Dr. Melvin L. Sharpe - 25 Years at Ball State University

1981
- Joined Ball State University Faculty

1984
- Published book with Sam Black: Partially Public Relations

1985
- Awarded PRSA President's Citation for Outstanding Contributions to the Profession

1990
- Named honorary member of the Egyptian Public Relations Association

1991
- Awarded PRSA Outstanding Educator Award

1998
- Presented with PRSA Outstanding Professional Service Award from the Hoosier chapter

2000
- Awarded Ball State University Outstanding Faculty Service Award

2006
- Named by PRWeek as one of ten outstanding PR educators
- Inducted into Ball State's Journalism Hall of Fame, recognized by Hoosier Chapter of PRSA

Sharpe recognized by Hoosier PRSA chapter

FROM TOP LEFT Sharpe in high school; Sharpe with PR practitioner Sam Black; Sharpe with father of PR Edward Bernays; Sharpe receiving the PRSA Educator Award in 1998; Sharpe being honored by the Hoosier chapter of PRSA in 2006; Sharpe's grandson taking a picture of him after Sharpe's induction into the Hall of Fame.

Dr. Melvin L. Sharpe: 25 Years at Ball State University

1981
- Dr. Melvin L. Sharpe's retirement brought many opportunities for the staff, faculty, students and friends of the department to say goodbye and wish him well.

2006
- One such opportunity was a "black-tie" event held in Indianapolis March 23.
- The event gave public relations practitioners in the state of Indiana a chance to recognize Sharpe's contributions to the profession.

Since the nation's top public relations practitioners including Chet Burger, John Budd and Richard Edelman attended the event.

"It gave me great pleasure and pride to take part in honoring him," Burger said.

Burger also said Sharpe has stood out for his professional and personal integrity, his entire commitment to students and enthusiasm for public relations.

Bob Schultz, current president of the PRSA Hoosier Chapter, presented a plaque on behalf of the chapter to recognize Sharpe's contributions over his 25 years of service.

The Ball State Public Relations Achievements Award was also presented at the event. Richard Edelman, chief executive officer for one of the largest public relations firms in the nation, was the recipient.

The achievement award is a recognition that is awarded to professionals who promote education and advance the profession.

Dr. Fred Woodress and Dr. Melvin L. Sharpe pose at the Indianapolis PRSA College of Fellows event.

"We know we won't be able to replace a legend and there will be a hole here," said Robert Pritchard, assistant professor of public relations. "But I see opportunity in that and we will be able to carry on his legacy in his way."

"I'm happy he has an opportunity to write a new chapter in his life, and we'll miss him," Pritchard said.

Sharpe's plans to continue his profession, but also across the profession. He and his sequence colleagues have built the graduate and undergraduate programs into one of the premier programs in the nation by expanding and raising standards. In 1998 the sequence was one of the first five to be certified by PRSA, and in 1989 it was ranked sixth according to a study at Marquette University.

In 1982, Sharpe founded the Indiana Public Relations Conference. The conference focuses on gathering educators and professionals in the region to pool research and specialties within the field to further the profession. He also founded the International Public Relations Research Conference. The IPPRC is now in its ninth year and continues to be attended by top professionals and educators in the nation.

Sharpe has also defined the Vernon C. Schranz Distinguished Lectureship as a leading national lecture program, by selecting the highest quality of speakers in public relations and related fields, such as Daniel Edelman, John Budd and Bob Dilenschneider.

During his time at Ball State he elevated the Ball State National Public Relations Achievement Award to national and international recognition through the quality of award recipients. Today the award is one of the most highly prized awards made to public relations professionals by universities.

Among his greatest achievements, Sharpe has established the College of Fellows Endowment Fund that the college of fellows uses to bring in top managers to educate PRSA members.

Among other educational accomplishments, he also remained heavily involved with the Public Relations Society of America. He is a former president and chair of the Hoosier Chapter as well as president and member of other PRSA organizations.

He has received 30 awards from Ball State and around the nation for being an outstanding educator and speaker as well as for furthering public relations education. He has developed a behavioral definition for public relations that contributes to public and management understanding of the profession.

Sharpe's work at Ball State will surpass his time well after he leaves.

"We know we won't be able to replace a legend and there will be a hole here," said Robert Pritchard, assistant professor of public relations. "But I see opportunity in that and we will be able to carry on his legacy in his way."

"I'm happy he has an opportunity to write a new chapter in his life, and we'll miss him," Pritchard said.

Sharpe plans on continuing his service to public relations through consulting and doing writing.

"I'm happy he has an opportunity to write a new chapter in his life, and we'll miss him," Pritchard said.

"We know we won't be able to replace a legend and there will be a hole here," said Robert Pritchard, assistant professor of public relations. "But I see opportunity in that and we will be able to carry on his legacy in his way."

"I'm happy he has an opportunity to write a new chapter in his life, and we'll miss him," Pritchard said.

Sharpe plans on continuing his service to public relations through consulting and doing writing.

"I'm happy he has an opportunity to write a new chapter in his life, and we'll miss him," Pritchard said.

"We know we won't be able to replace a legend and there will be a hole here," said Robert Pritchard, assistant professor of public relations. "But I see opportunity in that and we will be able to carry on his legacy in his way."

"I'm happy he has an opportunity to write a new chapter in his life, and we'll miss him," Pritchard said.

Sharpe plans on continuing his service to public relations through consulting and doing writing.

"I'm happy he has an opportunity to write a new chapter in his life, and we'll miss him," Pritchard said.

"We know we won't be able to replace a legend and there will be a hole here," said Robert Pritchard, assistant professor of public relations. "But I see opportunity in that and we will be able to carry on his legacy in his way."

"I'm happy he has an opportunity to write a new chapter in his life, and we'll miss him," Pritchard said.

Sharpe plans on continuing his service to public relations through consulting and doing writing.

"I'm happy he has an opportunity to write a new chapter in his life, and we'll miss him," Pritchard said.

"We know we won't be able to replace a legend and there will be a hole here," said Robert Pritchard, assistant professor of public relations. "But I see opportunity in that and we will be able to carry on his legacy in his way."

"I'm happy he has an opportunity to write a new chapter in his life, and we'll miss him," Pritchard said.

Sharpe plans on continuing his service to public relations through consulting and doing writing. 
Sharpe recognized; j-alumni reunion plans underway

As I’m sure most of you already know, long-time journalism professor Melvin Sharpe is retiring at the end of the semester after 25 years of service at Ball State. Sharpe has made an incredible impact on both the Ball State community and the public relations profession that will never be forgotten.

When Sharpe announced his intentions to retire at the end of the semester as a board job on the journalism awards selection committee got that much easier when knowing the nominations for this year’s Hall of Fame Award. Sharpe was the obvious choice to receive the department’s most prestigious award, which is presented each April at our annual journalism awards luncheon.

In the journalism department this Wednesday was the highlight of every year. It always amazes me to see and hear about all the accomplishments our alumni are out there achieving and it makes me proud to be an alumnus of this great department.

But this luncheon isn’t the only alumni-related event we help coordinate each year. Part of our function as a board is to find ways to keep alumni connected to the department, students and other alumni.

To do this, we try to host several functions each year catered specifically to Ball State alumni. While some of the events have been fairly successful, others have been less successful. Our biggest challenge is keeping us from trying new things!

Just this past year alone we have co-hosted a journalism panel for students at an Indianapolis Indians baseball game, sponsored two alumni events in Chicago, and invited numerous alumni back to campus this past fall to participate in a journalism career day where students met and spoke with alumni on a more personal level.

The biggest alumni journalism event we are in the process of hosting is still two years away, but it will be here before you know it. I’m referring to our next department-widewide alumni reunion.

As a board, we are determined to host this event five years. We figured this was an appropriate timeframe because a lot of things change in this amount of time, but not so much for us to forget with whom we went to school!

Coordinating more of these types of events is what we think we should be doing as a board. The more alumni who are able to participate, the more connections can begin to create between our alumni, the department and our current students. It will be a win-win situation for everyone involved.

Keep your eyes open for more of these events coming in the future. We typically try to contact our alumni every two years, but that won’t keep us from trying new things!

ABOUT THE BOOK:

BY AMANDA GOEBLERT

If a picture is worth a thousand words, a visual story using illustrative and information graphics in different mediums must be worth at least a million. Until recently, however, there hasn’t been a resource to tell you how. Thanks to a Ball State instructor, not anymore.


“My goal in writing this book was to provide all professional journalists and student journalists with a guide for developing interesting and interesting information graphics packages,” Palilonis said.

The book is printed in four colors throughout its 280 pages and includes a CD-ROM. The book contains examples of graphics created by Palilonis and other professional and student contributors.

“When I go places, the thing I get asked the most is how we teach graphics reporting,” Palilonis said, because Ball State’s emphasis in graphics reporting is well known.

Currently, professors from community college to well-known journalism schools such as the University of Missouri, Arizona State and U.C. Berkeley are requesting the book for consultation as a teaching resource. Palilonis is planning to use the book in the first two introductory graphics reporting classes next fall.

She added that the book could serve as a training device for graphics reporters at smaller papers.

“Small newspapers can use it as a learning tool for their visual staffs and students can learn the basics of graphics reporting for multiple media formats,” Palilonis said.

“Educators can use it as an outline for developing courses that focus on visual storytelling,” Palilonis says the book is an excellent resource for high school journalists, not only for the learning aspect but also as a promotion for the level of study available at Ball State.

The writing process itself holds significance to her as well.

“It is a really emotional thing because I wrote a majority of the book on bed rest while I was pregnant,” Palilonis said. “So for me it’s like my most challenging project ever.”

Palilonis has taught graphics courses at Ball State for five years. The project was simply a matter of getting it down in writing. While the first edition has just recently rolled off the presses, Palilonis is already planning to include more material about Flash and multimedia graphics, ethical issues and additional examples in the next edition.

“This is still an evolving industry,” Palilonis said.

Graphics instructor publishes new book about graphics reporting, infographics
Turning academic knowledge into business solutions

The Ball State Business Fellows program is designed to put students right into the action of local businesses and organizations across Indiana. The program, funded by the Lilly Endowment, consists of a faculty mentor and a team of students. The team is sent into an industry or organization to participate in an on-site, problem-based project. There are many Business Fellows teams working each semester, engaged on different projects.

The Career Center Web site says the goals of a Business Fellows project “should be to assist the partner organization directly in improving services, increasing business, developing a new product line, improving quality, or improving competitiveness.” Students take knowledge earned from their academic classes and use their expertise to accomplish this goal.

Students must apply for positions on a Business Fellows team. It is a challenging, immersive experience that can last for one semester or for one academic year. Students receive compensation for participation.

Group creates plan for Delaware County

BY TODD WITKEMPER

Ball State’s Business Fellows program is designed to put students right into the action of local businesses. The program, funded by the Lilly Endowment, consists of a faculty mentor and a team of students. The team is sent into an industry or organization to participate in an on-site, problem-based project. There are many Business Fellows teams working each semester, engaged on different projects.

The Career Center Web site says the goals of a Business Fellows project “should be to assist the partner organization directly in improving services, increasing business, developing a new product line, improving quality, or improving competitiveness.” Students take knowledge earned from their academic classes and use their expertise to accomplish this goal.

Students must apply for positions on a Business Fellows team. It is a challenging, immersive experience that can last for one semester or for one academic year. Students receive compensation for participation.

State of Grant County’ report created

When journalism instructor Sheryl Swingley learned that businesses in Grant County had benefited from a Business Fellows project, she approached the Chronicle-Tribune newsroom editor in Marion to see if the staff wanted to partner. With support from the newspaper’s managing editor, Swingley, a 1991 Ball State journalism alumnus, asked faculty to prepare a team of students that could help the newspaper’s staff publish a special section on the economic status and recovery of Grant County.

Grant County, which the Chronicle-Tribune serves, has been called the poster child for economic woes. Even the newspaper has seen its staff shrink.

Within the last year, however, not all the news has been bad. Grant County has started to attract some new business, including distribution centers for Wal-Mart and Delta General.

The counties two universities, Indiana Wesleyan and Taylor, have unrolled major expansion plans. Ivy Tech State College is building a new campus in Marion.

To get the semester-long project under way, students started doing research on the county. With research in hand, the eight-member team of students participated in a five-hour brainstorming and planning session led by Assistant Managing Editor David Penreuff.

“Students pitched ideas, and David had ideas too,” said Swingley, who, with journalism instructor Robert Sparrow, serves as faculty mentor for the project. “It was a long meeting that had a number of detours and a certain level of frustration and tension.”

An added twist to the team was that it was multidisciplinary, a requirement of all Business Fellows projects. The team included a sociology undergraduate major, a political sociology graduate student, a geography major, and a graphic information processing and mapping major, as well as news-editorial majors and graphics majors.

An negotiated that day for the news budget included “how former factory workers’ standards of living have changed and how they are recovering; what businesses are hiring; how the housing market may change due to new business; who the newcomers to the county are; the impact of Indiana Wesleyan University; the effect of brain drain; and how Iowa Tech will make a difference.”

Graphics included a timeline of Grant County business from 1831 to now, charts of the results of a community attitude survey and a business survey, as well as a graphic showing significant changes in the business landscape in Grant County. A web component was also developed.

In addition to writing stories, creating graphics and designing pages, the team also wrote and conducted the community attitude survey and business surveys.

Students on the team included Teresa Auc, a news-ed major, Steve Hawks, a political sociology graduate student; Mishele Hunt, a news-ed major; Jessie Kerman, a news-ed major; Jason Lukebee, a journalism graphics major; Mary Metacar, a geographic information processing and mapping or GIS major; and Jennifer Noland, a journalism graphics major.

Penreuff worked closely with the students. He came to campus numerous times, and students were encouraged to come to the Chronicle-Tribune newsroom to work side-by-side with him as he edited their stories and gave them suggestions.

By TODD WITKEMPER

Ball State’s Business Fellows program is designed to put students right into the action of local businesses. The program, funded by the Lilly Endowment, consists of a faculty mentor and a team of students. The team is sent into an industry or organization to participate in an on-site, problem-based project. There are many Business Fellows teams working each semester, engaged on different projects.

The Career Center Web site says the goals of a Business Fellows project “should be to assist the partner organization directly in improving services, increasing business, developing a new product line, improving quality, or improving competitiveness.” Students take knowledge earned from their academic classes and use their expertise to accomplish this goal.

Students must apply for positions on a Business Fellows team. It is a challenging, immersive experience that can last for one semester or for one academic year. Students receive compensation for participation.

State of Grant County’ report created

When journalism instructor Sheryl Swingley learned that businesses in Grant County had benefited from a Business Fellows project, she approached the Chronicle-Tribune newsroom editor in Marion to see if the staff wanted to partner. With support from the newspaper’s managing editor, Swingley, a 1991 Ball State journalism alumnus, asked faculty to prepare a team of students that could help the newspaper’s staff publish a special section on the economic status and recovery of Grant County.

Grant County, which the Chronicle-Tribune serves, has been called the poster child for economic woes. Even the newspaper has seen its staff shrink.

Within the last year, however, not all the news has been bad. Grant County has started to attract some new business, including distribution centers for Wal-Mart and Delta General.

The counties two universities, Indiana Wesleyan and Taylor, have unrolled major expansion plans. Ivy Tech State College is building a new campus in Marion.

To get the semester-long project under way, students started doing research on the county. With research in hand, the eight-member team of students participated in a five-hour brainstorming and planning session led by Assistant Managing Editor David Penreuff.

“Students pitched ideas, and David had ideas too,” said Swingley, who, with journalism instructor Robert Sparrow, serves as faculty mentor for the project. “It was a long meeting that had a number of detours and a certain level of frustration and tension.”

An added twist to the team was that it was multidisciplinary, a requirement of all Business Fellows projects. The team included a sociology undergraduate major, a political sociology graduate student, a geography major, and a graphic information processing and mapping major, as well as news-editorial majors and graphics majors.

An negotiated that day for the news budget included “how former factory workers’ standards of living have changed and how they are recovering; what businesses are hiring; how the housing market may change due to new business; who the newcomers to the county are; the impact of Indiana Wesleyan University; the effect of brain drain; and how Iowa Tech will make a difference.”

Graphics included a timeline of Grant County business from 1831 to now, charts of the results of a community attitude survey and a business survey, as well as a graphic showing significant changes in the business landscape in Grant County. A web component was also developed.

In addition to writing stories, creating graphics and designing pages, the team also wrote and conducted the community attitude survey and business surveys.

Students on the team included Teresa Auc, a news-ed major, Steve Hawks, a political sociology graduate student; Mishele Hunt, a news-ed major; Jessie Kerman, a news-ed major; Jason Lukebee, a journalism graphics major; Mary Metacar, a geographic information processing and mapping or GIS major; and Jennifer Noland, a journalism graphics major.

Penreuff worked closely with the students. He came to campus numerous times, and students were encouraged to come to the Chronicle-Tribune newsroom to work side-by-side with him as he edited their stories and gave them suggestions.

By TODD WITKEMPER

Ball State’s Business Fellows program is designed to put students right into the action of local businesses. The program, funded by the Lilly Endowment, consists of a faculty mentor and a team of students. The team is sent into an industry or organization to participate in an on-site, problem-based project. There are many Business Fellows teams working each semester, engaged on different projects.

The Career Center Web site says the goals of a Business Fellows project “should be to assist the partner organization directly in improving services, increasing business, developing a new product line, improving quality, or improving competitiveness.” Students take knowledge earned from their academic classes and use their expertise to accomplish this goal.

Students must apply for positions on a Business Fellows team. It is a challenging, immersive experience that can last for one semester or for one academic year. Students receive compensation for participation.

State of Grant County’ report created

When journalism instructor Sheryl Swingley learned that businesses in Grant County had benefited from a Business Fellows project, she approached the Chronicle-Tribune newsroom editor in Marion to see if the staff wanted to partner. With support from the newspaper’s managing editor, Swingley, a 1991 Ball State journalism alumnus, asked faculty to prepare a team of students that could help the newspaper’s staff publish a special section on the economic status and recovery of Grant County.

Grant County, which the Chronicle-Tribune serves, has been called the poster child for economic woes. Even the newspaper has seen its staff shrink.

Within the last year, however, not all the news has been bad. Grant County has started to attract some new business, including distribution centers for Wal-Mart and Delta General.

The counties two universities, Indiana Wesleyan and Taylor, have unrolled major expansion plans. Ivy Tech State College is building a new campus in Marion.

To get the semester-long project under way, students started doing research on the county. With research in hand, the eight-member team of students participated in a five-hour brainstorming and planning session led by Assistant Managing Editor David Penreuff.

“Students pitched ideas, and David had ideas too,” said Swingley, who, with journalism instructor Robert Sparrow, serves as faculty mentor for the project. “It was a long meeting that had a number of detours and a certain level of frustration and tension.”

An added twist to the team was that it was multidisciplinary, a requirement of all Business Fellows projects. The team included a sociology undergraduate major, a political sociology graduate student, a geography major, and a graphic information processing and mapping major, as well as news-editorial majors and graphics majors.

An negotiated that day for the news budget included “how former factory workers’ standards of living have changed and how they are recovering; what businesses are hiring; how the housing market may change due to new business; who the newcomers to the county are; the impact of Indiana Wesleyan University; the effect of brain drain; and how Iowa Tech will make a difference.”

Graphics included a timeline of Grant County business from 1831 to now, charts of the results of a community attitude survey and a business survey, as well as a graphic showing significant changes in the business landscape in Grant County. A web component was also developed.

In addition to writing stories, creating graphics and designing pages, the team also wrote and conducted the community attitude survey and business surveys.

Students on the team included Teresa Auc, a news-ed major, Steve Hawks, a political sociology graduate student; Mishele Hunt, a news-ed major; Jessie Kerman, a news-ed major; Jason Lukebee, a journalism graphics major; Mary Metacar, a geographic information processing and mapping or GIS major; and Jennifer Noland, a journalism graphics major.

Penreuff worked closely with the students. He came to campus numerous times, and students were encouraged to come to the Chronicle-Tribune newsroom to work side-by-side with him as he edited their stories and gave them suggestions.
Dean prepares for future of CCIM

BY LINDSIE PRYOR

Having completed a year as the dean for the College of Communication, Information, and Media (CCIM), Roger Lavery hopes the changes being made will help make his vision for the college a reality.

Lavery is excited to take CCIM from having the "potential" for being one of the top communications programs in the country and turning it into a top communications program.

"When people mention the best communications programs, we want to have CCIM mentioned in the list. And we can accomplish this," Lavery said.

To make the changes necessary to "be the best," Lavery has formed six interest groups made up of volunteer CCIM faculty who will assist him in his efforts. These interest groups are: international group, diversity group, symposium group, style group, marketing communications group and PhD group.

Recognizing that more and more communication happens within the global community, the international group is made up of faculty whose role is to develop opportunities for international outreach and expansion.

The diversity group is working to create a more diverse CCIM culture including staff, faculty and students.

The symposium group is developing what is being coined “Symposium '07.” The group is to develop the program and funding to host an international symposium bringing leading academics and practitioners to the campus. The symposium should coincide with the opening of the new Communication Media Building.

The style guide group developed a style guide that will create a unified image among the departments to build synergy for CCIM.

Lavery also has a marketing communications group to help market CCIM using the resources that are available.

Last is the PhD group. The purpose is to explore the possibility of CCIM eventually offering a PhD program.

Lavery hopes that these groups will help to move CCIM to a top tier among communications programs.

"We want to be first by preparing the college and students for what will be taking place in the future," Lavery said.

Lavery believes there is a need for all of these areas to be explored.

"Rather than implementing them individually across an extended period of time, I wanted to move forward with all initiatives to accomplish as much as possible," Lavery said.

The dean is working as a change agent from within CCIM. Although he stated his role as dean of CCIM is to bring resources and support initiatives of the departments and be responsible for getting support for the vision of college, he realizes the possibilities that are out there for CCIM.

"CCIM has a lot of potential... it is poised for greatness," Lavery said. "I can help be a part of that, that’s one of the more exciting rewards that goes with having this job."

By providing more and more communication happens within the global community, the international group is made up of faculty whose role is to develop opportunities for international outreach and expansion.

The diversity group is working to create a more diverse CCIM culture including staff, faculty and students.

The symposium group is developing what is being coined “Symposium ’07.” The group is to develop the program and funding to host an international symposium bringing leading academics and practitioners to the campus. The symposium should coincide with the opening of the new Communication Media Building.

The style guide group developed a style guide that will create a unified image among the departments to build synergy for CCIM.

Lavery also has a marketing communications group to help market CCIM using the resources that are available.

Last is the PhD group. The purpose is to explore the possibility of CCIM eventually offering a PhD program.

Lavery hopes that these groups will help to move CCIM to a top tier among communications programs.

"We want to be first by preparing the college and students for what will be taking place in the future," Lavery said.

Lavery believes there is a need for all of these areas to be explored.

"Rather than implementing them individually across an extended period of time, I wanted to move forward with all initiatives to accomplish as much as possible," Lavery said.

The dean is working as a change agent from within CCIM. Although he stated his role as dean of CCIM is to bring resources and support initiatives of the departments and be responsible for getting support for the vision of college, he realizes the possibilities that are out there for CCIM.

"CCIM has a lot of potential... it is poised for greatness," Lavery said. "I can help be a part of that, that’s one of the more exciting rewards that goes with having this job."

Holding a year as the dean for the College of Communication, Information, and Media (CCIM), Roger Lavery hopes the changes being made will help make his vision for the college a reality.

"When people mention the best communications programs, we want to have CCIM mentioned in the list. And we can accomplish this," Lavery said.

To make the changes necessary to "be the best," Lavery has formed six interest groups made up of volunteer CCIM faculty who will assist him in his efforts. These interest groups are: international group, diversity group, symposium group, style group, marketing communications group and PhD group.

Recognizing that more and more communication happens within the global community, the international group is made up of faculty whose role is to develop opportunities for international outreach and expansion.

The diversity group is working to create a more diverse CCIM culture including staff, faculty and students.

The symposium group is developing what is being coined “Symposium ’07.” The group is to develop the program and funding to host an international symposium bringing leading academics and practitioners to the campus. The symposium should coincide with the opening of the new Communication Media Building.

The style guide group developed a style guide that will create a unified image among the departments to build synergy for CCIM.

Lavery also has a marketing communications group to help market CCIM using the resources that are available.

Last is the PhD group. The purpose is to explore the possibility of CCIM eventually offering a PhD program.

Lavery hopes that these groups will help to move CCIM to a top tier among communications programs.

"We want to be first by preparing the college and students for what will be taking place in the future," Lavery said.

Lavery believes there is a need for all of these areas to be explored.

"Rather than implementing them individually across an extended period of time, I wanted to move forward with all initiatives to accomplish as much as possible," Lavery said.

The dean is working as a change agent from within CCIM. Although he stated his role as dean of CCIM is to bring resources and support initiatives of the departments and be responsible for getting support for the vision of college, he realizes the possibilities that are out there for CCIM.

"CCIM has a lot of potential... it is poised for greatness," Lavery said. "I can help be a part of that, that’s one of the more exciting rewards that goes with having this job."
Media ethics panel discusses ‘the right thing’

THE PANEL

BY MIRANDA MULLIGAN

In the not-so-distant past, visual ethics simply meant making decisions regarding manipulation of photos. Today it means much more.

In the ever-changing media atmosphere, how do journalists meet the demands of an increasingly visually sophisticated society with high expectations of how and where to receive the news without sacrificing authenticity, accuracy and credibility?

“The society that we serve has an expectation that the content that we serve is authentic, believable, accurate— is trustworthy,” Kenny Irby said during a one-on-one interview with Ryan Sparrow, journalism instructor.

“One think the citizenry that we serve in the United States is very much confused about whose information can be trusted. There has never been a time like this before in journalism,”

During a panel discussion called “Visual Ethics: Defining visual truth,” panelists discussed the current state of visual ethics.

The panel included Kenny Irby, visual communications and diversity group leader at the Poynter Institute; Tony Majeri, former senior editor for innovation at the Chicago Tribune; Jennifer Palilonis, journalism graphics sequence coordinator at Ball State; and Scott Sines, coordinator at Ball State; and former deputy design editor for the Palladium Item.

“I think the citizenry that we serve in the United States is very much confused about whose information can be trusted. There has never been a time like this before in journalism,” said Kenny Irby, visual communications and diversity group leader at the Poynter Institute; Tony Majeri, former senior editor for innovation at the Chicago Tribune; Jennifer Palilonis, journalism graphics sequence coordinator at Ball State; and Scott Sines, deputy editor at The Commercial Appeal in Memphis.

Sparrow and Dan Waechter, the Department of Journalism’s faculty advisors, organized the panel and seminar to address ethics of photography, visual storytelling, reporting, television and multimedia.

Moderated by Warren Watson, J- Ideas director and 2003 president of the Society for News Design (SND), the panel included one-on-one taped interviews with each panelist, a taped group discussion in front of a small group of students and an evening presentation as a part of the department of journalism’s Professionals-in-Residence series.

“I came up with a working definition to ‘Just what is ethics?’ Basically it’s the study of what is right and wrong and a system where you try to codify that,” Watson said during the evening panel discussion.

“Essentially visual ethics is doing things right and doing the right thing,” Watson said.

Recently, SND president, Bill Gaspard, published a draft of SND's code of visual ethics on www.snd.org with the intention of addressing visual ethics in terms of accuracy, straightforward reporting that includes innovative, creative and imaginative presentation. The five principles, as applied to the visual presentation of the news, addressed in the code are accuracy, honesty, fairness, inclusiveness and courage.

As media evolves, these principles carry over despite the way news is delivered.

Majeri acknowledged when discussing SND’s new ethics code. The role of the designer has to be in a post-sophisticated place and these five “pillars of critical values” will set the standard, he said.

Irby said that in a time when media cultures are merging, credibility is a critical concern and adhering to steadfast ethics in visual presentation, such as accuracy, is lost in the shuffle.

Defining truth in visual representation is often difficult because the difference between subjective and universal truths become blurred, Irby said when asked to define a “truthful image.”

When discussing visual ethics, “we are talking about universal truths,” he said. “It is an effort to instill a higher standard that reinforces accuracy, authenticity and credibility in visual reporting.

Panelists discussed how universal truths maintain integrity in symbolic or thematic visual story-telling, while subjective truths depend on the individual.

However, the reader may have difficulty differentiating a symbolic image (i.e., photo-illustration or caricature) from a photo-realistic image (i.e., direct photography). In either case, the truth of any image is a matter of perception, and perception is often subjective.

“Right now there is a fairly pervasive fear in a lot of news rooms about making readers angry. We can’t lose another reader,” Sines said in response to a discussion about conservative choices made in today’s newsrooms.

“I think we are saying it is absolutely true...we would rather kind of pull that punch, and not say the truth in a fear of the reader backlash,”

The proposed SND Code of Ethics focuses on these elements:

- accuracy
- fairness
- honesty
- inclusiveness
- courage

Available online at: www.snd.org

PHOENIX FALL 2005 / SPRING 2006
The 2006 Eugene S. Pulliam National Writing Award and Ball State University Department of Journalism Awards were presented April 4 in the Pittenger Student Center.

More than 100 faculty, staff, students, alumni and guests attended the annual event.

The Eugene S. Pulliam National Writing Award was presented to Amy Schatz, a Hoosier native, for her Wall Street Journal story, "Joe’s Van."

During the event, 25-year public relations professor Dr. Melvin L. Sharpe was inducted into the Journalism Hall of Fame. Sharpe has authored dozens of public relations papers and has conducted seminars for public relations associations in 13 countries.

During the event, 12 other awards were presented to recipients.

In conjunction with the awards, Eugene S. Pulliam National Writing Award winner Amy Schatz spoke as part of the Professionals in Residence program. Her winning story, "Joe’s Van: A tragic accident spotlights a hole in auto regulation," was about the death of a quadriplegic on a lonely road in rural Pennsylvania.

2006 Award Recipients

Eugene S. Pulliam National Writing Award

Indiana Journalism Award

Indianas Scholastic Journalism Award

Outstanding Journalism Alumnus Award

Young Alumnus Award

Young Alumnus Award

Costa Courtroom Photography Award

Amy Schatz

Schatz was presented the 2006 Eugene S. Pulliam National Writing Award for her story "Joe’s Van" in The Wall Street Journal. Schatz is a graduate of Indiana University and currently resides in Washington, D.C.

John Robinson

Presented posthumously, Robinson received the award for his leadership at Dynamic Resource Group where he served as CEO from 1989-2006. Robinson was a strong supporter of Ball State journalism graduates.

Kim Green

Green, Columbus (Ind.) North High School journalism adviser, received the award for leadership and commitment to scholastic journalism for over two decades. Green is an advocate of scholastic press freedoms.

Paul Nussbaum

Nussbaum, Ball State alumnus and national correspondent for The Philadelphia Inquirer, was presented the award for his success within the journalism field after graduating with a BA from Ball State in 1974.

Jennifer George-Paulions

Pallions, current graphics sequence coordinator and instructor of journalism, received the award for her successes in the graphics communication field after graduating in 1996.

Steven Patterson

Patterson was presented the award for his outstanding achievements in his career. Patterson has won numerous awards for his investigative reporting in Indiana and Illinois.

Mark Hertlberg

Racine (Wis.) Journal Times court photographer, Hertzberg won this award for the third time for a creative photograph illustrating a young child waving to a judge in the courtroom - without identifying the child.

Margaret George-Palilonis

George-Palilonis (Ind.) North High School, 1996 Ball State alumnus, was presented the award for his work in media freedoms for high school journalists.

Scott Horner

Horner, assistant graphics director at the South Florida Sun Sentinel, has shown a commitment to paving the way in multimedia storytelling and illustrative graphics.

Don Witterkind

Witterkind is a visual journalist who promotes visual journalism around the country. Witterkind is assistant graphics director at the South Florida Sun Sentinel. His work has shown innovation and expertise in storytelling through multimedia and illustrative graphics.

Richard Edeleman

Edeleman is CEO of Edelman Public Relations — the world’s largest independent public relations firm. Edeleman is a leader in cutting-edge technology in public relations.

David Clark

Clark was presented the award for his outstanding support of scholastic journalism at Columbus (Ind.) North High School. Clark was presented a special citation for his outstanding support of scholastic journalism at Columbus (Ind.) North High School.

Fred Bagg

Bagg is director of planning and research at St. Francis Hospital and Health Centers, was recognized for his work in media relations and crisis communication. He has been a strong supporter of interns and graduates.

Times-Picayune

The New Orleans Times-Picayune was presented a special citation for their coverage of the events surrounding Hurricane Katrina in 2005. The paper continued publishing from Baton Rouge, La., nearly 80 miles away.

Dr. Melvin L. Sharpe

Sharpe, a 25-year professor of public relations at Ball State University, was inducted into the Hall of Fame for his efforts to improve the quality of public relations education in the community, nation and internationally.
Majeri named media design fellow

BY DICKIE BISHOP

Khalish Workshop at Ball State educates picture editors

BY AMANDA GOEHLERT

PHOENIX FALL 2005 / SPRING 2006 7

FACULTY NOTES (continued from page 5)

PRITCHARD CONT. Filak and Lindsay Beach. Choice of 3. The impact of Public Relations Roles and Dominant Coalitions on Crisis Communications and Case Study: Guide Corporation and the White River Fish Kill” with Jennifer versus Filak and Lindsay Beach in Teaching Public Relations Monographs.


Khalish Workshop at Ball State educates picture editors

BY AMANDA GOEHLERT

Last summer’s Khalish Picture Editing Workshop, the second on the Ball State campus, filled the seats of the room 353 to capacity with more than 50 students and nearly a dozen staff members. Director Scott Sines, deputy editor at the Commercial Appeal in Memphis, Tenn., said the two sessions planned for early June 2006 will not only make room for extra students, but also new material.

“We’ve changed the curriculum so we can add a whole day devoted to journalism and the media,” Sines said. “Now we’ve expanded the concept of photo to print in and on the web with a survey of what’s going on on the web as a back- ground.

For the additional day of material exploring how photojournalism interacts with the Internet, Sines is bringing in faculty members Brian Moss, recently retired from the Kentucky Post, and Brian Storm, who began working for MSNBC after graduating from the University of Missouri. Students will be given a set of photographs, Sines said, and asked to create the edit and layout for print as well as the web, which may force many students to consider new presessional issues.

The workshop dedicates one day to major ethical issues but ethics is always on the forefront of conversation. Ethical issues arise in Khalish every day,” Sines said. “That’s part of the fun.”

Tom Price, assistant professor of jour- nalism, who coordinates the logistics of the workshop, believes changes occurring in the field of journalism may stimulate interest in the Khalish Workshop. This year, workshops attract many mid-level professionals moving into picture editing positions. These professionals are just beginning to confront the issues and experiences covered in the Khalish workshops.

“I think it’s even more crucial for higher-end training,” Price said. “Real life simulations and role-playing are used extensively at Khalish, he added.

Many of the same faculty will be returning to the workshop this year. However, Price pointed out that the faculty make a strong effort to continually bring new material for innovative presentations and discussions to the workshop each year.

“Th e workshop is to develop skills in visual journalism,” Price said. “That’s part of the fun.”


Khalish Workshop at Ball State educates picture editors

BY AMANDA GOEHLERT

Last summer’s Khalish Picture Editing Workshop, the second on the Ball State campus, filled the seats of the room 353 to capacity with more than 50 students and nearly a dozen staff members. Director Scott Sines, deputy editor at the Commercial Appeal in Memphis, Tenn., said the two sessions planned for early June 2006 will not only make room for extra students, but also new material.

“We’ve changed the curriculum so we can add a whole day devoted to journalism and the media,” Sines said. “Now we’ve expanded the concept of photo to print in and on the web with a survey of what’s going on on the web as a back- ground.

For the additional day of material exploring how photojournalism interacts with the Internet, Sines is bringing in faculty members Brian Moss, recently retired from the Kentucky Post, and Brian Storm, who began working for MSNBC after graduating from the University of Missouri. Students will be given a set of photographs, Sines said, and asked to create the edit and layout for print as well as the web, which may force many students to consider new presessional issues.

The workshop dedicates one day to major ethical issues but ethics is always on the forefront of conversation. Ethical issues arise in Khalish every day,” Sines said. “That’s part of the fun.”

Tom Price, assistant professor of jour- nalism, who coordinates the logistics of the workshop, believes changes occurring in the field of journalism may stimulate interest in the Khalish Workshop. This year, workshops attract many mid-level professionals moving into picture editing positions. These professionals are just beginning to confront the issues and experiences covered in the Khalish workshops.

“I think it’s even more crucial for higher-end training,” Price said. “Real life simulations and role-playing are used extensively at Khalish, he added.

Many of the same faculty will be returning to the workshop this year. However, Price pointed out that the faculty make a strong effort to continually bring new material for innovative presentations and discussions to the workshop each year.

“Th e workshop is to develop skills in visual journalism,” Price said. “That’s part of the fun.”

Six journalism graphics students spent the spring semester imagining what television news might be like if viewers could choose the news stories they want to watch and explore by activating news anchors and experts including Dale Herigstad, executive producer of the iTV Interface, and several graduate students also offered their expertise for news and computer issues.

The iTV Interface is a subject matter expert who is studying journalism graphic design and has a background in still photography. He is studying journalism graphic design and has a background in still photography. He is also being able to influence the future of television.

“I really liked the concept of so many students with different skill sets coming together to produce a new product – a new media product. And I knew it was a big challenge, but I could use my own skills to use in ways that I’ve never used them,” Goehlert said.

A $25,000 award from the Discovery Group provided funding for the project.

NewsLink Indiana and Ball State University faculty and students plan to continue working with emerging iTV technologies. More information about the project can be found at www.newslinkindiana.blogspot.com.

Our students are going to be graduates, and they are going to be perfectly shaped and equipped to enter the work world. It’s kind of a culmination of everything we’ve learned,” she said, adding that she was able to blend her design skills and journalism knowledge for the class. Graduate student Amanda Goehlert, who is studying journalism graphic design and has a background in still photojournalism, liked the idea of working with students with different academic backgrounds while also being able to influence the future of television.

Faculty NOTES (continued from page 7)

SUMMER CONT. Wrote “Magazines” for Encyclopedia Britannica 2006 Book of the Year.


RYAN SPARROW
Served as Business Fellows Mentor for the Marion Chronicle-Tribune project.

MARY SPILLMAN


Sheryl Swingle
Served as Business Fellows Mentor, Marion Chronicle-Tribune project.

Served on the University Contract Faculty Committee, Women’s Week and Council for the Environment.

DAN WAECHTER
Presented “Considering Journalism Education” at the JEA National Convention in Chicago. Served as secretary to Undergraduate Education Committee. Served as faculty liaison to the Journalism Alumni Society Board of Directors. Judged entries for the ISHSPA convention. Served as a member of the North Central High School Journalism Collaboration Project.

WARRIN WATSON
Presented numerous keynote addresses at high school and professional programs. Served as participant and moderator for Professionals in Residence programs. Organized campus activities on Constitution Day. Presented during the Graduation Summer Event seminar for the Office of Academic Research and Sponsored Programs. Selected as a participant in President Gora’s Innovators Breakfast series. Worked with Teachers College on upcoming Electronic Field Trip program in Philadelphia. Published numerous articles in media trade journals, Indianapolis Star, Star Press and newspapers nationwide.

MA NY WE AVER
Served as the team leader for the North Central High School Collaboration Project. Invited to participate in the Harvard University Undergraduate Event seminar. Served as executive board member for the Association of Schools of Journalism and Mass Communications.

iTV: Making TV two-way

The iTV Interface

VIEWPORT
Standard live broadcast until other option is chosen

TICKER
Information can move forward and backward with remote control

DRAWERS
Items can be chosen that interactively relate to the story on the live broadcast.

Our students are going to be graduating, and they are going to be perfectly shaped and equipped to enter the work space pre-skilled to help answer those bigger business questions because they’ve done it,” he added.

All of the students were hand-picked to participate in the class because of their exceptional and specialized design, broadcast or computer science skills, George-Palilonis said.

Lindsay Hack, a senior journalist graphics student, said it’s exciting to work with the new media.

“It’s kind of a culmination of everything we’ve learned,” she said, adding that she was able to blend her design skills and journalism knowledge for the class.

Graduate student Amanda Goehlert, who is studying journalism graphic design and has a background in still photojournalism, liked the idea of working with students with different academic backgrounds while also being able to influence the future of television.

“I really liked the concept of so many students with different skill sets coming together to produce a new product – a new media product. And I knew it was a big challenge, but I could use my own skills to use in ways that I’ve never used them,” Goehlert said.

A $25,000 award from the Discovery Group provided funding for the project.

NewsLink Indiana and Ball State University faculty and students plan to continue working with emerging iTV technologies. More information about the project can be found at www.newslinkindiana.blogspot.com.

Our students are going to be graduating, and they are going to be perfectly shaped and equipped to enter the work space pre-skilled to help answer those bigger business questions because they’ve done it,” he added.

All of the students were hand-picked to participate in the class because of their exceptional and specialized design, broadcast or computer science skills, George-Palilonis said.

Lindsay Hack, a senior journalist graphics student, said it’s exciting to work with the new media.

“It’s kind of a culmination of everything we’ve learned,” she said, adding that she was able to blend her design skills and journalism knowledge for the class.

Graduate student Amanda Goehlert, who is studying journalism graphic design and has a background in still photojournalism, liked the idea of working with students with different academic backgrounds while also being able to influence the future of television.

“I really liked the concept of so many students with different skill sets coming together to produce a new product – a new media product. And I knew it was a big challenge, but I could use my own skills to use in ways that I’ve never used them,” Goehlert said.

A $25,000 award from the Discovery Group provided funding for the project.

NewsLink Indiana and Ball State University faculty and students plan to continue working with emerging iTV technologies. More information about the project can be found at www.newslinkindiana.blogspot.com.
Putting the WEB FIRST

We have to determine ways to serve the need for immediacy, interactivity and the non-linear aspects of Web storytelling.

LORI DEMO
JOURNALISM PROFESSOR

Senior journalism graphics student Brandon Stack presents the group’s ideas for the interactive CD-ROM to journalism professor Lori Demo. The group’s project has changed from basic Web-based storytelling to complete integration of the Web as the first source of news.

Despite the fact that Ball State has more than 50 computer-equipped classrooms, the Palladium-Item collaborated on a special project, called WebFirst. It explored the Internet presence of a small, daily newspaper and how it could introduce news on the Web with more immediacy than print, while continuing to publish the newspaper’s afternoon product.

“This project is about developing different type of storytelling for the Web,” news editorial sequence coordinator Lori Demo said. “We have to determine ways to serve the need for immediacy, interactivity and the non-linear characteristics of Web storytelling.”

Demo sees the project as an opportunity not just for the Palladium-Item but as a model for similar small, daily newspapers with limited resources around the United States. The Palladium-Item’s circulation and demographics are similar to 75 percent of all daily newspapers in the United States with circulation challenges and rising costs causing the organization to look at different ways to serve the news-reading public.

“It may come to the point of even asking how do you design your job,” Demo said. “Journalists have been basically doing the same job for the past 60 years, how do we change that routine?”

This partnership Ball State created has the support of the editors and staff at the Palladium-Item.

“It makes great sense for universities to partner with nearby newspapers as well as nearby newspapers to partner with such a powerhouse school like Ball State,” Palladium-Item managing editor Rich Jackson said. “Partnerships must be put in place between universities and the newspapers that hire their graduates.”

Within the first month the staff of the paper made changes in how it delivers the news. The editor created and maintained a blog and MySpace page for the newspaper and has been open to new ideas to engage readers.

“We’re looking for ways to frame the stories to engage more people,” Demo said. “How do we make these stories more engaging?”

The faculty team includes Demo and journalism graphics sequence coordinator Jennifer George-Pallionis. Tony Majeri, Center for Media Design fellow and former senior editor of the Chicago Tribune, is also involved in the project. The group also includes eight students specifically dedicated to the project and the Advanced Editorial Presentation (JOURN 443) class.

“Not to resort to a cliché, but we not only caught some fish for them, but we also tried to teach them how to fish,” Mulligan said.

The group produced Flash templates for interactive multimedia and guidelines for storytelling techniques and gave them to the Palladium-Item.

The project has gone through many revisions to create the best possible opportunities for both parties.

“We realize it’s OK to fail initially as long as we’re striving to do good work,” Demo said.

In the future, the project has the potential to become more of a long-term research project of the department focusing on generalizing the successes at the Palladium-Item for smaller circulation newspapers around the country.

Although a Web site redesign is not part of the project, elements on the site may change to reflect the project’s goal of mak-
Alumna goes ‘Extreme’

(Editors Note: Amanda Cook received her MA in public relations in 2004. After working for a year doing marketing for a commercial real estate firm, she took a position with Howland Homes in Seattle. Howland was contracted to assist the re-building of a home for the popular ABC television series “Extreme Makeover: Home Edition.” The episode aired on January 15, 2006. Cook was asked to chronicle her experiences for Phoenix.)

BY AMANDA COOK

When the owner of my company, Howland Homes, told us that the producers of ABC’s hit television show Extreme Makeover: Home Edition (EM:HE) asked us to be the general contractor for building the next new home in the area, the words “free publicity” instantly flashed in my head.

Responsibility for marketing and advertising for the company, I couldn’t believe we would have this incredible opportunity. I immediately began making a list of things to do: revalue and flush out our media list, draft press releases, invite the media to the scene and create new marketing materials for the taping and the airing.

Little did I know that it would end up proving to be a difficult task. All of the information released to the public or media, including the use of the EM:HE logo had to be approved by ABC first.

We could not release any information to the media or the public until the day taping began because the family who received the makeover actually did not know until EM:HE host Ty Pennington yelled “signature phrase” through his bull horns, “Good Morning Kirkwood Family!”

That was only the beginning of one of the most difficult builds the show has ever seen. By day one, we were already behind schedule due to production. We can build a house on a construction site in four months under the best of circumstances, but we were challenged with building a house in 106 hours on a production site.

The first night the temperatures dropped below freezing, drastically slowing the special foundation used to set at a high rate of speed. After the foundation finally set, we started framing even as the torrential rain of the next 24 hours began.

Unexpected weather conditions created more problems and construction fell 18 hours behind schedule at one point; the workers were exhausted and the weather made it miserable.

That was when we learned that the media can either be your best friend or your worst enemy. It was widely reported on many local news outlets that we had a number of subcontractors walk off the job. We did have workers who left, but they had been working nonstop for hours through some of the most difficult weather conditions. It was not safe to keep them on the job and we preferred that they leave. In a rush to do damage control, we called the local radio station and asked to go live with an exclusive report from the site. We did need help finishing the job and we needed fresh workers to replace those who needed rest.

After a call was put out to the community, many volunteers and local companies stepped up and replaced our exhausted workers.

Armed with extra hands and refreshed workers, Howland was able to pick up 18 hours in the last 36 hours of taping, stunning producers who were convinced the show would need an extra day to complete the build. The job was completed on time and with outstanding results.

I don’t agree with the old phrase that says, “There is no such thing as bad publicity.”

AMANDA COOK

ALUMNI NOTES

CLASS OF 1970
MICHAEL PITTS is self-employed as an author and recently published his third book of “Famous Movie Detectives.”

CLASS OF 1978
SANDRA K. HOOVER is director of volunteer services for Cardinal Health System in Muncie.

CLASS OF 1979
ERIK JOKHON has been appointed to the Arts Council of Indianapolis board.

JON WHITE is the manager of publications and internal communications at St. Vincent Indianapolis Hospital and a freelance writer for AAA Home and Away magazine.

CLASS OF 1989
PHIL BEEBE is the sports editor for The Star Press in Muncie.
Students find success in ‘ad biz’

BY LINDSIE PIVOR

It’s all about placement. For many years, professors of the advertising major in the Ball State journalism department have been building the program to give students a competitive advantage upon graduation. With the guidance of professors who bring professional experience and students determine to seek out top advertising agencies in the country, graduates of the advertising major are obtaining jobs across the country.

What impresses me about the students who graduate from the program is that even with a bachelor’s from Ball State, we have students who go off and work for the best advertising agencies in the United States,” advertising professor Robert Gustafson said.

The program graduates about 80 students a year. Mike Hanley, advertising sequence coordinator, agreed adding that alumni are really going out and making a name for themselves.

“If you consider where students have gone in the United States, the types of companies they are working for and what roles they perform within the company, then there are some real success stories out there,” Hanley said.

One is Chris Campbell (BA05), who is working as an account representative for Carmichael Lynch in Minneapolis. Graduating from the program a year ago, Campbell’s primary accounts are Porshe and Harley Davidson.

“All of the professors constantly helped mold me into what I am now,” Campbell said. “I made advertising a vocation, I wish there was no cost to go back.”

Matthew Irving (BA03) is another recent graduate who chose to take a position in a firm outside of Indiana. Irving is a copywriter at Young & Rubicam in Detroit working with Lincoln Mercury and their dealers.

“The BSU advertising program is well designed. I think it gives grads a huge leg up,” Irving said. “Having a certain level of knowledge and a working vocabulary allowed me to learn so much more.”

Some of the others who have found positions outside Indiana include Katie Pfleiderer (BA04) and James Brindel (BA03). Pfleiderer, account executive for Bernard Hodes Group, handles clients including Central DuPage Hospital and Wheaton Franciscan Healthcare in Illinois. She has also worked with Hyundai, American Express, Ameriprise, Save-A-Lot and Ace Hardware. Brindel, an account executive at West Wayne in Atlanta, works on the Toyota account.

“After speaking to co-workers about schools, I realized that BSU has one of the best advertising programs available,” Brindel said. “I’m very proud to say I went to Ball State.”

Students are also finding career opportunities in Indiana. Chrsy Wirt (BA05), a media buyer at Roman BrandGroup of Indianapolis, has Indiana clients that include ITT Tech and Ciney.

Hanley attributes the success of students in the advertising industry to the “real life experience” they gain at Ball State. He believes the reason advertising students find success in the industry is because while at Ball State, they are trained to “hit the ground running.”

“Firms know that with our students, they don’t have to train them,” Hanley said. “Upon hiring them, they can give our students an assignment, and our students have the skills and knowledge to run with it.”

Alumni such as Campbell, Irving and Pfleiderer said their education provided them with the skills and knowledge base that were essential not only in obtaining a job out of college but also for doing their job once they were hired.

“From day one, people I work with have been surprised at what I really know,” Irving said. “I understood concepts in every department and could follow conversations that most people in my position couldn’t.”

AAF breaks record: threepeat success

BY COURTNEY CARNEILL

Ball State student chapter of the American Advertising Federation (AAF) received another first place finish in the District National Student Advertising Competition and will now proceed to the national championship for the third year in a row.

The team came away with the highest scoring book which led to their success in the district championship April 22 in Detroit, defeating approximately 15 teams from colleges and universities from Indiana, Michigan and Pennsylvania. Ball State will now travel to San Francisco to participate in the national finals.

“We accomplished what no other school has before in District 6 NSAC competition history,” president of AAF Nick Allen said. “We came away with the highest scoring book and presentation and took first place for the third year in a row.”

To participate in the competition, each team developed a 32-page advertising campaign for Postal Vault. The campaign project included focus research, creative strategy, media selection and creative ads.

“After our team presented at the AAF competition, recruiters from the three largest Detroit agencies asked me to send them resumes from all our ad seniors,” said Michael Hanley, a Ball State advertising professor and AAF faculty advisor. “When our students interview for jobs across the country now, most agencies know about the Ball State ad program.”

Ball State students Susan McElmurry, Jodi Willis, Shavonne Tate, Michael Panyard and Nick Allen won the team presentation and campaign development sections for their client. Their success at the AAF Web site, the American Advertising Federation promotes and protects the well-being of advertising professionals in the advertising industry. Their national network consists of 210 ad clubs and connects the industry with an academic base through its 210 college chapters.

“Being a member for two years and president for one has provided me the opportunity to develop three complete campaigns and gain professional experience,” said Allen. “I feel so lucky to have found a major that I am passionate about, I would work for free, although getting paid for it will be nice.”

Allen believes his experience with AAF and the program at Ball State is helping him develop enough experience for his dream of owning his own ad agency.
J-Ideas wins ‘Telly’ award for Constitution Day DVD

BY GERRY APPEL

J-Ideas is the winner of a 2006 Silver Telly Award for its DVD, “Our Living History: A Celebration of our Constitution.” The DVD, which has been distributed to nearly 10,000 teachers and schools nationwide, was produced as part of Constitution Day in September 2005. The DVD, released fall 2005, features a roundtable discussion with First Amendment experts, interviews, and a package on the Future of the First Amendment survey. The DVD was produced by Ball State University’s Teleplex and the Department of Journalism’s Integrated Media Lab.

The Telly Awards receive more than 12,000 entries per year in various categories of broadcast and production. Seven to 10 percent of entries win a Silver Telly Award.

The Telly Awards were first given in 1978, and were started by Emmy and Clio award winner David E. Carter to honor excellence in local and cable television. A silver is the top award in this competition. Among 2005 winners of Silver Telly Awards were PBS, Time Warner Cable Media, Young & Rubicam and Walt Disney Studios.

In addition to the Constitution Day DVD, J-Ideas has several more DVDs planned, including a DVD for principals and administrators, a DVD about visual ethics and a DVD to assist high school publications in developing business plans.

“Business literacy is important for high school publications,” Warren Watson, director of J-Ideas, said. “Students learn skills they will be able to use later in their careers. Publications that run in a businesslike manner enjoy more credibility in a school and are less of a burden at a time when school budgets are being tightened.”

Following J-Ideas’ initial campaign, the organization has a variety of projects planned after receiving a new, two-year grant from the John S. and James L. Knight Foundation. The $850,000 grant will allow the scholastic journalism organization to continue to educate high school students on the First Amendment. In addition, J-Ideas will again offer a course to school administrators that focuses on First Amendment awareness and media literacy.

J-Ideas also works in the area of policy reform with the goal of emphasizing the First Amendment in education policies at the state and national level.

While J-Ideas exists as a resource to improve all aspects of scholastic journalism, Watson emphasizes the organization’s primary focus—“Schools should be making the First Amendment the first priority,” Watson said.