

# Telecomment

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College of Arts & Sciences Alumni Association

Summer 2010

## Celebrating 20 years of MultiVisions

On April 9, 250 students and 27 media professionals spent a day exploring careers and issues in media at the 20th anniversary MultiVisions Communications Conference. What began 20 years ago as a small event focused on video production has grown to be broadly recognized as one of the premier career events at IU Bloomington.

### HISTORY OF MULTIVISIONS

MultiVisions was first held in February 1991, with six speakers and about 20 students attending. It came about as a collaboration between Video Concepts, a Union Board student-run production company, and the IU chapter of the International Television Association (ITVA). **Angela Horton Huffman**, BA'92, was a co-director of the Video Concepts committee and **Marcy Paul**, then a graduate student in the Department of Telecommunications, served as its adviser. Together they planned an event that would bring industry professionals to campus to interact with students — and coined the term “MultiVisions.”

Faculty member **Ron Osgood**, who coordinated the video production curriculum in the Department of Telecommunications, provided support and encouragement.

In the second year, Huffman served on the board of directors for the National Association of College Broadcasters (NACB). That connection led the 1992 MultiVisions to become a multi-campus, two-day regional conference for NACB. Since that time, MultiVisions returned to a campus-based event organized by students from the Department of Telecommunications. It continues to grow and evolve, bringing up to 30 professionals to campus each year from all areas of the communications industry — and from all across the country as well.

Student creative work became integral to the conference when the Media Showcase Competition was established in 1997. Starting in 2006, the task of judging entries shifted to teams of media

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*Studio 5 provides the perfect setting for MultiVisions panels. Students listened attentively as professionals from Los Angeles, Chicago, and New York City discussed “Bringing Ideas to Life” in the production panel during the 2010 conference.*

Jim Krause

**“IF IT IS POSSIBLE TO MOTIVATE A PERSON TOWARD LONG-TERM LIFE GOALS IN ONE DAY, IT CAN HAPPEN AT MULTIVISIONS.”** — CHRIS BATES, MS'09, LEAD SOUND DESIGNER &

COMPOSER, EDUTAINMENT SYSTEMS

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## Electing an image

### Award-winning book reveals power of visuals in politics

Professors **Maria “Betsi” Grabe** and **Erik Bucy** were awarded the International Communication Association’s 2010 Outstanding Book Award for *Image Bite Politics: News and the Visual Framing of Elections*.

The authors drew from a variety of disciplines, including political science, behavioral biology, and cognitive neuroscience, for the book’s investigation of the visual framing of elections. Their book is the first to systematically analyze the visual presentation of presidential candidates by network television newscasts and to connect those visual images with shifts in public opinion.

Professors Grabe and Bucy analyzed the visuals used in network television news coverage of four presidential campaigns from 1992 to 2004. They found the visual images or “image bites” of candidates shown on television news are more prevalent, and in some elections more important, in shaping voter opinions of candidates than sound bites from the candidates. This runs counter to the prevailing wisdom that candidates are judged mostly on what they say about the issues. The book also challenges

the idea of a “liberal media bias” with research showing Republicans consistently receive more favorable visual treatment in news coverage than Democrats.

The Outstanding Book Award is given to a book that addresses problems important to the Association’s fields of study and to the communication discipline as a whole, has high quality writing and argument, and presents strong evidence to support its conclusions.

The International Communication Association is an academic association for scholars interested in the study, teaching, and application of all aspects of human and mediated communication. It has more than 4,200 members in 75 countries.

#### ► Eyes trump ears.

A study of TV coverage of campaigns from 1992 to 2004 showed that what voters see influences opinions more heavily than what they hear.

## CAMPUS MOVIEFEST FINALE: Students’ editing skills awarded

“Giggles,” a short movie produced by a team of Indiana University students that included more than a dozen telecommunications majors, won the Golden Tripod Award for Best Editing at the 2010 Campus MovieFest International Grand Finale (CMF). “Giggles” is an abstract movie that parallels a young girl’s imaginary friend with her abusive father.

The CMF competition begins at the campus level. Teams of students are loaned digital camcorders and laptops for one week to produce a short movie no longer than five minutes. The best movies produced at IU as determined by a panel of students and staff move on to a regional competition.

“Giggles” won best picture at the IU level and advanced to the Northern Region competition where it finished in the top-16 finalist group, advancing to

### “Giggles” is an abstract movie that parallels a young girl’s imaginary friend with her abusive father.

the International Grand Finale in Las Vegas. CMF estimates 75,000 students participated in more than 50 events during the 2010 competition.

**John Stante**, a senior telecommunications major, was the “Giggles” project manager. The project was completed through N’Ovations Productions, a student film organization advised by telecommunications senior lecturer **Jim Krause**. The team started planning for the competition during the fall semester and produced three movies during the one week production period.

**Gesi Aho-Rulli** was the team’s writer, director, producer, and editor. He is pursuing a degree in the Individualized Major Program, guided by **Steve Krahnke**, director of national program development for WTIU, Indiana University’s public television station, and a senior lecturer in the Department of Telecommunications. Aho-Rulli won first place in last year’s campus-level CMF competition, making him a winner two years in a row.



# 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 [www.indiana.edu/~telecom](http://www.indiana.edu/~telecom).

**Bryant Paul** was promoted to associate professor position with tenure. His research and teaching interests include the social and psychological effects of sex and sexuality in the media, particularly how those effects impact First Amendment law and policy.



Paul

The U.S. Supreme Court has cited Paul's research into whether adult entertainment businesses generate negative secondary effects, such as increased crime or lower property values.

**Betsi Grabe** has completed her service as director of graduate studies. **Harmeet Sawhney** assumes the director's responsibilities.



Sawhney

**Barbara Cherry** is now the honors advisor for the Department of Telecommunications. Outstanding students admitted to the departmental

honors program complete 12 credit hours of honors work, including a senior thesis, and may apply for admission to graduate-level courses in the department for honors credit. The honors degree requires a minimum cumulative grade point average of 3.3 and a 3.5 average in telecommunications courses.



Cherry

Research by **Andrew Weaver** was featured during a segment of "CBS Sunday Morning." The television news magazine's cover story about the popularity of TV crime shows mentioned several studies about why audiences like the shows and how they react to them. Weaver provided background information to the segment's reporter. His research found viewers enjoyed crime shows significantly more when all of the violent scenes were cut out compared to people who saw the original versions of programs like "24" and "The Sopranos."

Goodbye to **Lee Sheldon**, who left the IU Department of Telecommunications to join the Department of Language, Literature and Communication at Rensselaer Polytechnic Institute (RPI) as a tenured associate professor. He also will serve as co-director of RPI's Games and Simulation Program.

## Congratulations, students!



### 2010 MultiVisions Media Showcase winners

2010 Media Showcase Competition winners were awarded trophies by **Steve Katzenberger**, BA'77, whose company, Creative Street Media Group, provides annual sponsorship for the contest of student-produced creative projects.

Front row: Farrin Davis, James Ball, Aaron Shroyer, Taylor Zitman, Ed Wu, Jeff Edge, Whitney Eklof, Sophia Parkison. Back row: Matt Dirksen, Joseph Toth, Austin Lord, Chad Quandt, Jessica Turner, Steve Burns, Tony Mulinaro, Jack S.K. Chang, Elizabeth Crosbie.

### 2010 scholarship recipients



**Julia Fox**, associate professor and director of undergraduate studies, presented scholarships to outstanding students.

Back row: Julia Fox, Jared Solow, Rolland Johnson Award in Telecommunications Management; Sophia Parkison, Donald E. Agostino Memorial Scholarship; Coby Slagel, LeRoy Bannerman Award in Innovative Audio; Chad Quandt, Fred Brewer Award in New Media Graphics and Jeri Taylor Scriptwriting Prize; Anton Goddard, Jack Sheehan Scholarship. Front row: Lauren Hill, Lee Norvelle Scholarship; Taylor Zitman, Jennifer Byrne Shull Scholarship; Alexander Kopytko, Chairman's Award; Luke Fisher, Donald Abbott Rushton Memorial Scholarship.





# 20TH ANNUAL MULTIVISIONS *communications conference*



Telecommunications alumni from Optimus, a post-production house in Chicago, screened samples of their work and described the process of creating a television commercial from production, to editorial, graphics/animation, sound design, and finish. Optimus provides funding for MultiVisions annually and regularly hires Telecom students and alumni for internship and professional positions. Left to right, editors **Ruben Vela II**, BA'94, and **Craig Lewandowski**, BA'96, and Executive Producer **Brian Hrastar**, BA'96.

## MultiVisions Panelists

The Department of Telecommunications heartily thanks the panelists of the 2010 MultiVisions Communications Conference, held April 9. We are proud to host so many telecommunications graduates as panelists. Their success inspires our students. Find a complete listing, including job title and location, at <http://www.indiana.edu/~telecom/news/multivisions2010>.

### Bringing Ideas to Life: Production

Panelists: **Marla Hudnall**, BA'00, *House & CSI:NY*; **Frank Haney**, BA'78, Haney Film/Multimedia; **Scott Levine**, IU dad, Lorcott Productions; **Cary Okmin**, BA'89, Disney Interactive; **Derek Davis**, BA'94, CNN. Moderator: **Lee Sheldon**, faculty.

### Winning the Client: Advertising, Marketing, and Sales

Panelists: **Jennifer Newberg**, BA'90, Strotzman International; **Tom Bortz**, BA'71, WGN Radio; **Wendy Weatherford-Marks**, BA'89, VH1; **William Mericle**, BA'84, Euro RSCG. Moderator: **Mike McGregor**, faculty.

### Evolving Sound: Audio

Panelists: **Jacob Belser**, Farm Fresh Studios; **Jonathan Cargill**, BA'94, Indiana University and

Secretly Canadian; **Don Worsham**, BS'70, freelance audio engineer and studio owner; **Chris Bates**, MS'09, Edutainment Systems. Moderator: **Norbert Herber**, faculty.

### Conceptualize, Create, Communicate: Creative Street Media Group

Panelists: **Steve Katzenberger**, BA'77; **Stephen Turchyn**, BA'05; **Mark Nisenbaum**, BA'89, all with Creative Street Media Group.

### Optimus: Prime Post Production Show & Tell

Panelists: **Brian Hrastar**, BA'96; **Craig Lewandowski**, BA'96; **Ruben Vela II**, BA'94, all with Optimus.

### #TrendingTopics @InnovativeMedia

Panelists: **Andrew Deutsch**, films & web-series; **Kieran Farr**, BA/BS'05, VidSF-TV; **Christine Badowski**, BA'89, ComPsych. Moderator: **Mark Deuze**, faculty.

### Telecom Rookies

Panelists: **Phil Robinson**, BA'09, Third Street; **Patrick Kent**, BA'08, Seed Strategy; **Annie King Speicher**, BA'07, Luminair Communications & Entertainment; **Brett Harris**, BA'08, *The Dr. Oz Show*. Moderator: **Ken Beckley**, BA'62.

## What panelists said about MultiVisions 2010:

“As an alumnus coming back, it’s gratifying to know that it’s the students who are mainly responsible for making this happen. Seeing their dedication makes me want to help out and get involved.”

— Craig Lewandowski, BA’94, editor, *Optimus*, Chicago

“[Conducting informational interviews] made me proud to be an Indiana University alum! Each student asked smart, thought-provoking questions and seemed well prepared to enter the working world. I would absolutely encourage all panelists to participate in these interviews.”

— Wendy Weatherford-Marks, BA’89, vice president of marketing, *VH1*, New York City

“It was great to reconnect with the Telecommunications department and to see this group of engaging, bright students. It will be interesting to see where they wind up and how they will change the world of video/media.”

— Frank Haney, BA’78, producer, *Frank Haney Multimedia*, Chicago

“I am continually amazed at the energy and talent displayed by Telecom students at MultiVisions. ... I always feel like I receive more than I give. New ideas are abundant, and I meet so many young people who have great careers ahead of them. Bravo, IU Department of Telecommunications for hosting and managing such a wonderful event!

— Steve Katzenberger, BA’77, president and COO, *Creative Street Media Group*, Indianapolis

“MultiVisions...a terrific experience for all participants. It fired me up to go back after some tough potential clients. MultiVisions ... It’s not just for students anymore!”

— Scott Levine, IU dad and owner of *Lorcott Productions*, New York City

### Why do students attend?

*MultiVisions provides insights into a broad spectrum of media-related careers, largely from IU graduates who can recall their own trepidation about stepping into the “real world.” Freshmen often discover new career paths that lead them to choose a broader range of academic coursework. Sophomores and juniors use the conference to extend their professional network, frequently landing summer internships thanks to connections made during MultiVisions. And for seniors facing a competitive job market, the visiting professionals provide specific tips and action items, peppered with hope and inspiration.*



## MULTIVISIONS SPONSORS...

*We couldn’t do it without you.*

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

### Sponsors & Underwriters

- Creative Street Media Group — Media Showcase Sponsor
- Optimus — MultiVisions Dinner
- Smithville — Networking Luncheon
- Comcast — Informational Interviews

### MultiVisions 20th Anniversary Mementos

- Bright Light Visual Communications and the Spalazzi family
- Third Street Partners — David Jones, BA’91, Sean Smith, BA’95, Andrew Thompson, BS’90, Phil Robinson, BA’09
- Luke Reed, BA’08, and Tom Reed

### Panel Sponsors

- Protokulture, John Michaels, BA’94
- Williams Production Services, Tony Williams, BA’87
- IU Alumni Association
- IU College of Arts and Sciences Career Services

### Rookie Supporters

- Paul Caine, BA’86
- WYFF Channel 4, Greenville, S.C.

### Media Showcase Supporters

- WTIU/WFIU, IU Student Television, Perfect Parties Tents & Events
- Tara Carroll-McKee, BA’79, Dennis Green, BA’86, Michael Hayes, BA’88, Andrew Lennie, BA’99, David Shank, BA’72 and Marilyn Shank, BS’73, Connie Terwilliger, MS’77, Lloyd Wright, BA’76

Contact Legene White at [whitell@indiana.edu](mailto:whitell@indiana.edu) to underwrite MultiVisions 2011 and put your name on this list!

# TELECOM 'ROOKIES' NOW IN THE BIG LEAGUES



Telecomment checked in with alumni from the first “Telecom Rookies” panel at MultiVisions 2001. We discovered that they’re still superstars on and off the field.

Compiled by Matt Pierce and Legene White

**Julie Vawter Link**, BA’00, is the director of research for Scripps Networks’ Home Category in Knoxville, Tenn. With the acquisition of Travel Channel in 2009, Scripps Networks has been recently restructured to operate in three categories: home, food and travel. Link works with Nielsen ratings and industry studies and also develops the network’s own primary research in hopes of finding new ways to reach its viewers and consumers through new products, web applications, and retail partnerships.

In nine years with the Scripps Research Department, Link has reinvented herself or positioned her skills in new ways as the company has grown. Her most recent challenge is working with new business development in retail partnerships and licensing deals. Once again, she has been required to break out of her core set of skills as a media researcher to learn how to think like a shopper instead of viewer.

“Taking [Telecom] classes that, at the time, felt a notch out of my comfort zone showed me what else I could be interested in and what else I might be good at,” recalls Link. “A well-rounded education really paid off for me.”

“I still think back to the advertising team I worked with in my senior year and how we totally rocked-out second place in a national competition. Those real world experiences can build your confidence so you’re ready to dive into a project on the first day of your first job.”

Link also credits the MultiVisions conference. “MultiVisions was a great experience because it really mimics a lot of real world situations — persuasion, negotiation, event planning, and being on your toes when you meet a person who could be your first boss. I think MultiVisions is the closest thing an IU student can get to being in the right place at the right time.”



MultiVisions 2001 included a panel of “Telecom Rookies,” young alumni who passed on lessons from their first years of work. The conference favorite soon became a yearly tradition. Pictured here are members of that first Rookies panel in 2001, listed with their job positions at that time: From left, **Mary Craig**, BA’00, sales and service coordinator at MTV; **Steve Hood**, BA’97, research and development for Extricity; moderator **Tania Tawil**, BA’96, marketing coordinator at Speedvision & Outdoor Life Network; **Andrew Lennie**, BA’99, promotion writer/producer with WEEK TV-Peoria; **Julie Vawter**, BA’00, research analyst with E! and Style.



Link with daughter, Keaton.



**Stephen Hood**, BA’97, has started his own company, BlockChalk, a mobile technology startup in Silicon Valley. BlockChalk users can interact with people in their neighborhood using GPS-enabled smartphones. The company recently raised a round of funding from a respected group of angel investors and venture capitalists.

Hood says BlockChalk is going to change the way people interact with their neighbors and the communities they live in. “It has always been my goal to work for myself and start my own company. More importantly, I’ve long desired to apply technology toward making a positive social impact. This is finally my chance to do both.”

Prior to launching his startup company, Hood was manager of the social bookmarking service Delicious, one of the original “Web 2.0” companies, where he pioneered a number of concepts in social media that are now commonplace.

“I’ve come to realize that I’m not well suited to work in large corporations or organizations,” Hood said. “Unfortunately it took me the better part of a decade to figure this out. But on the positive side, I did figure it out.”

As for working on a startup company, Hood says, “It’s both an exhilarating and stressful time, but I wouldn’t trade it for anything.”



**Tania Tawil, BA'96**, is Account Supervisor for Vibes Media in Chicago. She manages and directs a client service team that works with over 300 TV, radio, sports and entertainment clients. Vibes Media helps its clients incorporate mobile marketing into their overall sales, marketing and advertising campaigns.

Her career path took her to the cable television industry, where she worked with both start-up and mature cable networks, learning about what makes them successful: programming, marketing, promotion, advertising and affiliate sales. As technology advanced and new video platforms emerged, she grew more and more interested in the cross-platform extension of the TV/media experience.

“Three years ago I entered the rapidly changing world of mobile marketing where I help TV clients connect with viewers through their cell phones — the “third screen” if you will, and the glue that ultimately connects multi-platform campaigns together,” Tawil explained. “My Telecom degree was instrumental in preparing me for my career, and not only from the standpoint of developing a 360-degree understanding of the television industry. I’ve always noticed that anyone with a production background has this incredible attention to detail and composition, which comes in very handy with everything from drafting presentations to writing emails. A strong attention to detail is critical to success in any business.”

She also credits MultiVisions for helping her get off to a good career start. “[It] provided the opportunity to hear first-hand the kind of relevant information I needed at an important time in my life--the transition from college student to working professional.”

**Andrew Lennie, BA'99**, is a writer-producer-editor at WGN-TV/WGN America in Chicago. He is responsible for conceiving, writing, producing, and editing on-air promos for a variety of projects, including Chicago Cubs baseball, Blackhawks hockey, and local shows such as “Chicago’s Best.”

Lennie develops ideas to launch new seasons as well as for current topical promotions. Although not reflected in his already expansive job title, he is also heavily involved in the company’s social media efforts, having launched and now maintaining its You Tube, Twitter, and Facebook efforts.

A brief stint outside of the media business as a car salesman in Boston convinced Lennie to return to his original chosen career. “I sold cars for six months to help put my wife through grad school. I was on the verge of making it a career until I was denied a \$1,000 bonus. I decided to get back into the TV business — haven’t looked back since.”

For Lennie, MultiVisions was the key to launching his media career. “I wouldn’t be where I am today without the networking I did at MultiVisions. I met an executive who helped me get an internship in a very specific area of our field, which led to a first job, and so on. If you’re NOT attending this event, switch to the dental school, because this business is about WHO you know just as much as WHAT you know.”



Tawil



DeFalco with her family.

**Mary Craig DeFalco, BA'00**, is now a stay-at-home mom after seven fast-paced years in affiliate sales and marketing with MTV Networks in Chicago. She wore a variety of hats during her years at MTV, including account coordinator, field marketing manager, and account director.

“Our division’s role was to create demand for our newer cable networks like MTV2, LOGO, NickToons among others and ultimately to gain carriage of these networks on cable systems,” DeFalco recalls. “Basically, it was critical for our cable networks to have strong carriage on cable systems across the country to help with a broader foundation for National Ad Sales revenues. My job was truly about the adage ‘more eyeballs equal more dollars.’”

She advocated for network carriage, developed sales strategies for cable companies like Comcast, Time Warner, and Insight, created and presented sales pitches, managed relationships, and developed strategic marketing partnerships with the cable companies.

Early in her career, DeFalco recognized that her classes and activities in Telecommunications at IU had provided her with solid preparation for a demanding job. She was quickly promoted to the competitive position of account manager.

“I began to understand that that coursework that I thought I would never use in ‘the real world’ was in fact very real,” said DeFalco. “I needed to call on my textbook learning from the classroom to have valuable, meaningful conversations with our customers. And there was much benefit in having the unique experiences of attending the MultiVisions Conference and the National Student Advertising Competition, which helped me to understand the importance and etiquette of industry conferences, exposure, and networking to help advance my career trajectory.”

When DeFalco learned that her oldest son was diagnosed with Cystic Fibrosis, a rare genetic disorder causing severe digestive complications and life-threatening lung infections, she decided to take on what she calls the “toughest and most rewarding job in the world” as a stay-at-home mom. Cystic Fibrosis is a labor-intensive disease, requiring much care for Michael (3) and Dylan (17 months). Her days are still filled with ‘to-do’ lists, just very different items from her lists at MTV.

Along with her husband Lou, DeFalco is extensively involved in annual fundraising for the Cystic Fibrosis Foundation and has raised over \$100,000. She is undecided about whether to return to the corporate workforce once her children are older. “I have considered starting my own jewelry business, dabbling in other entrepreneurial opportunities, or possibly stepping up and working with the Cystic Fibrosis Foundation in a bigger way,” she said. “My goals are to continue to stay active and make a difference in the world. I plan to make this world a better place, especially for my kids. And I have no doubts that the coursework and opportunities at IU prepared me for every step of my journey.”

## MULTIVISIONS HISTORY

*(continued from cover)*

professionals, spearheaded by alumni. Consequently, entrants now receive not only a score but, more importantly, detailed feedback and constructive criticism.

Over the years, MultiVisions has placed more emphasis on networking. Besides speaking on a career panel, professionals meet one-on-one with students for informational interviews. Students use these conversations to gather information about the industry, discover internship and employment leads, and expand their professional network. Informal networking continues over lunch and, later in the evening, at Nick's.

In addition to student leadership, MultiVisions depends on Telecommunications alumni and friends who take the time to attend or provide financial support. While the faces on the student planning committee have changed over the past 20 years, the two fundamental goals for MultiVisions have remained: to supplement classroom learning and to give students practical advice on how to achieve their dreams in a challenging industry.



Innovative Media panelists **Christine Badowski, BA'89, Andrew Deutsch, and Kieran Farr, BA/BS'05.**



*Above: Students asked advice and had their career questions answered during one-on-one informational interviews with the visiting professionals. These informal chats sometimes lead to internships or jobs and often to ongoing mentor relationships.*

*Below: **John Cargill, BA'94,** was part of the "Evolving Sound: Audio" panel. To his right are **Don Worsham, BS'70,** and **Jacob Belser.***



*Above: **Legene White,** director of alumni affairs and advisor to MultiVisions, recognized Professor **Ron Osgood** for his contributions over 20 years.*



**Steve Katzenberger, BA'77,** describes the creative process of his company, Creative Street Media Group, with the help of **Stephen Turchyn, BA'05.**



## Before 1960

**Philip Schwimmer**, BS'55, has spent 18 years playing with the Windy City Jammers band in Chicago. He writes, "[On] Monday nights [we play] Lincoln Restaurant at Lincoln Avenue and Irving Park Road. There is a free parking lot off Irving Park. Come on down!" Schwimmer lives in Skokie, Ill.

**Larry McCoy**, BS'59, MA'65, has written a book of humorous essays on aging, *Did I Really Change My Underwear Everyday?* He and his wife, **Irene (Kristoff)**, BA'60, MA'65, live in Rockville Center, N.Y.

**Arlene Neubauer Martin**, BA'59, serves on the New York board of directors of the American Federation of Television and Radio Artists. She is one of six New York City AFTRA singers who sang at the World Trade Center Responder Day ceremony at St. Paul's Church, next to the World Trade Center grounds, on Saturday, June 5. The annual event is held in honor of those who gave their lives trying to save others on 9/11. Martin, who performs professionally under the name Arlene Martell, writes, "I have been a professional studio/jingle singer in New York City since 1968. I'm 73 years old and have never stopped singing. I hope to continue for at least another ten years." She lives in New York City.

## 1960s

**Patricia Fisher Allen**, BA'64, retired after 19 years as a substitute teacher at Clarksville (Tenn.) High School. In the 1960s she worked for two years as a censor in broadcast standards for ABC Television in Chicago. Allen is actively involved in Republican Party politics in Tennessee, serving as immediate past chairwoman of the Republican Party in Montgomery Co. She is currently

in her 12th year as the elected Republican State Executive Committeewoman for Tennessee District 22. Allen lives in Clarksville.

**Alan S. Fritch**, BS'67, is news director of MTS Broadcasting in Cambridge, Md. He is responsible for news coverage for four of the company's radio stations. Fritch lives in Salisbury, Md.

## 1970s

**Robert G. Knipe**, MS'75, is the dean of learning technologies at Genesee Community College in Batavia, N.Y., where he lives.

After almost 40 years working in public education, **Anthony A. "Tony" Rose**, BA'71, MS'78, EdS'85, retired as superintendent of Frankfort (Ind.) Community Schools on Dec. 31. He plans to work as an educational consultant for the West Lafayette, Ind., firm Administrator Assistance. Rose lives in Lafayette with his wife, Patricia (Boylan), BS'73, who retired in 2008 as a teacher with the Tippecanoe (Ind.) School Corp.

**Nina Freese Thayer**, MS'75, is retired. She formerly worked at the Jet Propulsion Laboratory, a federally funded research and development center and NASA field center located in the San Gabriel Valley area of Los Angeles County. Thayer taught in the IST program at IU Bloomington in 1982-83. She lives in Fuquay-Varina, N.C.

After selling their professional consulting company, **Larry A. Westberg**, BA'75, MS'77, and his wife, Rose, started the Santa We Believe Foundation. The not-for-profit organization sprang from a program funded by the Westbergs in which preschool children enjoyed gifts and entertainment during the holidays. The foundation provides educational programs and delivers special "wished-for"



**Remember when?** *This was the planning committee for MultiVisions 2001. They helped propel the conference toward growth and prominence. Share your memories with us by submitting a class note to [alumni.indiana.edu/magazine/classnote](http://alumni.indiana.edu/magazine/classnote). Or mail your news or memories to the IUAA along with a photo.*

gifts to children's classrooms. More information is available at [www.santawebelieve.org](http://www.santawebelieve.org). The Westbergs live in Rehoboth Beach, Del.

**Lloyd L. Wright**, BA'76, president and CEO of WFYI Public Broadcasting in Indianapolis, has been elected to the PBS Board of Directors. He will serve a three-year term. This is the second time Wright has been elected to the national governing body. He lives in Indianapolis.

Six IU alumni who work for the law firm Taft Stettinius & Hollister in Indianapolis have been named 2010 Indiana Super Lawyers by *Law & Politics* magazine. **Marci A. Reddick**, BA'78, JD'84, practices in the area of real estate for the firm. Others named as Super Lawyers include Linda L. Pence, BA'71, JD'74; Erick D. Ponader, BA'82, JD'85; Geoffrey G. Slaughter, BA'85, JD/MBA'89; James A. Strain, BA'66, JD'69; and Michael C. Terrell, BS'81, JD'84. The Indiana Super Lawyers list acknowledges the top 5 percent of Indiana lawyers based on peer evaluation, professional achievement, and

recognition. All six lawyers live and work in Indianapolis.

**Mary Bentley LaMar**, BA'79, is founder and executive director of the Sickle Cell Association of New Jersey Inc., a not-for-profit agency established in 2009 to assist the sickle-cell community with non-medical needs and quality-of-life issues. SCANJ works in partnership with health-care professionals and is open to individuals and organizations that support sickle-cell disease services in the state of New Jersey. In June the Newark (N.J.) City Council awarded LaMar a municipal commendation for improving the lives of the citizens of Newark. As a student at IU, LaMar was active in the IU Soul Revue and the Black Student Union. She was also crowned Miss Black Indiana and was first runner-up to Miss Black America in the late 1970s. LaMar spent more than 20 years in musical theater, including Broadway shows, before transitioning into the health-care field. She lives in Newark.

*(continued on page 10)*

## Alumni notes

(continued from page 9)

### 1980s

**Ruth Hollender Palmer**, BA'81, is an administrator at the Princeton University Center for Jewish Life in Princeton, N.J. She lives in Belle Mead, N.J.

**Wm. Jeffrey Curts** BA'84, of Noblesville, Ind., is marketing manager at First Merchants Corp. and owner and publisher of *www.bearsclaws.com*, a blog devoted to the Chicago Bears.

**Mark P. Gillespie**, BA'84, is the producer and host of *WhiskyCast*, an internet radio show, podcast and Web site devoted to whisky connoisseurs. The show is available at *www.whiskycast.com*. Gillespie lives in Haddonfield, N.J.

**Curtis L. Mitchell**, '88, is chief executive producer of operations at Mecusa Telecommunications in Michigan City, Ind., where he lives.

**Eric J. Vermeulen**, BA'89, JD'94, is director of constituent services for Sigma Theta Tau International, the honor society for nursing, in Indianapolis. He previously worked for the Division of Family and Children, managing 16 county offices, and was the director of Maternal and Children's Special Health Care, administering a multi-million dollar health insurance program for special needs youth. He has been recognized for his achievements by several organizations and was named Indiana Director of the Year by the Division of Family and Children in 1998. Vermeulen lives in Brownsburg, Ind.

### 1990s

"My partner, Michael, and I have our hands full as we recently became foster parents to a 4-year-old girl and her 7-year-old brother," writes **Christian M. Carroll**, BA'91. Carroll is a senior buyer for Amazon.com in Seattle, where he lives.

**Donna Tallman Bailer**, AS'91, BA'92, is a shareholder in the law firm Feld Hyde Wertheimer Bryant & Stone in Birmingham, Ala., where she lives.

**Timothy D. Dawson** BA'92, develops and teaches radio-training courses for radio stations all over the Americas for HCJB Voz Global. He and his wife, Amy, and their three children live in Quito, Ecuador, about 25 minutes south of the equator.

**Janice Brockman Hitzeman**, Cert/BA'92, JD'95, is an assistant prosecuting attorney for Delaware County, Ohio. She handles litigation and trials for felony criminal cases. Hitzeman is licensed to practice law in Indiana, Ohio, and Florida and maintains a separate law practice for civil, real estate, and probate matters. Hitzeman lives in Powell, Ohio.

Cross-country I-Woman **Dana Lee Miroballi**, BA'92, JD'95, is an attorney in the National Security Division of the U.S. Department of Justice in Washington, D.C., where she lives. She and her husband, David Firkin, welcomed their first child, Luke Christopher Firkin, in August. Miroballi writes that she loves being a new mom and that "Luke is amazing and is especially cute when wearing IU apparel."

**Catherine Spelman Rubey**, BA'92, wrote and served as

both producer and executive producer on the independent film *Holiday Baggage*, starring Barry Bostwick and Cheryl Ladd. The movie, which is set in Chicago, will have its television premiere on the Lifetime network this holiday season. Rubey owns and operates her own production company and lives in the Chicago area with her husband and two daughters. Visit *www.baggagethefilm.com* for more information about her film.

**Sheila E. Schroeder**, MA'92, PhD, 99, has been promoted to associate professor with tenure in mass communication and journalism at the University of Denver. Her latest film, *Solejourney*, is distributed by First Run Features and is available on most major DVD sites, including Amazon and Netflix.

"After starting my career in TV, video, and film production, I segued into PR, marketing, and corporate communications," writes **Terra Hoskins**, BA'94. She adds, "I am [now] looking for opportunities to integrate social media in communications efforts and produce video for the Web." Hoskins lives in Fishers, Ind.

**Joanna S. Feltz**, BA'94, is an associate in the law firm Hahn Loeser & Parks in Fishers, Ind. She concentrates her practice primarily in the areas of estate planning, business succession planning, and estate and trust administration. Feltz lives in Indianapolis.

**John C. Babione II**, BS'95, JD'01, is a senior associate with the law firm Frost Brown Todd in Indianapolis, concentrating his practice in multiparty toxic exposure personal injury and wrongful death litigation. Babione and his wife, **Leslie (Smith)**, BA'96, celebrated the birth of their first child — and, they say, future IU alumna — Blair Ann in July. Leslie is currently doing freelance communications and marketing work so she can spend more time with her daughter. The family lives in Carmel.

**Thomas J. DeRue Jr.**, BA'97, JD'00, has been named the chief legal counsel to the Democratic Caucus in the Indiana House of Representatives. He previously served as the legislative affairs director for former Indianapolis Mayor Bart Peterson and practiced with the law firm Bingham McHale. DeRue lives in Indianapolis.

**Steven R. MacLaughlin**, BA'97, MS'02, co-edited and contributed to *Internet Management for Nonprofits: Strategies, Tools, and Trade Secrets*, published in April by Wiley. He was named one of "Forty Under 40" for 2010 by *Charleston Regional Business Journal*. MacLaughlin is director of Internet solutions at Blackbaud Inc., a not-for-profit software and accounting-management company in Charleston, S.C. He lives in North Charleston.

**Aimee Nickless Harvey**, BA'98, BS'00, MS'09, was one of six teachers honored as an Outstanding Hoosier Educator in May. She is an English/language arts teacher at Brownsburg East Middle School. She lives in Pittsboro, Ind.

### 2000s

**Katharine Perry Carraway**, BA'01, is a teacher at Thomas Edison School in Morton Grove, Ill. She lives in Chicago.

**Erik B. Long**, BS'02, JD'09, is an associate for the law firm Ice Miller in Indianapolis. He works in the firm's municipal finance practice group. Long and his wife, **Erica (Banta)**, BA'01, live in Indianapolis with their two daughters.

After graduating from the Johns Hopkins School of Medicine in 2006, **Donald W. Buck II**, BS'02, began his plastic and reconstructive surgery residency training at Northwestern Memorial Hospital in Chicago, where he is currently a 4th year fellow. His wife, **Jennifer (Lazarus)**, BA'02, placed her marketing career on hold to care for their son, Benjamin, who was born in January 2009. She is the former director of marketing for Emmi Solutions,

(continued on page 11)

### WHEN IU CALLS, THINK 'TELECOM.'

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## Alumni notes

(continued from page 10)

a medical information technology company, and recently started her own marketing consulting firm, JA Buck Consulting. The family lives in Chicago.

**Katie M. Krentz**, BA'02, works in animation development at 20th Century Fox Television in Los Angeles, where she lives.

**Jennifer L. Micon**, BA'02, is assistant principal at Officer Donald J. Marquez School, a Chicago charter school serving Latino neighborhoods. She writes, "Our school is the 29th Gold LEED certified school building in the United States. Using energy-efficient appliances and systems, in addition to environmental education, keeps our carbon footprint at a minimum." A former Little 500 rider, Micon lives in Chicago.

**Jennifer Kirschner Oilman**, BA'03, is vice president of fashion recruiting at JBCStyle in New York City. She lives in Merrick, N.Y.

**Danielle Lance Seth**, BA'03, is senior manager of media research for Comcast Spotlight in New York City. Her husband, Ashish Seth, BS'03, is an associate at Royal Bank of Scotland in Stamford, Conn. The couple lives in New York City.

Under the on-air name Rhett Lewis, **Rhett L. Kleinschmidt**, BS'05, MS'06, joined Boston television station WHDH in May as a sports reporter and anchor. He previously worked for television station WVUE in New Orleans, and spent two years as sports director at television station KLBK in Lubbock, Texas. An I-Man in football, Kleinschmidt competed as a wide receiver for the Hoosiers, playing under three different head coaches in five years. He writes, "I [was] able to reconnect with two IU football alums playing [at that time] for the Patriots, defensive back Herana-Daze Jones, BS'04,

and running back, Chris Taylor, BS'05. In my first week in Boston I got to see a Bruins playoff game, a Celtics playoff game, and [had] my first experience at Fenway Park — a lot to take in! It's been a whirlwind [first few] months but I've loved every minute." Kleinschmidt lives in Boston.

**Brandon J. Wright**, BA'06, is an associate buyer in sporting goods for Sears Holdings Corp. in Hoffman Estates, Ill. His wife, **Christine (King)**, BS'07, is an analyst for the Kraft North America account at The Nielsen Co. in Schaumburg, Ill. where the couple lives.

After working for television station WFIE in Evansville, Ind., and the American Museum of Natural History in New York City, **Natalie S. Yarbor**, BA'06, moved to Atlanta, where she now works for CNN. She edits video elements for CNN, CNNI, HLN, and cnn.com. Yarbor lives in Atlanta.

**Jennifer A. Lippitt**, BA'07, is the assistant director of special events for the Harvard Medical School in Cambridge, Mass. She plans symposia, award dinners, donor receptions, board meetings, faculty celebrations, and gala events. Lippitt also plans alumni events in Boston, New York, Los Angeles, San Francisco, Washington, D.C., and Indianapolis. Originally from St. Paul, Minn., she lives in Brookline, Mass.

**Anna C. Schilawski**, BA'09, is a public relations assistant for Victoria's Secret Beauty in New York City. Her main responsibilities include coordinating product launches; managing press mailings; monitoring daily placements; supporting store and press events; and building and maintaining relationships with regional, national and international editors. Schilawski was involved in the grand opening of Victoria's Secret on Michigan Avenue in Chicago in October and the annual Victoria's Secret Fashion Show in New York City in Novem-

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"As a freshman I chose the telecom major because I liked TV but had no idea what I'd do with my major. After a guest from Europe lectured in my intro class I took a course in international media, **decided to study abroad, and someday hope to work internationally.**"

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ber. She recently traveled to Miami, Boston, Washington, D.C., San Francisco, and Dallas to share upcoming Victoria's

Secret Beauty collections with regional broadcast, print and online publications. Schilawski lives in New York City.





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