As the chair of one of the judging committees, I can tell you it is an interesting experience. I am always amazed at the challenges students are willing to take on when it comes to something they are passionate about. (We judged several projects with violent or death themes, which was a little disturbing, but it makes for great drama.) The Media Showcase reaffirmed that there are many talented individuals coming out of the IU telecom department and that the faculty and staff are preparing them to take advantage of every opportunity. I highly recommend serving as a judge. It keeps you in touch!

Speaking of in touch, every student we saw on campus had a cell phone and something in their ear either connected to the phone or an iPod. Isn't technology great? And where would campus life be if they hadn't invented backpacks?

MultiVisions provides numerous opportunities to really interact with students, meet current faculty and staff, and remember why you chose to attend IU. While technology has certainly changed, IU's commitment to being on the leading edge has not.

Overall, MultiVisions is a great day that any alumnus will find both educational and entertaining. Bright Light has been a sponsor, judge, panelist, and attendee; we can truly say that there is a place at the table for all alumni to support this outstanding event. Besides, you can stay at the Union, walk the campus, visit landmarks, and even go to Nick's — and that place never changes.

You might even find your next employee.

— Linda Spalazzi, BA'69

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## Opera database covers half-century of televised opera

Opera enthusiasts can now search a database of hard-to-find U.S. opera telecasts, including programming of early live presentations on experimental television stations and contemporary productions released on broadcast television, cable, and home video. The Televised Opera and Musical Comedy Database, which includes 925 records of opera, operetta, and musical comedy telecasts, is a joint project of retired telecom professor Herbert Seltz and the IU Digital Library Program.

Seltz, who taught production in telecommunications for more than 30 years, also produced and directed Indiana University School of Music opera telecasts. He began work on the database in 1995 and conducted research at Opera America, the Library of Congress, and the Museum of Television and Radio. He searched the holdings of numerous archives and media

information services, pored over micro-filmed newspapers at the Herman B Wells Library, and read reference books and copies of old music journals at IU's William and Gayle Cook Music Library. "I easily talked to hundreds of people," Seltz said of his research. "Some of the greatest enjoyment for me was talking to people who produced and directed the programs."

Seltz recalls broadcasting IU's acclaimed opera productions before the university even had a television station. As director of opera telecasts in the mid-1950s, he used borrowed equipment from the local commercial station and operated from a cramped remote van. "Things were crude," Seltz recalled of those early productions. "It was small and primitive by current standards — a far cry from today's *Live From the Met*." A surprising amount of opera was aired on television in the medium's early

years. In 1954, for example, 40 broadcasts on commercial networks and local stations featured opera segments.

Seltz estimates that about two-thirds of the recordings described in the database are available commercially as videos or at archives. "A lot of recordings have been lost," Seltz said. "But the good news is, as time goes on, more and more of these programs surface." And because new technology makes distribution so much easier, an increasing number of previously unavailable network programs are now finding their way to home video or DVD.

Researchers can search the opera database by year, composer, soloists, title, and more. The database, which Seltz will update periodically, is freely available via the Internet. To view the database, go to: [www.dlib.indiana.edu/reference/operatv/](http://www.dlib.indiana.edu/reference/operatv/).

## Faculty profile

### Musician jazzes lectures, class

It's hard to assign a label to **Norbert Herber**, BM'96, MS'00, lecturer in telecommunications. Certainly, he's a musician. But he's also a composer, artist, and researcher. Herber prefers not to accept any one classification: "Labels are just a guide. I want people to see and hear my creations rather than tag me with a label."

Herber first came to IU as an undergraduate, earning a degree in jazz studies as a saxophonist. Upon graduation, he played and composed professionally for several years, primarily in Chicago. However, he became disenchanted with playing a standard jazz repertoire in a live setting and became increasingly intrigued with the overlap of music and multimedia. He set aside his horn and returned to IU for a degree in telecom's Master's in Immersive Mediated Environments program. In the workshop environment of MIME, Herber was able to explore his ideas for composing music

specifically designed to complement interactive media and games. "It's a cliché to say this, but it's true that audio has been undervalued in games and other interactive media," explains Herber. "Some composers of multimedia still think about music as a composition with a linear approach, going from point A to B.

Music in these environments has to change as quickly as people change, as the game changes. Some have tried to fix the problem by using new tools and technology, rather than approaching the music in a new way."

Armed with new skills and insights, Herber once again left IU to teach multimedia at the International Academy of Design and Technology in Chicago. He also worked as a composer and sound designer for CD-ROM and Internet digital media projects, and he co-authored books on the popular Web animation software Flash.

In 2002, Herber returned to the department as a visiting professor and was named a permanent lecturer in 2005. He teaches courses in interactive design at the beginning, intermediate, and advanced levels. "I tell students that my course will give them mastery of a tool box, enabling them to

do many different things. I teach *approaches* to HTML or Flash and examine issues of usability. These will be their building blocks to face a variety of design situations."

Along with teaching, Herber is a research PhD candidate with the Planetary Collegium, based at the University of Plymouth, England. Using the classical model of the British education system, the program is self-guided, leaving the student free to pursue readings, classes, and projects that will lead him to develop his dissertation thesis and desired skill set. He says, "This is the most challenging thing I've ever done. It's filled with frustration and joy. I'm experi-

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**"I'm experimenting with music in a way that I hope will make a difference and bring more freedom and creativity to composing music for interactive applications and environments."**

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— NORBERT HERBER, BM'96, MS'00

menting with music in a way that I hope will make a difference and bring more freedom and creativity to composing music for interactive applications and environments."

Herber has constructed several installations of sound and animation. His latest installation was a collaboration with professor of informatics Larry Yaeger, exhibited in IU's School of Fine Arts Gallery in June. As explained on his personal Web site, [www.x-tet.com](http://www.x-tet.com),



Legene White

Norbert Herber, BM'96, MS'00

A(rt)Life 2.5 was an installation work of sound and animation that fuses the emergent complexity of artificial life (ALife) systems with visual representation and musical synthesis. "My installations are experiments in immersing the self in a space with sound and animation, allowing participants to be transported wherever their thoughts take them."

Despite the scholarly aura of his musical and research interests, Herber has an innate ability to teach new technology and complex reasoning to his students. His teaching Web site [www.indiana.edu/~audioweb](http://www.indiana.edu/~audioweb) includes straightforward explanations of the skills he hopes to teach.

He acknowledges the potential difficulty and attempts to reassure his students: "One of the goals of this class is not only to teach you the material but to teach you to understand the material so that technical problems are seen as only that: problems. Problems can be solved. Your best strategy to overcoming technical problems is daily practice."

Daily practice: Herber hasn't moved too far from his start as a music student after all.

— Legene White

## Sneak preview

Coming up in *Telecomment*: IU is a Research I institution. Faculty come here because they are committed to research and creative activity. Graduate students apply to the Department of Telecommunications at IU because of our strength in research and creative work. In the next issue, we'll highlight faculty and graduate student accomplishments in these areas.

# Faculty FLASH!

## Faculty & staff news

• **Bob Affe** was awarded the first Excellence in Teaching award by IU's International Studies Program for his course Nations, States, and Boundaries.

• This summer, Associate Professor **Erik Bucy** participated in IU's Human Biology Summer Institute as a seminar faculty fellow ([www.indiana.edu/~humbio](http://www.indiana.edu/~humbio)). In conjunction with this fellowship, Bucy will be developing and teaching a one credit seminar for the newly formed human biology program around the topic of biopolitics and political behavior.

Last spring Bucy organized a series of interdisciplinary research talks, inviting several political communication scholars to campus through the Colloquium on Political Communication Research (see [www.indiana.edu/~cpcr](http://www.indiana.edu/~cpcr)). Department of Telecommunications Assistant Professor **Julia Fox** opened the spring series with a presentation on *The Daily Show with Jon Stewart* as a source of political information.

• **Steve Krahnke** had two programs nominated for two regional Emmy awards for his work as executive producer on *Beaux Arts at 50* with **Susanne Schwibs**, MA'83, MS'84, and as executive producer on *Circling Around: The Violin Virtuosi with Hideki Isoda*. *Circling Around* is already airing nationwide on PBS stations, and *Beaux Arts* will air as part of the PBS prime-time schedule in the fall. He also designed the sets for two local theater series productions.

• **Ron Osgood** won a 2006 national Telly Award for *Indiana's Earthquake Risk*, a program originally produced as an informational video for the Indiana State Emergency Management Agency and later modified into a 30-minute documentary broadcast on several PBS stations in Indiana. **Jeanette Castillo**, doctoral student in the department, and several former IU students worked on this project. Osgood recently won the 2006 Pop Culture Association Rollins Documentary Award for his independent work.

• **Legene White** was awarded a Professional Development Grant by the IU Bloomington Professional Council to attend an alumni relations seminar offered by the Council for Advancement and Support of Education, the premier professional organization for the fields of alumni relations, development, and communications. In mid-July she completed RAIN (Ride Across INdiana), biking 162 miles in one day along historic U.S. Route 40 from Terre Haute to Richmond.

## Annie Lang named fellow of ICA

Full professor in telecommunications and associate dean for research in the College of Arts and Sciences, **Annie Lang** was named a fellow of the International Communication Association at its annual conference in June. It's an extraordinary honor; Lang joins a select group of about 50 researchers from across the world who have been influential in developing theory in the area of communication (see [www.icaheadq.org](http://www.icaheadq.org)). An excerpt from the association's description of her contributions reads as follows:

"... [Lang's] scholarship has made a distinctive contribution to understanding the cognitive/emotional processing of media. She is a pioneer in developing dynamic models of media processing, applying psycho-physiological measures to media, and studying emotional arousal in media messages. She has published one book, 37 refereed articles, and 10 book chapters. Her letter writers refer to her as 'a master at bringing the theory, design, and methodologies of experimental psychology to communication research' and the scholar 'who has contributed the most important thinking to the literature about psychological processing of media.' Her systematic, programmatic, and methodologically rigorous research has clear implications for message design across the field, especially health communication. Moreover, she has received more than \$ 2 million in external funding from the National Institute of Mental Health, the National Institute on Drug Abuse, and the National Association of Broadcasters."

## Departing faculty

• **Ali Bryant**, assistant professor of telecommunications since 2003, has left the faculty ranks for a new position as director of research for Nickelodeon's Consumer Insights group in New York City. She will guide all research focusing on the role of digital media in childrens' lives and the changing relationship among parents, children, and the media. Bryant's parting thoughts included: "It's amazing how life leads you. My hands-on experiences working with kids (and students) in my Children & Media service-learning courses kept me current with the latest in kids' mediated worlds. I would never have gotten my job at Nick without my academic experiences at IU."

• **Paul MacArthur** was a visiting lecturer for three years. He was a versatile instructor, teaching many of the introductory courses in the industry and management area. MacArthur has accepted a position as an assistant professor of public relations at Utica College, where he will specialize in sports communications. He will also continue his freelance writing efforts. Since he will be living in the snow country of upstate New York between Syracuse and Albany, he hopes to get at least 20 days of snowboarding under his belt next season.

• **Nancy Schwartz** taught in IU's Department of Telecommunications for four years, including three years as a full-time lecturer. She received a PhD in instructional systems technology in June 2005 and remained in Bloomington, Ind., to work on two studies involving advertising and public service an-

nouncements for the Kaiser Family Foundation. Although she will no longer be teaching, Schwartz will stay in Bloomington for "a while" to complete the Kaiser studies and to teach fitness. She also plans to work for The Academic Edge Inc. as an instructional designer and project manager of innovative, media-rich learning environments. Schwartz hopes to devote time to the myriad of tasks that have been "on hold."

## New faculty

This fall the department welcomes four new faculty members. Look for more about them in the next issue of *Telecomment*.

• **Barbara Cherry** (JD, PhD) comes to us with a breadth of interdisciplinary experience in telecommunications policy. Most recently she was senior counsel, Office of Strategic Planning & Policy Analysis for the Federal Communications Commission.

• **Betsi Grabe** (PhD) is moving to telecom as an associate professor with tenure from her faculty position in IU's School of Journalism. Her research interests focus on broadcast journalism and mass media content and effects.

• **Lee Sheldon** (MFA) worked for 20 years as a scriptwriter and producer in Hollywood and, more recently, has used his creative talents in the design and writing of video games.

• **Andrew Weaver** (PhD) comes from the University of Illinois, where he just completed his graduate education. His research involves media violence and the social and psychological effects of the mass media.

# State representative juggles teaching, House floor

The state of Indiana prides itself on having a citizen legislature where members of the Indiana General Assembly meet in the winter months to consider proposals for new laws and then return to other jobs in their communities for the rest of the year. State Rep. **Matt Pierce**, BA'84, JD'87, has found that his work as a visiting lecturer in the Department of Telecommunications and his legislative duties are never so neatly divided.

"It's not unusual for me to be e-mailing a student from the floor of the House of Representatives about a telecom class or to work in a few phone calls on legislative matters between teaching classes at IU," Pierce said.

Pierce represents the Bloomington area in the Indiana House of Representatives and teaches T207 Introduction to Telecommunications Industry and Management and T321 Telecommunications Policymaking for the Department of Telecommunications. Pierce served as an adjunct lecturer for a number of semesters, making important contributions, teaching his courses with rigor, and devoting time to course development and his students. Last fall, the department needed a visiting professor at about the same time that Pierce expressed interest in teaching on a regular basis. Department needs and his interests merged.

New to the faculty ranks but not to telecommunications, Pierce earned his initial ham radio license in 1976. He operated the control board and monitored the transmitter at WFIU as an undergraduate. He was introduced to the real world of telecommunications policy while interning with the U.S. House Subcommittee on Telecommunications, Consumer Protection, and Finance and serving as a legal clerk for the National Association of Broadcasters.

Pierce says he is amazed at how much time and energy it takes to properly prepare a single class lecture, not to mention designing an entire course. "I often hear people say it must be a great life as a college professor when you only have to work nine hours a week and you have the summer off," Pierce said. "But they don't understand how demanding it is to keep up with an ever-changing field like telecommunications or how many things have to happen outside the classroom if you are going to have any success with the students during those few hours of class time."

Not long after he began teaching full time, Pierce was asked to advise two student groups, student radio station WIUX and the K9IU Amateur Radio Club, a student group of Federal Communications Commission-licensed ham radio operators.



Kendall Reeves

*Matt Pierce, BA'84, JD'87*

While the legislature is a much different world than academia, Pierce uses many of the same skills in both places. "Whether I am standing before students in a large lecture hall or the other 99 members of the House, I know I have only a limited amount of time to take a complicated concept and explain it in a way that everyone can understand," Pierce said.

At one point during the 2006 session of the general assembly, the two worlds came together when the legislature considered bills to deregulate local telephone rates and change the way companies obtain permission to offer cable television service. When Pierce rose to debate the bills on the House floor, he explained to his colleagues that he teaches telecommunications courses at IU and would expect his students to attend two 50-minute lectures to properly understand the issues before them and

was prepared to repeat the lectures for the benefit of House members.

"You could hear a groan throughout the chamber for fear that I would spend more than the customary four or five minutes explaining my views," Pierce said. "But I think many of the members were happy to get an overview of the basics of the telecommunications industry even if they disagreed with my position on the bill." Since that time, Speaker of the House Brian Bosma began referring to Pierce as "Professor" during floor debates and, following one of Pierce's lengthier floor comments, suggested, albeit tongue in cheek, that the entire House apply to IU for college credit.

Before serving in the Indiana House, Pierce was chief of staff to former Congressman Baron Hill and was a member of the Bloomington City Council. Pierce likes to use his experiences at the federal, state, and local levels of government to illustrate how government decisions impact the telecommunications industry. He's noticed that too many students don't understand the mechanics of how government policies get made.

"I try to use stories from my time as a congressional staffer and experiences in the legislature to demystify government," Pierce said. While his primary goal is to specifically focus on the material related to the telecommunications industry, he hopes his students will also recognize the need to be active participants in the democratic process. "Even if the specific facts we cover in class fade from a student's memory after the final exam is taken, I will be happy if they learn how important government decisions can be to their daily lives and how critical it is for them to get involved in the process."

## Hollywood Hoosiers reorganize



Hollywood Hoosiers has just been reorganized as a subset of the Los Angeles Chapter of the IU Alumni Association, bringing together IU alumni working in the entertainment industry. Visit [www.hollywood-hoosiers.com](http://www.hollywood-hoosiers.com) to learn about fall gatherings and membership information.

Indiana University's network of alumni chapters in major metropolitan areas around the world provides stimulating, enriching, and exciting activities to keep members of the IU family connected to the university — lifelong and worldwide. With programs such as faculty presentations, cultural events, career networking forums, and activities to recharge your Hoosier spirit, IU alumni chapters provide a lifetime of opportunities to keep you connected wherever you live.

To find an alumni chapter in your area, call (800) 824-3044, send e-mail to [iuaumni@indiana.edu](mailto:iuaumni@indiana.edu), or visit [www.alumni.indiana.edu](http://www.alumni.indiana.edu).

**INDIANA UNIVERSITY**  
**ALUMNI ASSOCIATION**  
CONNECTING ALUMNI. SERVING IU.

**Your  
membership  
matters!**

## Alumnus donates Adobe software

Two students will graduate with more than a diploma under their arms, thanks to the generosity of an alumnus. **Charles Van Winkle**, BS'04, works as a quality engineer for Adobe Systems in Seattle. Van Winkle, who majored in audio recording at the Jacobs School of Music, donated two professional Adobe software packages to be



Kurtis Heidolph

*ABOVE* — Alumnus Charles Van Winkle, BS'04, donated Adobe software to two telecommunications students. *BELOW* — Winner Spencer Kancher, BA'06, shows off his prize.

distributed to students at the department's discretion. He worked directly for Adobe Audition 2.0, which was included in one of the packages. "It is great to give back to the telecom department," Van Winkle said. "I would never have gotten this job without the production courses I took in telecom."

The Adobe Video Bundle was presented to the recipient of the Sheehan Memorial Award, given annually to a student demonstrating creativity in the production process. This year's winner was **Ole Brereton**, whose work won first place in the music category of the 2005 Academy of Television Arts and Sciences college awards. Brereton's creations continue to garner national and international attention.

**Spencer Kancher**, BA'06, was the lucky winner of a drawing for Flash Professional 8 at the IU Alumni Association's Senior Salute for graduating students. Telecom participated for the first time at this event, which is designed to remind graduates to stay connected to IU. The software package was an effective marketing tool that encouraged our majors to attend in order to enter the drawing. Kancher's hometown is New Orleans, where his parents' home was flooded with 5 feet of water during Hurricane Katrina. He's back in New Orleans working at the ABC affiliate WGNO as the news topical producer. A self-professed cartoon junkie, his goal is to work for the Turner Cartoon Network. Kancher was a double-winner at the Senior Salute: he also won the College of Arts and Sciences' drawing for an iPod.

## Undergraduate student honors

Congratulations to our 2006 scholarship winners. **Mohamed Rafiq** and **Caitlin Vietti** won Lee Norvelle Scholarships, and **Ole Brereton** was awarded the Sheehan Memorial Award (see story at left).

**Maria Meschi** won the Jennifer Byrne Shull Award, and **Kasey Branam** and **Sarah Green** won Rolland Johnson Awards.

Our 2006 Phi Beta Kappa inductees are **Andrew Koerber**, **Katelyn Merida**, **Lauren Moore**, and **Stacey Sawyer**.

**Mickey Seidenstein** was named an International Radio and Television Society Fellow.

We also recognize **Elliott Chapman** for his leadership on campus. He was named president of the IU Student Foundation for 2006-07.



Legene White

## Seeking support for undergraduate scholarships

The Department of Telecommunications announced a campaign to endow three undergraduate scholarships:

- the LeRoy Bannerman Award in Innovative Audio;
- the Fred Brewer Award in New Media Graphics; and
- the Rolland Johnson Award in Telecommunications Management.

If you'd like to contribute or if you need further information, contact Legene White at (812) 855-3828 or e-mail whitell@indiana.edu.

# ALUMNI NOTES

## Before 1960

“We are happily relocated in Colorado — hurricane free!”

**Bruce Cox**, BS’53, and his wife, Judith Brown, BA’54, left Sarasota, Fla., and moved to Fort Collins. They can be reached at [bjcox@peoplepc.com](mailto:bjcox@peoplepc.com).

In July, **Arlene Neubauer Martin**, BA’59, and her husband, Neil, discovered a Hoosier connection while cruising an inland waterway in Alaska. Also on board the 80-passenger ship were IU professor emeritus of telecommunications **Bill Kroll**, BS’53, and his wife, Kate. The two couples had not seen each other in almost 50 years. Martin lives in New York City, where she has pursued a career as a studio singer and performer. Her professional name is Arlene Martell and she is the lead singer of Group Five, a vocal jazz quintet that performs and records in the New York area. Her voice is also on many familiar commercials.

## 1960s

Eight IU alumni were featured in *Indiana Lawyer* newspaper’s special section, “Leadership in Law,” honoring a select number of lawyers who have made

meaningful contributions to the profession. One of the IU alumni appearing in the premier issue of “Leadership in Law” was **Terrill D. Albright**, BA’60, JD’65, a partner at Baker & Daniels in Indianapolis.

**Jerry D. Lloyd**, BS’62, MS’65, is retired from WHAS-TV, Louisville, Ky., where he worked for 32 years as a producer-director and director of broadcast services. He writes that television directing is still in his blood, and he directs the weekend news at Fox 41 in Louisville. He also continues his lifelong pursuit of photography. He would like to hear from radio-TV alumni from 1958 to 1963. Write to him at [jemlloyd@insightbb.com](mailto:jemlloyd@insightbb.com).

**Patricia Fisher Allen**, BA’64, of Clarksville, Tenn., is an elected representative on the Tennessee Republican State Executive Committee, and she serves as chairwoman of the Montgomery County Republican Party and president of the Montgomery County Republican Women’s Club.

## 1970s

**Ric Martin**, BS’70, is the information specialist and com-

munity relations director at Madison (Ind.) State Hospital. He writes and performs on a daily TV news information and entertainment program and writes, edits, and publishes a weekly newsletter. Martin and his wife, Ellen, live in Sellersburg, Ind. Their son, Dustin, BA’98, MS’00, of Charlestown, Ind., was among the first group of IUAA Scholars. He received the scholarship in each of his undergraduate years. Dustin is the guidance counselor at Henryville (Ind.) High School.

**David E. Gooding**, BA’72, is in his third year as chief engineer for WSJV-TV 28, the Fox affiliate in Elkhart, Ind. He is president of the South Bend chapter of the Society of Broadcast Engineers. Gooding and his wife, Roberta, live in Elkhart and can be reached at [degooding@verizon.net](mailto:degooding@verizon.net).

“After 24 years as vice president/sales manager for HRP (a TV rep firm) in Charlotte, N.C., I landed as general sales manager at WJTV in Jackson, Miss. WJTV is owned by Media General,” writes **Mark C. Chapman**, BA’73, of Madison, Miss. His e-mail address is [markchappy@gmail.com](mailto:markchappy@gmail.com).

**Marilyn L. Chance Shank**,

BS’73, was elected the 2006 east-central district chairwoman of the Public Relations Society of America, representing Indiana, Ohio, Michigan, Kentucky, West Virginia, and western Pennsylvania. A former member of the IUAA Executive Council, she is vice president of Shank Public Relations Counselors Inc. in Indianapolis.

**Eric A. Hughes**, BA’74, and his band, the Wildcat Canyon Band, released a new album, *Teal Blue Truck*. He is managing director of Simplexity, a custom Web application development company based in Oakland, Calif. He and his wife, Priscilla Waner, have two sons: a seventh-grader and a senior in high school. When he isn’t playing music, running a business, or attending his sons’ soccer games, Hughes is a baseball umpire for the Oakland Little League.

**Gerald Harbin**, BA’76, is the key accounts/inventory manager for the Indianapolis Colts and handles the sponsorship sales inventory for the new stadium, scheduled to open in 2008. His address is [jerry.harbin@colts.nfl.com](mailto:jerry.harbin@colts.nfl.com). Harbin and his wife, Jennifer Kauffman, BSN’94, live in Indianapolis.

*(continued on page 13)*



## Cream & Crimson Alumni Weekend

### Alumnus reports on 50th reunion

**Alumnus Charles S. Cogan**, BS’56, reports: “Since I retired to North Carolina in 2004, I’ve longed to return to my Hoosier roots. In June, the 1956 Class 50th reunion gave me the chance to do so, and it started perfectly with a guided tour of the IU telecommunications facility. Renewing old friendships and reliving fond memories was fun; but witnessing how our Radio-TV Department has progressed was special. We’ve come a long way from the “temporary” building, 16mm film, 35mm slides, and LPs (long-playing records) of the 1950s. Today’s state-of-the-art studios, plus the comprehensive coursework and scope of internship experiences offered, clearly puts IU telecommunications on the cutting edge, preparing our students for virtually any opportunity in today’s world. I’m proud we’re taking a prominent place in a seemingly boundless field. Surely we are laying the foundation for our students to push toward — and reach — new horizons. It was wonderful to see that IU is still great — and getting better.”

Cogan retired in 1999 from his position as director of policy support for U.S. Housing and Urban Development. He can be reached at [cccogan@earthlink.net](mailto:cccogan@earthlink.net).



*Charles Cogan, BS’56, and his wife, Cynthia, attended the 50th reunion of the Class of 1956 in Bloomington in June during the IU Alumni Association’s annual Cream and Crimson Weekend.*

IU Photographic Services

## Alumni spotlight

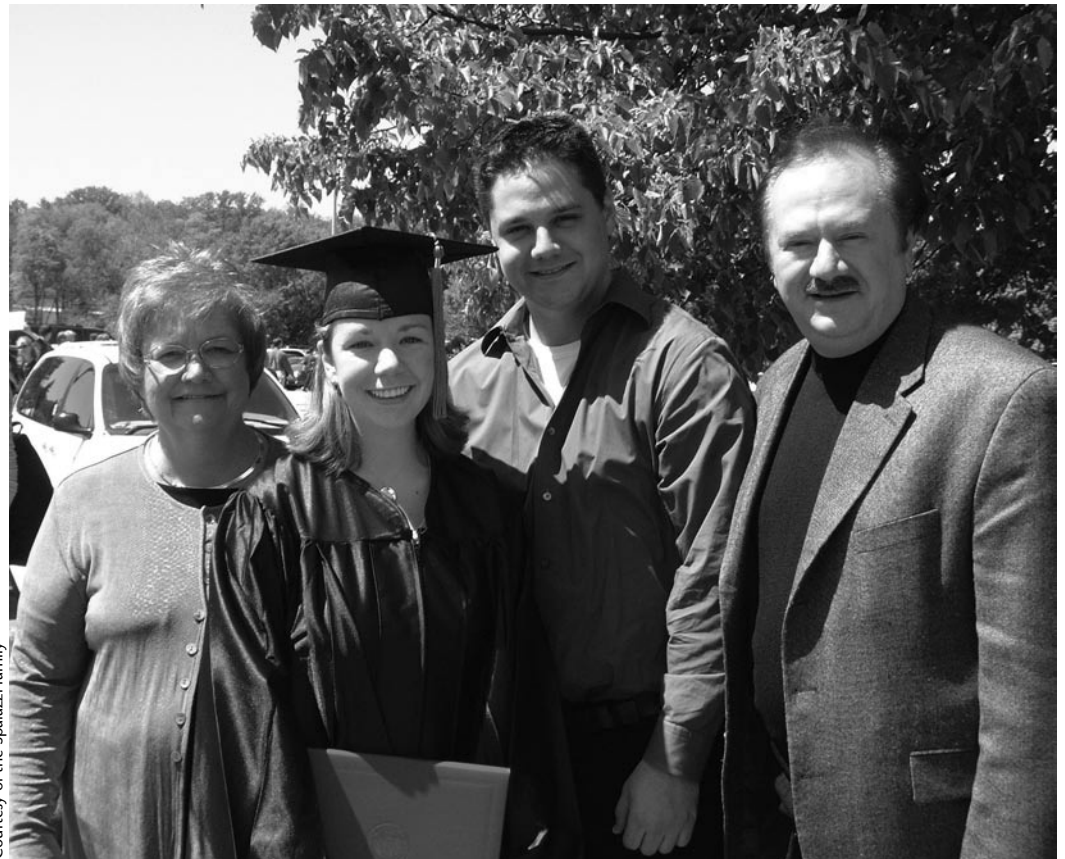
# Telecommunications, business a family affair for Spalazzi clan

As a teaching assistant in telecom production classes, **Linda Ingram**, BA'69, didn't do the grading of **Dennis "Rocky" Spalazzi's**, BA'70, projects. That's because they were falling in love. This year they are celebrating 33 years of marriage and the 30-year anniversary for the company they've grown together, Bright Light Visual Communications.

While working toward a master's degree in mass communications at IU, Linda Spalazzi worked for WTIU, building her skills in a variety of programming styles, including documentary, educational, and arts. Linda later joined AVCO Broadcasting in Cincinnati, where she produced and directed commercials and documentaries. Dennis's first job was at WNDU in South Bend, Ind., but a year later he moved to WCPO-Cincinnati, continuing his career writing, producing, and anchoring television news. By 1976, after three years of marriage and with significant professional experience under their belts, the couple bought AVCO Film Productions, renaming it Bright Light.

Their corporate mantra, first learned in telecom classrooms, is highlighted on Bright Light's Web home page: "If you want your audience to understand your message, you have to tell a story." The site goes on to explain, "Our clients come to us for visuals. We start by finding the story. Then we help them determine the best communication style and format — the best way to tell their story."

Bright Light has been telling stories for businesses all over the world. Its products include: programs for marketing and training; corporate image videos and films; consumer education programs; fundraising videos and films; and public awareness



Courtesy of the Spalazzi family

*The Spalazzi family gathered in Bloomington for daughter Gina's graduation from the School of Public and Environmental Affairs with an MPA: from left, Linda, BA'69, Gina, Cert/BA'02, MPA'04, Ryan, BA'99, and Dennis "Rocky," BA'70.*

campaigns. Besides corporate work, the Spalazzi's are committed to supporting not-for-

been a grip and rolling cable since I was 8." He's worked freelance for six years in New

carried on the family tradition at IU. She, too, is working with Bright Light, as public rela-

tions coordinator and associate producer. Her experience with a Washington, D.C., political office, a major corporation, and an Indiana University not-for-profit organization, along with her youthful perspective, makes her a valued staff member.

Linda still doesn't "grade" Dennis's work, but their shared vision and work ethic have built a solid and successful company. As Linda tells it, "Our offices are at opposite ends of the hallway, and folks who know us well realize that it was planned on purpose. Sometimes we need that physical distance to maintain our business and our marriage!"

— *Legene White*

**The Spalazzi family owns and operates Bright Light. Their corporate mantra, first learned in telecom classrooms, is highlighted on Bright Light's Web home page: 'If you want your audience to understand your message, you have to tell a story.'**

profits, especially the arts and the Cincinnati YWCA and its services for battered women. In 2005, Bright Light received the Silver World Medal from the New York Festivals International Film & Video Awards for the production of the documentary *Batterers Will Kill*.

Bright Light has always been a family affair. Son **Ryan Spalazzi**, BA'99, claims, "I've

York City for the larger commercial production companies, particularly Hungry Man. Last fall, Ryan chose to live in Cincinnati, where he's learning the corporate and managerial aspects of the production business at Bright Light, while still contracting for freelance work with New York companies.

Daughter **Gina Spalazzi Good**, Cert/BA'02, MPA'04,

## Lights, camera, action!

# Alumnus partners with faculty, students to create documentary

Telecom alumnus **J.T. Warring**, BA'62, MBA'72, has spent the majority of his career working in the financial management field and living in southern California. But he rekindled ties to the Department of Telecommunications this past year.

After a Rotary/Lions Club video documentary tour of the areas devastated by the Asian tsunami, Warring discovered the Asia Compassion Project that provides health and educational support to more than 160 orphanages in Myanmar (formerly Burma).

Warring was looking for the means to transform raw footage into a documentary. Enter Professor Ron Osgood



J.T. Warring, BA'62, MBA'72, with boys he met through the Asia Compassion Project.

and his advanced community-service video-production class. Together they produced a professional-level documentary intended for a multinational Rotary Foundation project.

Creation of the documentary involved 15 students and the IU Burmese Student Association and was produced in English, Thai, and Myanmar languages.



## Alumni notes

(continued from page 11)

A third novel by **Saralee Hyman Rosenberg**, BA'76, has recently been released by Avon Books. *Fate & Ms. Fortune* is a hilarious, heartfelt tale of a divorced comic whose life feels like a bad joke. Rosenberg lives in Huntington Station, N.Y., with her husband and three children. Her Web site is [www.saraleerosenberg.com](http://www.saraleerosenberg.com).

**Lawrence H. Sherlick**, MS'76, of Buffalo, N.Y., has a PhD degree in communications from SUNY Buffalo. His dissertation, *The Internet as a New Forum for Popular Culture Discourse in Israel: An Examination of the Impact of Online Popular Culture Messages on Jewish Values*, was published by ProQuest/UMI in March. He has worked for the Buffalo Municipal Housing Authority for 18 years, and he hopes to retire soon so that he can teach students in higher education.

**Marci A. Reddick**, BA'78, JD'84, of Indianapolis, is a director at Sommer Barnard, where she works in the business and real-estate groups. Since 2000 she has been chair of

Board II of the Marion County Board of Zoning Appeals. She also has an appointment to the Indiana Corporate Law Survey Commission.

**Paul Dan Powers**, BA'79, writes, "My son, Blake Powers, is breaking records as quarterback. Go Hoosiers!" He works at Dan Powers General Motors Center Inc. in Hardinsburg, Ky.

**Mike Wolfberg**, BA'79, of Selinsgrove, Pa., is the town's postmaster. At IU Bloomington, he began officiating intramural basketball games at the HPER building. Now he is in his 25th year of officiating high-school basketball games. His address is [wolfberg@ptd.net](mailto:wolfberg@ptd.net).

## 1980s

The National Association of Women Business Owners named **Connie Schopmeyer Dieken**, BA'82, one of the Top 10 Women Business Owners of Northeast Ohio for 2006. Dieken is the founder and president of onPoint Communication, a communication coaching and consulting firm that advises individuals and companies on how to develop and deliver influential messages. She also delivers programs

through IU's Kelley School of Business. She started onPoint after a 20-year career in the broadcasting industry as a news anchor and reporter. Dieken has been inducted into the Radio & Television Broadcasters Hall of Fame and has been awarded multiple Emmy awards and a Telly award. She lives and works in Avon Lake, Ohio.

**Brent R. Waldron**, BA'84, writes that he is "having fun selling advertising and just got my license to umpire and referee high school sports." Waldron is in inside sales for the magazine *National Kart News* in Granger, Ind. He and his wife, July, live in South Bend, Ind.

**Christopher C. Rossiter**, BA'87, was promoted from senior vice president and executive producer to executive vice president and director of broadcast production at Leo Burnett USA in Chicago. During his 17-year career with the agency, he led production of an award-winning Heinz Ketchup campaign and launched the U.S. Army's *Army of One* campaign. His spots for McDonald's have won a Cannes Gold Lion and a spot in the Clio Hall of Fame. While a student at IU,

Rossiter was a member of the 1983 NCAA National Championship soccer team. He lives in Lincolnshire, Ill.

**Michael T. Stephens**, BA'87, MLS'95, reports that he accepted a teaching position at Dominican University's Graduate School of Library and Information Science in River Forrest, Ill. He is the writer of *Tame the Web: Libraries & Technology*, a blog at [www.tametheweb.com](http://www.tametheweb.com).

In the last year, **Matthew B. Bauer**, BA'88, has assumed the role of president of BetterWorld Telecom, a company he co-founded four years ago in Washington, D.C. BetterWorld is a nationwide voice and data telecom provider, focusing solely on organizations that have social and sustainable missions and donating 3 percent of revenues to causes that benefit children, education, and the environment. He and his wife, Christine Pinkerton, live in Charleston, S.C.

**Kevin A. Halloran**, BA'88, JD'92, has been named a partner at the Bloomington, Ind., law firm of **Bunger & Robertson**, where he joined as

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## Alumni notes

(continued from page 13)

an associate in 2002. A certified public accountant and attorney, Halloran practices in the area of tax planning, legal and business advisory services, and corporate law. He is an adjunct professor teaching partnership tax at IU Bloomington's School of Law. He is president of the Bloomington POPS Inc. and treasurer of the Boys & Girls Club of Bloomington. He is also an active member of the Bloomington Economic Development Corp., the Bloomington Chamber of Commerce, and the Bloomington Sunrise Rotary Club.

**Michael R. Baber**, Cert/BA'89, is a music editor for motion pictures and single-camera television shows. He lives in Woodlawn, Calif.

## 1990s

**Fran Harvey III**, BA'90, of Hermosa Beach, is a voice-over artist in Los Angeles.

**Lara A. Funaro-Cook**, BA'92, writes, "My husband and I welcomed our first child, Cameron, in May 2005. What a joy! Before that, I served as secretary of the Tampa Bay Alumni [Chapter of the IUAA]. I'm now working in television as director of on-air talent." Funaro-Cook works at the Home Shopping Network in St. Petersburg, Fla., and lives in Clearwater.

**Mary T. Powaga-Anderson**, BA'92, organized the Greater Chicago Food Depository in March. Thirty-two IU alumni gathered to volunteer at the event. Powaga-Anderson is the Midwest advertising sales

director of *People en Español* magazine. She lives and works in Chicago.

**Jennifer S. Roberts**, BA'92, is the founder of a new not-for-profit information portal for adolescents age 13-18, [www.kids411network.org](http://www.kids411network.org). The Web site is a one-stop resource center, specializing in higher education, money management, and careers in demand. Roberts is a management consultant at Roberts Consulting Services, a small consulting firm she founded. She lives in Garden Grove, Calif. Previously, Roberts has served as a lobbyist for the Insurance Institute of Indiana in Indianapolis and as an English teacher in Moscow.

**Randy Stine**, '92, produced a DVD of Straight No Chaser's 1998 concert in IU's Musical Arts Center. It was released at the 10th anniversary concert in April in Bloomington. The Recorded A Capella Review Board states that "*Live at the Musical Arts Center* is half concert, half bonus video, and 100 percent entertaining. And with a deft hand, it's all edited together at a nearly broadcast pace. As lengthy as the concert, the video segments rank as the most thoughtful, clever, and funniest college humor." The DVD is available online for purchase at [www.a-cappella.com/catalog/p\\_1728d.html](http://www.a-cappella.com/catalog/p_1728d.html).

**Edward M. Kominowski**, BA'93, MS'95, is director of development for Relevant Radio, the largest Catholic talk radio network in the country. In this role, he leads the development efforts for the southwest Florida market, where Relevant Radio has two stations. Kominowski lives in Fort Myers.

**Bryan S. Sullivan**, BA'93,

is in business with two other IU alumni, Donald A. Shapiro, BS'85, and Gregory J. Nieder, BS'92, in Chicago. They have an investment company, Foresite Investment Holdings, and an operating company, Foresite Realty Partners, focused on the buying, selling, leasing, development, and asset management of real estate in the Midwest. Sullivan lives in La Grange Park, Ill.

**Stefanie L. Felrice Greenberg**, BA'95, and **Mitchell J. Greenberg**, Cert'92, BA'94, have a daughter, Madeleine Chase Greenberg, born in October 2005. She is a manager of conference sponsorships for a health-care company in Norwalk, Conn. She also freelances as an event coordinator for professional figure-skating shows. He is vice president of TD Securities, a division of Toronto Dominion Bank. He works in New York City as a foreign-exchange trader. The Greenbergs live in Fairfield, Conn.

**Aaron C. Wolf**, BA'96, MIS'03, of Springfield, Ill., is an IT consultant for Ciber.

**Thomas J. DeRue Jr.**, BA'97, JD'00, joined KB Home as the land-acquisition manager for the Indiana division, where he will be responsible for the acquisition and entitlement of land in central Indiana. KB Home, a home-building company, is in the Fortune 500 and listed on the New York Stock Exchange. DeRue recently served as Indianapolis Mayor Bart Peterson's legislative affairs director and had practiced real estate and governmental affairs law with the Indianapolis law firm of Bingham McHale. He and his wife, Heather L. Jones DeRue, BS'99, live in Indianapolis.

**Stephen L. Hood**, BA'97, is a Web search project manager for Yahoo! in Sunnyvale, Calif. He writes, "I got married in October [2005], to one Melissa Lisbon — sadly, not an IU alum, but I still think she's great anyway."

**Jonah M. McMichael**, BA'97, recently worked as line producer for Fox Studios on a television show called *The Girls*

*Next Door* about life inside the Playboy mansion with Hugh Hefner, as seen through the eyes of three of his girlfriends.

**DeMarco Brown**, BA'99 is a photojournalist for WSBT in South Bend, Ind. His wife, Elizabeth J. (Armstrong), BA'00, is a legal assistant for May Oberfell Lorber, Mishawaka. Elizabeth writes, "We recently bought a house in South Bend and are remodeling it."

**Andrew T.A. Lennie**, BA'99, writes, "I am on to what is a dream come true, writing, producing, and editing promos for childhood favorite WGN-TV. I do mainly spots for White Sox games, but am also working on the launch of the CW Network and new programs coming to WGN." He and his wife Nicole (Parham), BS'99, live just outside of Chicago with their dog Beacon and can be reached at [alennie99@alumni.indiana.edu](mailto:alennie99@alumni.indiana.edu).

## 2000s

**Mary E. Craig DeFalco**, BA'00, has worked at the Chicago office of MTV Networks in sales and marketing capacities. She is now a marketing manager, focusing on strategic marketing and partnerships for MTVN's 27 brands with cable operations in the Midwest. She married in 2002 and lives in Woodridge, Ill.

**Jeremiah C. Jordan**, BA'00, of Los Angeles, worked as a producer on the independent film *Joshua* with three other IU alumni. He is currently producing DVD special features for Jerry Bruckheimer, Disney, Fox, Warner Brothers, and more.

**Danielle D. Miller**, BA'00, graduated with a master's degree in social work from Boston College in 2005. A child and adolescent therapist at Regional Youth Services Inc. in Jeffersonville, Ind., she lives in Sellersburg, Ind.

**Rebecca A. Kintigh**, BA'01, has been promoted to the position of media planner at MPG/Arnold in Boston. She has worked at the advertising firm for more than one year. Kintigh lives in Brighton, Ma.

(continued on page 15)



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## Alumni notes

(continued from page 14)

On May 7, **David E. Reinwald**, Cert/BS'01, was invested as a cantor by Hebrew Union College. He is now the full-time cantor of Congregation Beth Israel of Austin, Texas.

**Kathleen Stephens Sheehan**, BA'02, married A.J. Sheehan on Sept. 21, 2002. They live in Maineville, Ohio, near Cincinnati. Her address is ktaj921@yahoo.com.

**Nick Solga**, BA'02, received a Future 40 Award during a ceremony at the Embassy Centre in Fort Wayne, Ind. Each year, the *Fort Wayne Business Journal* presents the award to 40 area business leaders to honor civic involvement, commitment to business growth, and professional excellence. Solga works for an advertis-

ing firm, Marketshare + Inc., where he oversees all client media planning and buying as head of the media department. Solga also serves as an account executive for the firm. He lives in Fort Wayne.

**Steven M. Stewart**, BA'02, and Julie M. (Paskar), BA'02, MA'04, were married on Jan. 7 in St. Louis. "We met during our junior year of undergraduate work at IU and have been together ever since," she writes. "We are currently living in Chicago. Steve is a recent graduate of the Chicago-Kent College of Law, and I am a pediatric speech-and-language pathologist at the Jewish Children's Bureau of Chicago."

**Leah K. Boley**, BA'03, spent two years working in the film industry in Nashville, Tenn. Her last project was the feature film *The Second Chance*, for

which she worked as the art department PA.

**Danielle G. Lance**, BA'03, is a research manager for Comcast Spotlight, New York.

**Jill Philipps**, BA'03, is a human resources supervisor for Six Flags Kentucky Kingdom in Louisville.

**Meredith I. Stradtner**, Cert/BA'03, works for HLS Pharmacies Inc.'s home medical division. Stradtner can be reached at meredithstradtner@hotmail.com.

**Whitney K. Wright**, BA'03, is account coordinator for Crosley Radio in Louisville, Ky. She lives in Jeffersonville, Ind., and can be reached at whitney781@hotmail.com.

**Christopher G. Booker**, '04, is a multimedia producer at the *Chicago Tribune*, where he writes, produces, and edits television and interactive print.

He freelances for NPR, where he writes and produces audio.

**Jamey R. Clouse**, BA'04, is a tape operator at Turner Studios in Atlanta.

**William F. Deloney**, MS'04, was hired as a segment producer for mtvU, a new MTV channel that airs only at universities. He pitches story ideas; travels to a different university every other week; and shoots, produces, and edits the segments for the air. Deloney lives in Ridgewood, N.Y.

**Emily A. Detro**, BA'04, is a project manager at Coolfire Media, a St. Louis-based production and post-production company. She is responsible for new business development and client relations within the company and serves as production manager for those accounts.

**Ryan D. Holder**, BA'04, is postproduction coordinator for a small company called Liquid Pictures.

**Becky Phillips**, BA'04, writes, "I'm working for the Riley Children's Foundation as a camp coordinator for Camp Riley, a camp for youth with physical disabilities." She lives in Indianapolis.

**Joseph B. Sladeski**, BA'04, of Indianapolis, was promoted to the rank of seaman in the U.S. Navy upon graduation from recruit training at Recruit Training Command in Great Lakes, Ill. He received an early promotion due to outstanding performance during all phases of the training cycle.

**Jeremy D. Weinstein**, BA'04, is assistant editor on a documentary feature for Red Rover Films called *Punk's Not Dead*, about the punk rock music and culture of the last 30 years. A trailer of the documentary can be seen at [www.punksnotdeadthemovie.com](http://www.punksnotdeadthemovie.com).

**Darcie L. Ryan**, BA'05, has been promoted to account coordinator with the public relations firm Mueller Communications Inc. in Milwaukee. She started at the firm in June 2005.

**Ashley E. Settles**, BA'05, is a media coordinator for PUSH, a full-service branding agency in Orlando, Fla.

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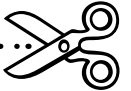
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