Eli Lilly Foundation gives Ball State $20 million

By Gerry Appel
Graduate Assistant

If Scott Olson, dean of the College of Communication, Information, and Media, tells you the mass media are dying, do not be alarmed. Do not call your boss, lawyer or therapist. Your favorite television show is not going anywhere—but, according to Olson, the mass media are indeed on their way out.

Mass media, meet iCommunication. iCommunication will be the next stage in the media revolution. Olson says—a digital, more personalized, intimate form of media consumption. And iCommunication will begin here, at Ball State University, thanks to a $20 million grant from the Eli Lilly Foundation. The four-year grant has led to the creation of the Center for Media Design, which includes the Global Media Networks lab and the Media Studies program. iCommunication is the foundation of the CMD. According to the grant proposal, the “i” in Communication stands for “independent control, imagination, innovation, internationalization and integration of the media.” Olson believes the move-ment from analog to digital communica-tion will have as much of an impact on communication as Johannes Gutenberg’s moveable type machine did. Gutenberg’s invention did much more than produce clearer type on a page—the printing press created the mass media. In compari-son, Olson says digital media are much more than clearer pictures and stunning sound. iCommunication will introduce personal media in the same dramatic manner that Gutenberg brought us the mass media.

“The way that I experience media is becoming unlike the way you experi-ence media,” Olson said. “The technology can learn what news I’m interested in. For example, let’s say I’m very interested in international news, somewhat interested in local news and not at all interested in sports. This software has a way of figuring out what my preferences are, so that when I subsequently go to their Web site and select news con-tent, it structures a show for me like a TV news broadcast.”

A large motivation of building the project is to make Ball State a leader in digital media research and train-ing. This, in turn, will help Indiana make the transition from an agricul-tural state to a technological state. The CMD will have print and broad-cast partners throughout the state, and may also ally with the Indiana Public Broadcasting Service and the Ontario Corporation. National part-ners may include Disney IDEAS in Orlando, Fla. and The Cable Center in Denver.

The CMD will primarily be housed in the Ball Communication Building, and the director of the Center will report to the dean of the CCIM. The Center will introduce personal media in the same dramatic manner that Gutenberg brought us the mass media.

Cindy Crosby publishes book

By Stacey Shannon
Phoenix Editor

Cindy Crosby had always dreamed of writing a book, but after graduating from Ball State in 1983 with a degree in journalism she worked on other areas of her writing instead. She covered religion for media and eventually worked as a freelance writer. This year she finally realized her dream of writing a book.

“I’ve wanted to write a book ever since I was old enough to hold a pen in my hands,” she said.

It wasn’t until Crosby had recovered from a deep depression that she finally found a topic for her book. Her idea was to write about how nature helps heal the spirit and connects people to God. The only problem was she didn’t know if the topic would work, so she headed back to the classroom.

“I took a nature writing class last year at the Morton Arboretum in Lisle, Ill. In hopes I could figure out if this type of writing was going anywhere,” she said.

After turning in her first assignment, Crosby was thrilled when her instructor, James Ballowe, encouraged her to get it published.

“He gave me the confidence to begin putting together a book,” she said.

From there, the book idea was off and running. Crosby consulted with her husband, Jeff, a fellow 1983 graduate of Ball State’s Department of Journalism. As Director of Sales and Marketing for InterVarity Press, Jeff was able to help her with the process of publishing.

“Dating back to our days at Ball State co-editing Phoenix and working together on the Daily News and ScoreCard [a sports tabloid at Ball Stae], we’ve always worked together shaping one another’s writing and work in general,” he said. “I was able to help Cindy craft the proposal around clear themes, a unique structure and a focused, targeted audience.”

The system worked and within six weeks of sending proposals to three publishers, Crosby heard from Baker Book House. They offered her a deal and gave her six months to complete the book. Three months later, “Waiting for Morning: Hearing God’s Voice in the Darkness” was completed.

“I was fortunate to have a large enough advance royalty that I could take time off from my other freelance work and focus on the book 100 percent,” Crosby said.

The book has a specific focus that Crosby strove to convey. She also hopes to reach those who are dealing with similar sit-uations.

“‘Waiting for Morning’ seeks to communicate that much of faith is a mystery,” she said. “But, God’s love for us is constant even during times when we feel He is far away and silent. As I wrestled with difficult questions about my faith, I found images and reminders of God’s love as I walked outdoors and worked in my garden. My desire was that readers who are also struggling with their faith or with difficult circumstances would find hope and comfort here.”

Crosby’s professional friends recognize the quality of the book as well. Phyllis Tickle, religion editor emeritus for Publisher’s Weekly, formed a friendship with Crosby five years ago when they met while on assignment. Tickle, who wrote the book’s forward, is pleased with her friend’s writing.

“It’s an excellent first book,” Tickle said. “This is a writer to watch.”

Crosby is already working on another book about prayer. She hopes to find answers for herself through her writing.

“I’ll always be writing, whether I’m published again or not,” she said. “I’m looking forward to the next big adventure.”

Waiting for Morning: Hearing God’s Voice in the Darkness

By Cindy Crosby
Shwestman Publishing
March 2001
ISBN 0-9632237-2-0

“Waiting for Morning” can be found at most Borders Bookstores, Christian retail outlets and Amazon.com. It can also be ordered from Baker Book House by calling 1-800-877-3044.

The Ball State University Department of Journalism Alumni Newsletter
Fall 2001 Vol. 23, No. 1
Inside this Issue
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The annual Schranz lecture on Oct. 25 featured Ball State alumni Brad Wilks.

The Department of Journalism moved into the new Art and Journalism Building in August.

The new Journalism Writing Center helps students improve their writing skills.
CMD is a research, development and teaching center, offering three-dimensional technology and digitally produced entertainment and new classroom experiences. Only the people utilizing the CMD—digital media will likely be part of the Ball State general curriculum, meaning all Ball State students will have the opportunity to dabbling in iCommunication. The CMD not only offers classes and curriculum to Ball State students but to industry partners as well. Conferences and outreach programs for alumni and alumnæ are being planned, and a certificate program will also likely be offered.

Ball State alumni may not only take iCommunication courses; they may also be involved in the creation of the CMD as well. About a quarter of the grant will be spent on hiring new people to work in the CMD, such as digital filmmakers, digital news producers and video game designers. Olson says there are enough funds available for good wages, and future employees may be able to work in both academia and the professional world.

Both Olson and Department of Journalism chairperson Marilyn Weaver say iCommunication will not necessarily be a new major, but a program to enhance and complement current departments. The project stress content along with technology.

“In this business, I don’t think it is enough anymore for a student to know only content,” Weaver said. “The technology is the tool in which we deliver our content. Without understanding the technology we can’t deliver. I don’t know how you could survive today without understanding and being able to harness the technology.”

 Olson uses an analogy of a pipe and water to explain how content and technology are mixed in iCommunication. The pipe is the technology, but it needs water, the content, to have a purpose. The CMD has five program goals. These goals focus on understanding digital technology, providing digital leaders, supporting digital media industries, are mixed in for technology and learning about digital media on a global scale. These goals will not only be carried out through the CMD, but through the Global Media Network and the Media Studies Program, which also stresses content and technology. The CMD links media design technology with global learning environments.

Olson envisions Ball State students sitting down at a conference table in the global media, and discussing media trends with their international counterparts, via a high-speed network.

“The idea is to have a very high quality image so that it’s really very natural,” Olson said. “What we are envisioning is really one step down from ‘Star Trek,’ which is beaming the person right there into your room.”

However, with the GMN, Ball State may indeed go where no university has gone before. Olson desires to create virtual stations for specific global communities.

“What if there was a table, and half the table is in here and the other half comes up to a big video screen,” Olson said. “And the other half of the table is in the other place so that the visual screen is the way they work in between. You have this effect of all the people sitting around a table together.”

Another arm of the CMD, the Media Studies program, will focus on educating students campus-wide on digital media. Theories will be explained, and digital animation will be created, among other products. With early stages of iCommunication taking shape, many faculty and students are excited to be involved. Olson simply can’t wait until the day he can glance down the office table and see visitors discussing digital media—all from the comfort of their home countries.

**Dr. Louis Ingelhart continues work**

By Kimberly Jana
Graduate Assistant

It was a typical summer day in Muncie—hot and steamy. July 24 was also the day that Dr. Louis Ingelhart decided to bring fresh flowers to the Department of Journalism. Naturally, the kind gesture from the “Founding Father” of the journalism program cost him a three-month stay in Ball Memorial Hospital and in rehabilitation treatment.

“I was walking along and all at once lost my balance; don’t know why. I broke a vertebrae in my neck, which made it necessary for me to be put in a half body cast away. I’m grateful to be up and going again. He recently joined Professor T. Hemlenger and members of the Daily News staff on a trip to New Orleans for the unveiling of a fund named after him, not letting “old” injure him away.

The Louis E. Ingelhart First Amendment Fund was created by the College Media Advisers to provide financial assistance for student and faculty working on projects concerning First Amendment rights. Ingelhart has been long known throughout the professional and academically as a crusader for student press rights, whether it is for the junior high, high school or university level. In addition to having the grant named after him, Ingelhart is also being listed as a Distinguished Professional and will be in the next listing of Who’s Who in America.

“It surprised me that a person of my age is still going strong and getting recognition for his work,” —Dr. Louis Ingelhart

Since he started with Ball State in 1953, Ingelhart has seen the journalism program go through many geographical changes: from the top floor of the Unification building, to little houses by the students’ student center and finally to West Quad, the last location before the move to AI. It is the state-of-the-art facilities that Ingelhart believes will strengthen the journalism program in ways never possible before.

That building will attract more and more people. Ingelhart believes we have well over two thousand majors soon. We have the best facilities in the country. I think that we have surpassed them all because we are now the newest one—therefore being better than ever now,” Ingelhart said.

So, with the “small cane” which he uses for longer walking periods and some support bars being placed in his home, Ingelhart is up and going in the best of spirits—and still supporting the future professional journalism who will graduate from the Ball State journalism program.

“The opportunities for our students will just be tremendous (because of AI)—as the years go on this will show. The administration has been very good to us,” Ingelhart concluded.

Faculty Notes

Robert Gustafson, Associate Professor

- Served as a manuscript reviewer from 1997-2001 for the Journal of Advancing Education.
- Associate Professor for Education in Journalism and Mass Communication (AEMC) publication.
- Served with Ball State University’s Early Start three-day workshop during the summers 2000 and 2001.
- Served as advisor to the student chapter of the American Advertising Federation.

Ken Heinen, Assistant Professor

- Received the 2001 Indiana University Communication, Information, and Media Teaching award at the CCIM faculty meeting on Aug. 17, 2001.

Mark Herron, Director of Secondary Education Services

- Published: “Learning Your Audience,” Advisor & Staff, a journalism education magazine.
- Presented a speech for the Alabama Scholastic Press Association; Summer 2001.
New faculty bring array of talents to the department

By Erin Yazel
Graduate Assistant

This is a year for new and exciting additions to the Department of Journalism. Not only did the department move into a new building, but it also added four new faculty members.

Steven Beverly is one of the new journalism instructors. He received his bachelor’s degree in mass communication from Anderson University in 1985, and his master’s degree in management from the International College of the Cayman Islands in 1989.

Beverly was previously the Director of Marketing Communications at JPlamore & Associates where he developed marketing plans for nonprofit agencies. He currently serves as editor of Storing Light magazine. He also teaches three journalism courses at Ball State: “I love working with the students and helping them see the practical applications of media theories,” said Beverly. The department also hired Jennifer George-Pallionis to be the sequence coordinator for journalism graphics. George-Pallionis graduated with a bachelor’s degree from Ball State in 1996. She is currently working on her master’s degree at Ball State in English composition and rhetoric with a minor in journalism.

Her previous experience includes designing for Knight-Ridder Inc. and Detroit Free Press and serving as the design director at Chicago Sun Times. She also taught design classes at Wayne State University and the University of Rhode Island.

“Actually, I would like to go into television news as a producer and/or reporter.”

By Stacey Shannon
Phoenix Editor

Gerry Appel
Hometown: Fort Wayne, Ind.
Undergrad School: Ball State University, 2001
Degree and Major: B.S. in Journalism
Expected Grad. Date: May 2003
Plans for after graduation: “Retirement sounds pretty good. Actually, I would like to go into television news as a producer and/or reporter.”

Shara Burke
Hometown: Austinburg, Ohio
Undergrad School: Wilmington College, 2000
Degree and Major: B.A. in Communication
Expected Grad. Date: Dec. 2001
Plans for a graduate study: “To be employed! Dream job is at the National Cattlemen’s Beef Association in Denver.”

Greg Chandler
Hometown: Fort Wayne, Ind.
Undergrad School: Franklin College, 2001
Degree and Major: B.A. in English
Expected Grad. Date: Dec. 2002
Plans for a graduate program: “I plan to pursue a career in sports or non-profit public relations.”

Cliff Fraser
Hometown: Hanksy, NY
Undergrad School: SUNY at Brockport, 2000
Degree and Major: B.S. in Meteorology and B.S. in Communications
Expected Grad. Date: May 2002
Plans for after graduation: “Get a job with a sports-related organization.”

Christi Girton
Hometown: Muncie, Ind.
Undergrad School: University of Notre Dame, 2001
Degree and Major: B.A. in English and Computer Applications
Expected Grad. Date: 2003
Plans for after graduation: “Not totally sure, but ideally I’d like to work with a pro sports organization’s PR department. I’m sure that will change, though.”

Kimberly Jana
Hometown: Valparaiso, Ind.
Undergrad School: Franklin College, 1999
Degree and Major: B.A. in Broadcast Journalism
Expected Grad. Date: 2002
Plans for after graduation: “To work at a university/collge for their internal communication department - or anywhere who will pay off my student loans!”

Joe Krupa
Hometown: Southington, Conn.
Undergrad School: Ball State University, 2001
Degree and Major: B.S. in General Studies
Expected Grad. Date: 2003
Plans for after graduation: “What...I can’t stay?”

Jenny Lesselbaum
Hometown: Providence, R.I.
Undergrad School: Rhode Island School of Design
Degree and Major: B.A. in Painting
Graduation Year: 1987

Tafadzwa Weston
Mudanambuki
Hometown: Mutare City, Zimbabwe
Undergrad School: University of Sierra Leone, 1991
Degree and Major: B.A. ED in Geography
Expected Grad. Date: July 2002
Plans for after graduation: “Get a job and appropriate the knowledge received at BSU. I would want to do doctoral studies a couple of years after my graduation.”

Alisha Schiffli
Hometown: Waterloo, Ind.
Undergrad School: Southern Illinois University
Degree and Major: B.S. in Communication and Public Relations
Expected Grad. Date: 2002
Plans for after graduation: “Move to Illinois to work. Considering pursuing a J.D. in corporate law.”

Stacey Shannon
Hometown: Muncie, Ind.
Undergrad School: Ball State University, 2001
Degree and Major: B.A. in Journalism
Expected Grad. Date: July 2002
Plans for after graduation: “I would like to get a job writing for a Christian magazine.”

Jonathon Streander
Hometown: New Albany, Ind.
Undergrad School: Indiana University, 2001
Degree and Major: B.A. in Advertising
Expected Grad. Date: Summer 2002
Plans for after graduation: “PR/advertising agency work.”

Kyna Willis
Hometown: Gary, Ind.
Undergrad School: Ball State University, 1999
Degree and Major: B.A. in Public Relations
Expected Grad. Date: May 2003
Plans for after graduation: “Work for a firm in Chicago. My ultimate goal is to work for the Terrie Williams Agency in New York.”

Erin Yazel
Hometown: Fort Wayne, Ind.
Undergrad School: Taylor University, Fort Wayne, 2000
Degree and Major: B.A. in Public Relations
Expected Grad. Date: August 2002
Plans for after graduation: “I would like to work again as a public relations practitioner in a non-profit organization or do public relations consulting for non-profits. I would also like to eventually teach public relations as an adjunct faculty member at a university.”

Journalism G.A.s have a variety of backgrounds
Kris Johns Leads Hoosier Park to Winner’s Circle

By Cliff Fraser
Graduate Assistant

HORSE RACING!

These words generally conjure up thoughts of world-renowned horse races such as the Kentucky Derby or the Breeder’s Cup. Perhaps the thought of horse tracks with a long legacy of racing tradition such as Churchill Downs or The Meadowlands spring to mind. A half-hour southwest of Ball State, in Anderson, Ind. a horse track is beginning a legacy of its own. Hoosier Park, in only its seventh year of existence, is gaining national recognition at an unprecedented pace. Recent coverage by ESPN’s “The Race Horse Digest” has thrust Hoosier Park’s marquee racing events, the Indiana Derby and Dan Patch Invitational, into the national spotlight.

Leading the charge is Hoosier Park’s vice president of marketing, and Ball State alumnae, Kris Johns (formerly Thompson). Upon graduating from Ball State’s Department of Journalism in 1993, with a B.S. in the news-editorial and public relations sequences, she obtained a job with Sunshine Promotions in Indianapolis as a special event and corporate sales coordinator. In 1994, she assumed the position of marketing director for F&W Promotions in Atlanta. She moved back to Indiana in July of 1995 when she was offered a job at Hoosier Park. Johns began working for Hoosier Park as the manager of market development and has watched the horse track grow in leaps and bounds.

Her key responsibilities as the vice president of marketing are to oversee the entire marketing department—advertising, research, promotions, direct mail and sales—and Hoosier Park’s three Off-Track Betting facilities scattered throughout Indiana. Her hard work has paid off as the Society of Professional Journalists named her “Outstanding Graduate.” The Hoosier Park marketing department has also won several ADEW (advertising) awards under her tenure. These awards do not sufficiently demonstrate the true value of her dedication to Hoosier Park. The real value can be seen in the rapid growth in sponsorship sales, group sales and local marketing efforts that Johns has orchestrated.

“She’s one of my stars,” Hoosier Park President and General Manager Rick Moore proudly proclaims. “It’s fun to see someone come here at such an early age and grow. Kris is a team player who always does what’s best for Hoosier Park.”

Johns loves horses and she loves Indiana, making her the perfect person for her job.

“I love the challenge of marketing horse racing in a state where auto racing is so popular and the general public has little understanding of the sport,” she said enthusiastically. “I love horses, so the fact that I get to spend time around them is great. I think Churchill Downs Inc. is an excellent company to work for and I enjoy all the people that I work with in this company.”

One concern that troubles not only Johns, but also the whole Hoosier Park community, is the approval of a second horse track, Indianapolis Downs, to be located in Shelbyville, Ind.

“The second track approval is a huge disappointment. I am all for competition but I don’t think this state can support two tracks and I think it will be detrimental to the industry,” Johns said.

With Johns’ rapid ascent up the ladder of success, she has not forgotten the foundation of her success.

“After graduating from [Noblesville] High School, I considered going out-of-state and I also considered some larger universities,” she said. “I am so glad that I attended Ball State University. I think I would have been just another number, another student in a huge lecture hall at some of these other universities. The journalism department at Ball State provided me with all the skills that I needed to be successful right out of college.”

Johns, who entered Ball State on the Topics Newspapers’ Suburban Journalism Scholarship, made the best of her time in college. She participated in many organizations, which molded her into the person she is today. Her fondest memory occurred over the summer after her freshman year.

“I spent a month working on a special publication with the Peru Tribune to celebrate Grissom Air Force Base,” Johns said. “I wrote several articles and got to see how an air force base operates. I rode in a military plane over South Dakota and watched a B-1 bomber get refueled in the air. I participated in training sessions with the K-9 unit of the military and got to meet the top brass at the air force base. It was a rewarding experience. During the Gulf War, I received letters from many of my friends that I made during that internship and treasure the memories of that month. It has taken on a greater significance after the Sept. 11 attacks.”

In Johns’ four years at Ball State, she participated in a wide variety of activities. She was elected president of the student chapter of the Society of Professional Journalists, was a member of the Public Relations Student Society of America, Rho Lambda National Honor Society, Kappa Tau Alpha Journalism Honor Society and served as a staff reporter for the Daily News. As it this was not time consuming enough, Johns was vice president of Sigma Kappa Sorority.

Through all of her experiences at Ball State, there was one professor who stands out in her mind.

“Dr. Fred Woodress was a professor, faculty adviser of the Society of Professional Journalists, faculty adviser on the Peru/Grissom Air Force base program and mentor,” Johns said. “He had a huge influence on my career choices and journalism accomplishments; and I admire his zest for life.”

It is safe to say that Johns has taken full advantage of the opportunities presented to her. Considering how far she has come in such a short amount of time she is an inspiration to those in her field.

When asked where she hopes to be in 15 years she replied with a smile on her face, “I’d like to return to my journalism background and do some freelance writing for publications. I am very interested in writing screenplays, as well. I could see myself as an executive director for a not-for-profit organization affiliated with animals, film, the environment or cerebral palsy. I could also see myself starting my own entertainment marketing company someday.”

Johns sets lofty goals, but if her recent past is an oracle of successes to come, then the sky’s the limit for where she can take herself.

Hoosier Park Facts

◆ Hoosier Park at Anderson celebrated its grand opening on Sept. 1, 1994.
◆ Churchill Downs holds a 77 percent interest in Hoosier Park.
◆ Hoosier Park is equipped with 16 barns and 1,076 stalls.
◆ Hoosier Park is one of only five tracks across the country to conduct both Standardbred and Thoroughbred racing on the same oval.
◆ Thoroughbreds look to the track for the first time on Aug. 28, 1995.
◆ A record crowd of 10,827 witnessed the 2000 Indiana Derby at Hoosier Park.
◆ Hoosier Park’s record payout for a $2 wager was $42,798.10 in 1997.
◆ The two major events held at Hoosier Park are the Dan Patch Invitational (Standardbred) and Indiana Derby (Thoroughbred).
◆ Her key responsibilities as the vice president of marketing, and Ball State alumnae, Kris Johns (B.S. 1993) sits behind her desk at Hoosier Park. Johns has been vice president of Sigma Kappa Sorority.
Journalism students volunteer in community

By Stacey Shannon
Phoenix Editor

Two Ball State journalism professors have joined the movement toward service-learning projects. Both Dr. David Sumner, head of the magazine sequence, and Walt Baker, an instruc-
tor of graphics, involve their students in the Muncie community.

Sumner has been organizing serv-
cise-learning projects for students in his midlevel magazine editing course since the fall semester of 1999. He
first got the idea after hearing about a
grant being offered from the Eli Lilly
Foundation. The $750 grant was to
cover costs and compensate for the
extra time required to organize such
projects. Sumner leaped at the
opportunity, thinking it was just what
the class needed.

“I wanted a way to make the class
more interesting,” he said.

This fall, 20 students, mostly jun-
iors, participated with 20 different
nonprofit organizations. Their
responsibilities included working
with promotion and newsletters
through editing, writing and design-
ing. The emphasis was on editing,
because of the nature of the class.

Sumner said that his students en-
joyed the experience.

“The students seem to appreciate
the opportunity to get experience
with what they’re learning in class,” he said. “I think the practical experi-
ence is the most beneficial and the
ability to put theory into practice.”

Sumner also said that his students benefit from being exposed to
the real-world application of what they
are learning. These projects help
them understand the importance of
editing to avoid embarrassing mis-
takes. They also benefit by expand-
ing their world view.

“It really does, I think, give a little
more compassion and sensitivity and
broadens their outlooks,” Sumner
said.

He mentioned one student who had
never worked with Alzheimer’s
patients before, but had been exposed
to them in his work with an adult
day care center. Another student was
working with innercity, low income
children for the first time.

Starting in the fall of 2002, the mag-
a-zine editing class will be changed to
Media Editing and include students
from the news-editorial and public
relations sequences. Sumner hopes to
continue and expand the service-
learning projects and noted that the
class will then be offered year round
instead of only in the fall.

Baker has had students in his intro-
ductory graphics classes work with
community organizations for the last
five years. This year, his four classes,
totaling 80 students, worked with
four organizations in Muncie: the
Muncie Center for the Arts, the
Muncie Civic Theater, Cardinal
Greenway (a walking and bicycle
trail) and the Muncie Children’s
Museum.

At the beginning of the semester,
Baker took his classes on a tour of
each organization, then had them pick
one. Throughout the semester, they
were responsible for designing a logo,
poster, newsletter and a Web site.

At the end of the semester, Baker
showed the ideas to the organizations.
He said that previous students have
continued to work with their organi-
sation after the class and that the
organizations have benefitted from
using student-produced material.

Baker originally got the idea when
examining his personal life a few
years ago.

“I realized that I had been a taker
long enough and I needed to be a
giver as well,” he said. “I think that
everybody needs to start that at a
younger age.”

Baker himself has been and contin-
ues to be involved with most of the
organizations his students work with,
so he has a sense of what the groups
are looking for and need.

“This is my contribution,” he said.

Baker also thinks that students ben-
efit from being exposed to areas of
the community they are unfamiliar
with. Most of the students have
never heard of or been to the places
they visit often.

“We want the students to see there’s
more to life than Ball State,” he said.

“They get a sense of community
and it forces them to look at the big-
ger picture.”

Jessica Sullivan, a junior public rela-
tions major in one of Baker’s classes,
enjoyed her work with Cardinal
Greenway during the semester. She
selected the organization because it
is relatively new, so she thought it
would be the most exciting. She has
come away from the project with a
few lessons.

“I’ve learned a few things about
graphics programs,” she said.

Sullivan also said she had volun-
teed previous to the class and she
would volunteer again in the future.

She even went on to say that work
like this would have to be handled with
care so as not to overwhelm the
Muncie community. He mentioned
that some other areas, such as the
Teachers College, are already involved
with service-learning projects, but Ball
State overall is still relatively new to
service-learning programs.

“I’m just kind of tickled that we can
lead the way in journalism,” he said.

Students and faculty enjoy life in new building

Photos Gerry Appel, Graduate Assistant

Clockwise: An overview of the atrium area in the Art and Journalism Building where students and faculty can eat or just meet.

Graduate Assistant for the Daily News, Joe Krupa, looks through film.

Dan Cooper, computer lab assistant works on an assignment in one of the new computer labs.

Daily News staff reporter, Chet Baumgartner, looks through notes from a story.

Mark Herron, director of the Secondary Education Services, hangs JCommuiqué covers and pictures in the SES office.
Celebrating future generations through gift

By Kimberly Jana
Graduate Assistant

At the Art and Journalism Building dedication ceremony on Nov. 4, the Journalism Alumni Board presented a substantial and emotionally binding gift to the department and future generations of students. Through donations of the board’s 19 members, a timeline history of the Journalism Department was created, titled “Ball State University Department of Journalism: A Timeline of Achievement.”

“We were looking forward to the new building and it is a great achievement from where we came from the past,” said timeline designer and alumni board member Pam Records. “There are great opportuni-
ties and prospects with the new building. With this project, it was a chance for us to reflect and show our excitement for the things that lie ahead. We want students to appreci-
ate where we have come from. It is a way to remember your traditions – staying connected to traditions and to the past.”

The timeline starts in 1919, when a graduating senior from the then Ball State Teachers College created a year-
book. The timeline highlights the careers of Drs. Louis Ingelhart, Mark Popovich and Earl Conn, and ends in 2001, with current chair Marilyn Weaver and the dedication of the new building.

Four members of the board were thoroughly involved with the process of the timeline. Records was the designer, alumni board president Jim Grim wrote the text, Susan Akers was in charge of research and Amy Aldersmeyer hosted the planning meetings.

Additionally, the board received assistance from the Alumni Association through board members Charlotte Shepperd and Diane Williams. Although board members are required to meet three times a year, Grim believes that the extra effort to put together the timeline was a worthy project for the board.

“The Journalism Alumni Association wanted to do something for the new building – something helpful and that would be construc-
tive,” Grim said. “The building is far more impressive than anything we could ever have imagined.”

In addition to its recent gift to the department, the Journalism Alumni Association hosts social events throughout the year for alumni to come together, one in Muncie during homecoming weekend and regional outings throughout the state. For Records, keeping up her connections with the university was in important factor in becoming a board member.

“Every time I go back to the university, I remember the reasons of why I became a journalist,” Records said. “It is a good way to stay connected and to stay in touch with trends with-
in the department and the industry and to provide input.

Additionally, the board sponsors one Professional-in-Residence every year, nominates candidates for the Journalism Alumni awards and reviews scholarship applications for the Louis Ingelhart Freshman Scholarship.

If you are interested in getting involved with the Journalism Alumni Association, please contact Marilyn Popovich on 765-285-1800 or Charlotte Shepperd at 765-285-8200.

CCIM Week focuses on free expression

By Alisha Schiffli
Graduate Assistant

Events for the 2002 College of Communications, Information, and Media’s CCIM Week are still in plan-
ing stages. Events are scheduled for the week of April 1-5 and focus on the theme of Free Expression.

The week’s events begin with a per-
formance by the Freedom Singers, a special presentation by members of the First Amendment Center. The musical performance focuses on songs that have been controversial throughout time. Songs dating back to colonial times up to present day will be performed and then dis-
cussed. The First Amendment Center will also host a faculty workshop. The workshop will cover teaching First Amendment rights in the class-
room.

A competition similar to last year’s will be held between teams from the different CCIM departments. The theme and type of competition have not yet been decided.

For more information regarding events, please contact the Department of Journalism in the spring at 765-285-8200 or bsujournal@bsu.edu.

Faculty Notes

Dr. Tendayi Kumbula, Assistant Professor
◆ Nominated to Senate Governance Committee.
◆ Nominated to Who’s Who Among African Americans.

Alfredo Marin-Carle, Associate Professor
◆ Served on committees for two grad-
tuate theses, one for a master’s in jour-

nalism and another for a doctorate in music.

Mark Massé, Associate Professor
◆ Promoted to Associate Professor, May 2001.
◆ Conducted all-day workshop, “Getting Started,” at the Midwest Writers Workshop held in Muncie, Ind., July 2001.
◆ Established the Department of Journalism Writing Center, Aug. 2001.
◆ Served on Newspaper Division panel at the annual Association for Education in Journalism and Media Communication’s Convention in Washington, D.C., Aug. 2001.
◆ Served as project director for $100,000 grant from the Knight Foundation for the Department of Journalism to fund the new Writing Center and a national study of journal-
ism educators regarding the teaching of writing, Sept. 2001.
◆ Presented paper with Mark Popovich on student writing apprehen-
sion to the annual conference of the ISSSS, Ball State University, Oct. 2001.
◆ Published: “Perfecting the Craft of Literary Journalism,” Writer’s Digest, publication pending.

Dr. Becky McDonald, Assistant Professor
◆ Served on the Indiana School Public Relations Association Board of Directors during 2000-01.
◆ Indiana Special Olympics, Member of State PR Network, 2000-01.
◆ Served as the College of Communication, Information and Media’s representative to the University Senate, 2000-01.
◆ Won grant proposal with other fac-
ulty members for the George and Frances Ball Fund for Academic Excellence, “Enhancing Sports Studies at Ball State University: The Next Step,” received $13,000, April 2001.
◆ Member of the five-person faculty committee who initiated and received approval for the creation of the Center for Sport, Ethics and Culture at Ball State.
◆ Competitive panel judge, public relations division, National Communication Association, April 2001.
◆ Papers were accepted for possible presen-
tation at the Fall 2001 conference in Atlanta.
◆ Member of Ad Hoc Committee for development of Marketing Plan.
◆ Appointed to Senate Governance Committee.

A look at Family Weekend, Nov. 3-4

Photos Jenny Leselbaum, Graduate Assistant

Clockwise: Ann Cain, senior, and her parents. Cain is the co-
director of Cardinal Communica-
tions.

Suzanne Clem and her mother look at the display cases on the third floor of the Art and Journalism Building.

Professor Alfredo Marin-Carle spent the morning talking with students and parents.

Jaclyn Chestefield, senior advertising major, and her par-
ets chat with professor Howie Snider.
Schranz lecturer confronts public relations in an ever-changing world

By Alisha Schiffl
Graduate Assistant

In lieu of the events that took place on Sept. 11, many have struggled to better understand what separates the United States from other cultures. Brad Wilks, Managing Director of Ogilvy Public Relations Worldwide, Chicago, spoke about this to nearly 350 students, local professionals and faculty at the 23rd Annual Schranz lecture on the evening of Nov. 25. Wilks is the first Ball State graduate to receive the Distinguished Lectureship award. His lecture examined the constructive role public relations can play in helping bridge perceptual gaps and build common ground.

For Wilks, “…the notion of plate tectonics seemed an apt metaphor for recent events.” Plate tectonics describes the geological process by which continents slowly drift across the globe driven by powerful forces at the center of the Earth. “The process,” said Wilks, “is infinitesimally slow and invisible to us. However it is real and is diametric.”

He went on to relate plate tectonics to the events of Sept. 11. “In this case, however, the collision was not of continents, but of civilizations.”

The events that took place in September have shed new light on the phrase “globalization,” according to Wilks. The march toward globalization is destined to continue.

“…we’ve seen things differently. Instead of a melting pot, we’ve somehow managed to come together and the world has done admirably, under the circumstances.”

Wilks believes the public relations profession stands ready to meet the current challenge in helping America and its institutions find common ground with the rest of the world. He left some words of advice to those entering the profession: “Be passionate. Be proud of public relations. Be principled. Be connected. Be a communicator. Be a counselor. And finally, be credible.”

Wilks is an award-winning communications professional with more than 18 years of combined agency and corporate experience. As former head of investor relations for Ball Corporation, Institutional Investor magazine featured Wilks as one of the leading investor relations professionals in the United States. He received his Master of Arts degree in Public Relations from Ball State and started his career in New York City. Wilks also received the Distinguished Alumnus of Journalism’s 2001 Alumni of the Year award.

The Vernon C. Schranz Distinguished Lectureship in Public Relations was established in 1979 to honor Schranz for his 25 years of service to Ball Corporation as its director of public relations. The lectureship is made possible by a Ball Corporation endowment to honor outstanding professionals in the field of public relations.

Homecoming 2001 celebrated in new building

By Stacey Shannon
Phoenix Editor

On Oct. 20, Ball State celebrated Homecoming in the usual way with parades and tailgate parties, but the Department of Journalism celebrated in a new style. Alumni were invited back to campus to see the new facility and tour the new building and share stories about their time at Ball State.

Sarah Shrode, who earned her B.A. in 1996, toured the building and was impressed. “It is beautiful,” she said. “It almost makes me want to come back and get my master’s.”

Shrode, who now works in Indianapolis as the Director of Marketing Communications for the Society of Professional Journalists, is a former editor of the Daily News. Shrode was impressed with the new offices for the Daily News. Shrode felt the space and technology would make it “much easier to do.”

Other alumni like Brian Taggart were impressed with the building, but also had good things to say about West Campus. “Still, the former home of the department.”

Taggart received his master’s degree in 1982 from the university and now lives in Bloomington, where he writes for an architecture magazine and does consulting for markets.

In the afternoon, Ball State’s football team scored a homecoming victory in their game against the Toledo Rockets. The Cardinals’ victory came with a final score of 24-20. Two players on the team were named the Mid-American Conference West Division Defensive and Special Teams Players of the Week.

At the end of the day, Homecoming 2001 was a success with a stunning football win and the new Art and Journalism Building.
The Planning

It all began in 1997. Ball State was going to build a new building to house the Art Department and the Journalism Department. Plans got underway, led by journalism department chair, Marilyn Weaver. Meetings with RATIO Architects were set and blueprints began to take shape. According to Weaver, journalism faculty members were involved throughout the design process.

“The faculty met with the architect to talk about the needs in each of their areas,” she said.

Weaver also said that sometimes determining what would be needed in the future could be difficult, technology in particular was difficult because it changes so rapidly. Assistant to the chair and head of graduate studies, Dan Waechter, was also greatly involved with planning, especially the technological aspects.

“We looked at the best possible configurations for our labs and how we could provide the necessary infrastructure,” he said.

Waechter also said he spent more time with blueprints than he ever imagined and realized how crucial it is for a client to be involved with the building process. Finally, the plans came together and ground was broken in May of 1999. Originally plans called for moving into the building by the fall semester of 2000, but the building wasn’t ready for use until the fall semester of 2001, leaving the Journalism Department stranded in West Quad which was under major renovations.

Dr. Mark Popovich, former department chair and current professor, has been in the department for 32 years and has seen it through various homes such as the Administration Building, the current Fine Arts Building, houses on the south side of campus and then West Quad in 1977. He was frustrated with West Quad by the end of the 2000-01 school year.

“West Quad was an absolute pit because of the construction going on,” he said. “The West Quad situation was really intolerable...the good news was everybody was civil to each other.”

Popovich said that he had to throw away two pairs of shoes ruined by the mess in West Quad. Finally, they were set and blueprints began to take shape and the 2001-02 school year in style.

The Move

Moving a department of 23 faculty from the south side of campus to the middle of campus proved to be an enormous task, but one that was accomplished with no major glitches. For professors like Popovich, moving offices took time and patience.

Professor Howie Snider shared Popovich’s feeling about moving his office. Snider has been associated with the department since 1972 and was part of four of the five locations. Snider reported that cleaning out his office was the greatest challenge of the move.

Waechter was concerned with having the classrooms up and running so soon after the move.

“As far as my perspective goes, I think the greatest challenge was making sure that everything was in place,” Waechter said.

He reported that a couple of the classrooms weren’t totally ready to go when classes started on Aug. 20, but he doesn’t think anyone noticed. Some of the offices weren’t quite equipped at the start of school either.

Dr. David Sumner, professor and head of the magazine sequence, said that the professors’ offices had no shelves, which was inconvenient.

“The greatest challenge has been trying to be patient and putting up with a lot of minor inconveniences,” he said.

The Location

Once the move was underway, faculty and students began to settle into their new home located across from the library. Professors such as Popovich and Sumner are excited to be so close to the library. Other professors, like Alfredo Marín-Carle, who teaches graphics, are thrilled to be close to the Art Department.

“It’s good for the graphic people to be close to the Art Department,” he said, adding that having the Art Department in such close proximity allows graphics students to explore more creativity.

The Journalism Department is also closer to the Telecommunications Department and the Office of the Dean of the College of Communication, Information, and Media. A skyway links the Art and Journalism Building with the Ball Communications Building. Weaver is glad for the proximity.

“It allows us to work more closely with the TCOM Department,” she said.

Daily News adviser, TJ Hemlinger, also appreciates the new location. He said that being in the middle of campus benefits the newspaper.

“I like being in the middle of campus; more students have access to us,” he said. “We are close to other departments and colleges.”

The new building also has a food court on the first floor that includes restaurants such as Sbarro, Block & Barrel Deli, McKinley Grille and Chick-fil-A. Soon Asian Creations will open as well. The food court has Chick-fil-A. Soon Asian Creations

Barrel Deli, McKinley Grille and restaurants such as Sbarro, Block &

Marín-Carle has found the technology beneficial in teaching graphics classes, but said that the technology isn’t vastly different from West Quad.

“I think technologically speaking we weren’t that bad off where we were,” he said, pointing out that the biggest difference is more space and equipment.

With the extra space, graphics classes have increased in size from 16 students to 20 students which presents a
worked,” she said. “We only had one computer, which means we used the labs more than our own office. Now we have several nice, new computers, scanners and a printer.”

The Daily News is also more centrally located and organized as well. Located on the second floor, its offices overlook the atrium area and are larger and more collaboratively than previously.

Adviser, TJ Hemlinger said that previously the various departments of the newspaper were spread throughout West Quad, but now being in one central office gives them a better sense of teamwork.

“It’s a much more professional atmosphere,” he said. “It’s important that the students and the staff feel that they’re in a professional environment.”

The Dedication

Though students and faculty began using the building by the beginning of the fall 2001 semester, it wasn’t dedicated until Nov. 4. RATIO Architects, Ball State President Blaine Brownell, Chairs of the Art and Journalism Departments along with other faculty, staff, students, parents and alumni were present for the dedication ceremony.

Steve Ristig, principal of RATIO Architects, told the crowd about the four goals the architects had. First, they worked to create a distinctive building that fits into the campus. Second, they strove to reflect the groups within the building. Third, they wanted to create a gateway building that connects it to the rest of campus and finally they also worked to fit everything in the budget.

“A building is all about people and those who will received their news from Ball State graduates,” he said. Journalism Alumni Board members presented the department with a timeline of events.

Gene Policinski, a 1972 graduate and former Daily News editor, returned to Ball State for the ceremony and was impressed with the new facilities.

This is an extraordinary opportunity, I think, for the department to finally be recognized physically for the things they’ve done academically, he said. “It makes quite a difference. It’s good to see it from a professional level as well – to see the department finally get the kind of home it should have.

Policinski is currently the Deputy Director of the First Amendment Center at Vanderbilt University and is proud to have a son who designs for the Daily News. Policinski remains active at Ball State through serving on the News Advisory Board and the Alumni Board.

The Future

Now that the Department of Journalism has settled into its new stomping grounds, faculty and students are looking toward the future. Weaver and Waechter agree that the new building will be a good recruiting tool.

“The most exciting aspect is the leverage it provides the department,” Waechter said. “I’ve yet to encounter anybody who isn’t blown away by the new building. We’re doing so many things that appeal to students studying journalism.”

Weaver is pleased with the way everything turned out, despite some compromises that had to be made along the way.

“It’s a happy building,” she said. “This is very freeing.” She also enjoys having a centrally located main office that is well-organized.

“As department chair, the most exciting aspect for me is to have a professional office,” Weaver said. “The environment here is so much better, so much more efficient.”

She is grateful to the faculty for all of their help with the new building and hopes that this building will be her legacy to the department.

Dean Olson recognizes the greatness of the building as well. “We have our Emerald City right here,” he said at the dedication ceremony. “There’s no place like this home. To all of you – welcome home.”

Dr. Louis Ingehart, founder of the Department of Journalism at Ball State, attended the dedication ceremony on Nov. 4. Ingehart was accompanied by his daughter, Sharon White (left), Alumnae Amy Ahlersmeyer sat with Ingehart (right) (For more information, see article on page 2.)

“It’s great to see all these people here in the building,” Ristig said during the ceremony and later continued. “Everyone’s voice hopefully came together.”

President of the Board of Trustees, Thomas DeWeese, presented the building to the university.

“Without a doubt this building will do much to enhance the education of Ball State students and increase the opportunities for Ball State faculty,” he said.

Dean of the CCIM, Scott Olson, was pleased that the journalism department was finally in facilities that match their reputation. He also commended Weaver and the rest of the journalism faculty for their work on the new building.

Also during the ceremony, Tommy Rector, President of the Student Government Association, presented a time capsule to be sealed for 100 years (see sidebar). He, too, dedicated the building, but in a different way.

“We dedicate this building today to the alumni. Come back and visit!” Popovich said.

Time Capsule

During the dedication ceremony for the new building on Nov. 4, a nitrogen-sealed time capsule was placed in the Art and Journalism Building to be opened again in 100 years. The capsule contained 27 items and was presented by Student Government Association President, Tommy Rector. Rector credited the administration for their work.

“You have built a solid foundation of hopes, dreams and opportunities for all the years to come,” he said during the dedication ceremony.

Some of the items included in the capsule are as follows:

- three editions of Expo magazine
- a 2001-02 Theatre and Dance brochure
- a Department of Art, “Studying Art” brochure
- a 1996 Orient yearbook (the last published yearbook)
- Sept. 12 and 13, 2001 issues of the Daily News
- a Cardinal Beanie Baby
- a Chick-Fil-A Beanie Baby cow
- “Edmund Ball’s Century” VHS tape
- a photo album from the College of Communication, Information, and Media
- Anthony Edmonds and Bruce Seehold’s book, “Ball State University: An Interpretive History”

Building Breakdown

<table>
<thead>
<tr>
<th>Building Space in AJ</th>
<th>V.</th>
<th>Building Space in WQ</th>
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<tr>
<td>32,074 square feet</td>
<td>V.</td>
<td>20,274 square feet</td>
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<td>Total Difference</td>
<td>11,800 square feet</td>
<td>11,800 square feet</td>
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The new Art and Journalism Building also has:

- Electronic newsroom
- Wireless networking capabilities
- A 219-seat auditorium
- A four-story atrium
- Five restaurants
- University bookstore operated by Barnes & Noble
- A Starbucks Coffee Shop
- Integrated Media Lab
- An art gallery
- An interior pathway to the Ball Communication Building
Alan Levy speaks at BSU

By Stacey Shannon
Phoenix Editor

At age 69, Alan Levy’s career is far from over. He has no plans of retir- ing as editor of The Phoenix Post any time soon— he loves it too much.

On Aug. 29, Levy came to Ball State to talk with journalism students about his career and his work in Prague.

He first became editor of the Prague Post in 1991, the year the newspaper was created as the second and more serious English-language newspaper in Prague. Two young people who wanted to start a paper approached Levy. He agreed to be the editor and on Oct. 1 of that year, they started the first edition.

In the 10 years the paper has existed, circulation has grown from 3,000 to 17,500. Of their current reader- ship, 40 percent are Czechoslovakian.

“We found out we had a public, even in the most working class dis- tricts,” Levy said. “A lot of the peo- ple of the working classes were pro- fessors who were made into laborers by the communist system punish- ment."

The staff was particularly excited about how well the newspaper has done because they charge 10 times more than the Czech-language news- papers do.

“We thought we had priced our- selves out of the Czech market,” he said, proudly reporting that half of the first readers were Czech.

Before his work with The Phoenix Post began, Levy was busy working as a full-time writer. Starting his career in the mid-1950s, he spent seven years freelancing in New York, wrote 17 books, wrote profiles for the New Yorker and spent years covering the social unrest in Czechoslovakia as well as the Cuban Revolution.

Though he has written about such celebrities as Sophia Loren, Elizabeth Taylor and Elvis Presley, these are not the books he is most proud of. His book “So Many Heroes” plays the role of the son he never had. The book became very controversial in communist Czechoslovakia because it introduced ideas the communists deemed radical.

“I have two daughters who were easy children,” Levy said. “I want to be remembered for my son – this book that had a difficult birth, but in the end, grew up to be respected and admired.”

Levy told of various situations when his book was smuggled into the country. There were a few accounts of guards fighting over who got to read the book first after they confiscated it from smugglers.

Not all Czechs were thrilled with Levy’s book, though. The commu- nist government punished him for writing such a provoking piece. He was sentenced to 5,615 years in prison. The sentence included punish- ments such as 10 years in prison for each time he used the word “invasion.”

Levy didn’t stay around to serve his sentence but was able to turn the country in May of 1990 after the fall of the communist regime.

He has had two offers from the same publisher to write another book about Prague in the 1950s. Levy has done some work on the book, but is busy running a newspaper.

“I think I will one day write a book with the title of ‘Second Chance City – Prague’ in the 90s,” he said. “I’m the chronicler.”

Until then Levy enjoys living in Prague with his wife, a retired teacher, and working on a daily newspaper.

“Right now I’m happy,” he said. “Happiest in my life with the instant gratification of working on and getting a new paper every Wednesday.”

Michelle Linn-Gust talks about first book

By Stacey Shannon
Phoenix Editor

Often inspiration for a piece of work comes out of tragedy. This was the case for Michelle Linn-Gust, a 1994 graduate of Ball State’s journalism program. She recently returned to her alma mater on Sept. 18 to speak with students about her newly-released book, “Do They Speak with Students about Her Family?”

Her path began to change during a time in her life that she describes as a “killing time.” Linn-Gust was a junior at Ball State in 1983 when her younger sister, 17-year-old Stacie, killed herself. At the time Levy said, “I want to do.”

Linn-Gust’s first book to go after graduation while teaching full time. After three years, she stopped teaching to concentrate on her writing full time. Her book was finally completed after five years of work. She credits her journalism back- ground for helping her write the book.

“I was very prepared when I walked out of Ball State,” Linn-Gust said. “I didn’t know when I left here in 1994 that I was going to write a book. I had all the tools and I just had to apply them.”

Though she had the skills needed to write the book, personal issues tagged at her. Near the end of her writing, Linn-Gust was concerned about the effect her book would have on her parents and older brother and sister.

“My family was very, very support- ive of this,” she said. “They know that it’s to help people, but there was a real fear – was I going to hurt anybody in my family?”

Linn-Gust found that her family was fine once the book was released. The other issue she struggled with was making sure the details about her sister’s final days were accurate.

With other people involved she wanted to make sure the details were correct and avoid false accusations. “This book isn’t to make anybody mad,” Linn-Gust said. “This book is to help people where I couldn’t be helped. It’s to help the future sib- lings.”

The book’s journey to publication was a steep hill, though. Linn-Gust proved in every book proposal she wrote that no other books on the topic existed, but 30 publishers rejected the book.

Finally, she called the president of the American Association of Suicide prevention for help and was invited to speak at the association’s confer- ence in Los Angeles.


With her first book on its way, Linn-Gust looks to the future, but is uncertain of exactly what it holds.

“I’ve got a lot of speaking [engage- ments] coming up,” Linn-Gust said. “I’ll see where that takes me. I defi- nitely have a lot more writing in my future. I’d like to say that I’m not a one book wonder. I’ve got a lot that I want to do.”

Faculty Notes

Dr. Melvin L. Sharpe, Professor

Dr. David Sumner, Professor
- Published: “How to Recognize and Prevent Identity Theft,” International magazine, publication pending.
- Served as webmaster for AEJMC Magazine Division (http://ajemc-magazine.bsu.edu).

Dr. Marilyn Weaver, Department Chair
- Received a 21st Century Grant for Faculty Development, $6,000.

Fred Woodress, Faculty Emeritus
- Published: “Remembering Faulkner: Two Vistas Recalled with this Obituary, Interesting Man,” The Faulkner Newsletter and Yoknapatwpha Review, July-Sept. issue.
- Completed a fourth Middleton play in collaboration with three other local playwrights titled, “A Train Ride to Muncie.” It will be presented by the Heartstrings Stage Company of Muncie in Sept. 2002. The three previously pre- sented plays were “Dreams Unmasked,” “Middleton’s The Depression Years” and “Middleton at Peace.”

PHOENIX
Residence hall provides unique atmosphere for CCIM students

By Cliff Fraser
Graduate Assistant

Three years ago the folks in Housing and Residence Life were exploring new ways to add value to dorm living. The College of Communication, Information, and Media was ready with a suggestion — developing a “Communication Dorm” for CCIM students. Initial meetings occurred between leadership in Housing and Residence Life, the CCIM Dean and Associate Dean. Both sides embraced the concept and moved forward. The notion of a “Communication Dorm” would soon come to fruition within the walls of the Brayton/Clevenger Halls, a part of Lafollette Housing Complex.

Research suggests that students are better connected when living/learning with students who share a common academic emphasis. To assure that a living/learning arrangement would come to pass, the dean and associate dean had to rally support among the faculty and guarantee commitment from them outside of the classroom. Finally, Housing and Residence Life had to be intentional in how these aspects could come together then the notion was to develop a “Communication Dorm” that would:

◆ Provide students with a more focused academic living environment.
◆ Support student satisfaction with their major.
◆ Increase student/faculty interactions outside the classroom.
◆ Increase retention of students.
◆ Assist students in their adjustment to college through academic clustering.
◆ Help students explore values and goals in relation to their academic majors.

There are numerous positive effects directly resulting from the formation of Brayton/Clevenger. First and foremost, students are the recipients of a focused academic environment. They receive opportunities that are not available to other academic majors, within a living environment. These opportunities include faculty mixers, work related field trips, advising sessions, programming specific for their majors and hall staff more sensitive to their academic needs. “I really feel that Brayton/Clevenger is a wonderful opportunity for all CCIM majors to improve upon their chosen academic major,” notes Brayton/Clevenger Residence Hall Director Robert Engblom. “CCIM student organizations and professors outside of the hall know to target our hall specifically when advertising openings or opportunities that would be to the CCIM students’ benefit.”

Last year the Communications Activity Board (CAB) was formed. This programming board was developed to involve more students in the bridging of the academic and residential components of the college experience. CAB is an organization comprised of communication majors, whose primary responsibility is to bring programming to the hall that targets its residents. Their events have ranged from social ice-breakers to field trips to television stations. It is a great place to grow academically and personally.

“I feel the most important thing in life is good friends and I’ve made so many here in Brayton/Clevenger.”

Kathy Spenos, Freshman
TGV

“Brayton/Clevenger has so much to offer its residents. Many people work hard to make our stay here enjoyable and worthwhile. It is a great place to grow academically and personally.”

Bryan McIntyre, Freshman
Secondary Ed.

“I’d rather live here than any of the other dorms because the people here are amazing! There are so many interesting people here and everyone is so motivated. It’s good to have all kinds of atmosphere rub off on me.”

Morgan Metzger, Freshman
History/Secondary Ed.

Students Speak

Alumni Notes

Class of 1969
◆ Walter M. Brasch (M.A.) recently published a new book about the Clinton Administration titled “The Joy of Sax.” He is a professor of journalism at Bloomsburg University and has written 12 other books. Brasch is also a syndicated newspaper columnist who has received more than 80 media awards in the last 10 years.

Class of 1974
◆ Paul Vosbein (B.S.) was recently promoted to Assistant Managing Editor/Copy Desks at the Philadelphia Inquirer.

Class of 1975
◆ David Sullivan (Z.B.) has been promoted to Assistant Managing Editor/Copy Desks at the Philadelphia Inquirer.

Class of 1978
◆ Al Leiser (B.S.) was named Sportswriter of the Year for 2000 by the Indiana Chapter of the National Sportscasters and Sportswriters Association.

Class of 1983
◆ Mike Frexter (B.S., M.A. 1983), publications adviser at Hanover Central High School (Cedar Lake, Ind.), was named 2002 Indiana Adviser of the Year at the recent Indiana High School Press Association’s state convention. He was also elected to the IHSJA’s Board of Directors.

Class of 1984
◆ David Ponticelli (B.S.) was named Metro North bureau chief and works as the city editor of the Marion (Ind.) Chronicle-Tribune.

Class of 1987
◆ Dan Courtney (B.S.) works as a Sales Account Executive at CNHI Media.

Class of 1988
◆ Lisa Erickson (M.A.) started her own public relations company in June 2000 after working as Communications Director for The National Council of Teachers of Mathematics for eight years. The company focuses on non-profit and educational issues.

Class of 1991
◆ Lisa Morris (B.S. 1989, M.A. 1991), publications adviser at Connersville (Ind.) High School, was recently elected to the Indiana High School Press Association’s Board of Directors.

Class of 1993
◆ Sonja Fopp-Stahly (B.A.), Team Leader at Hetrick Communications, Inc., recently passed the APR exams given through PIBA. She is now “Accredited in Public Relations” and lives in Carmel, Ind.

Class of 1994
◆ Tammi Hughes (B.S.) is the Director of Education and Programs for the Society of Professional Journalists.
◆ Marvin R. Kieler (B.S.) is a fiction writer in Columbus, Ind., and a volunteer with the U.S. Press Corps. His Press Corps service started this fall in Haiti.

Class of 1995
◆ Carmen Mann (B.S.), publications adviser at Franklin (Ind.) Chronicle.

FALL 2001
Workshops tradition changing with style

By Kimberly Jana
Graduate Assistant

Making it Work Through Tradition – 2001

Despite complications with facilities, Dr. William Holbrook and the Journalism Workshops office staff successfully created two week-long journalism sessions, July 9-13 and 16-20, for high school journalists from across the country. “I was really pleased with how the workshops operated. We had almost an entirely new administrative staff, and that is something that has never happened in the past. We managed to pull it all off with people who had no prior experience with the program,” said Holbrook. “The student staff was really excellent.”

However, Holbrook acknowledges that there were problems with the workshops program this year. Approximately 200 students attended workshops this year. Approximately 200 students attended workshops each week, a number that is far lower than what the program usually draws. “We were very traditional in our offerings this year because of the situation with West Quad [being renovated],” Holbrook explained. “We needed flexibility and it wasn’t really possible to be innovative with the building being torn down – not knowing if a classroom would be available from one day to the next or if there would even be air conditioning. Computer labs had to be put together from scratch.”

By the end of the summer, the compilations were improving, but Holbrook had been wanting to go back to his roots: teaching English. Mark Herron, the former national education and creative accounts manager for Jostens, took over where Holbrook left off. Now, as an assistant professor in the English Department at Ball State, Holbrook sees a great future for workshops under the direction of Herron. “I think he will be marvelous in both education and with his yearbook expertise – I don’t see him doing anything but improving the program,” Holbrook said.

Recruitment Through Innovation – 2002

“We are really focused on helping the program grow,” Herron said. “We want to offer a curriculum that focuses on outcomes-based education and encompasses the WED process (writing, editing and design), the workshops and a new recruitment tool. If we sell and turn kids on to journalism and Ball State, it should be a no-brainer that they would want to go for their college education at BSU.”

In addition to his duties as director of the workshop program, Herron is also the secondary education sequence coordinator and a full time student in the Ball State journalism master’s program. His hard work is evident to office manager and graduate student, Christie Girton. “Mark is putting a lot of himself and his reputation into next year’s budget,” he said. “Also, each student will leave with a writing and design project. We are going to be individually as well as outcome based in the future.”

Michael Smith speaks on changing media

By Erin Yazel
Graduate Assistant

Journalism and public relations students caught a glimpse of their future media roles when alumnus Michael Smith spoke as part of the Professional-in-Residence series. Smith, a 1973 graduate of Ball State, returned to campus on Nov. 5 as the Professional-in-Residence speaker. He talked to Ball State students about the changing media landscape. “It’s a great time to be in journalism because of all of the change that is occurring in the world,” said Smith.

He addressed the growing diversity and aging of America, which affects the methods and approaches journalists need to use when reporting news. Smith said daily newspaper readership is declining as young people read less news and as people go online to receive their news. He said the world is more racially, educationally and spiritually diverse than journalists realize. Journalists must present the news to a world far different than their own. On one hand, Smith said it was disheartening that each new generation appears to have less and less of an interest in news; however, he also expressed excitement because the public’s complacency challenges journalists to get more creative and to create new and unique approaches to news writing. “We are in need of storytellers and technologically-savvy journalists,” said Smith.

He said the media is constantly in transition as values, ethics and legal concerns become more important and as young people desire breadth and authenticity in their news. Smith is excited because the changing media provides new opportunities for journalists. “There’s no replacement for the excitement of being in a newspaper when a big story happens,” said Smith.

Smith now serves as the managing director of the Media Management Center at Northwestern University. The Media Management Center provides executive education and research for television, cable, newspaper, magazine and Internet-based companies. “I enjoy teaching executives,” said Smith. “I enjoy hearing about the problems and issues they face and then helping them solve the problems.”

Smith was actively involved with Ball State as a student and served as editor of the Daily News. He has also remained involved with the university by serving on the Journalism Alumni Board and the Ball State Alumni Council. Smith earned a B.S. degree in journalism from Ball State and a Master of Management degree from Northwestern University’s Kellogg Graduate School of Management. Smith served as a reporter and editor for the Fort Wayne News-Sentinel and the Detroit Free Press. He also worked at the Knight-Ridder corporate office in Florida.
InterFaith magazine follows difficult path

By Tafadzwa Mudambanuki
Graduate Assistant

Forming a piece of pottery is a long process. But there is one thing about potters that people need to know – if the potter does not continually wet the clay, it becomes too hard to be worked on. This can serve as a metaphor for what happened during the conception of the InterFaith magazine at Ball State University.

The thoughts about the birth of InterFaith Magazine first developed in the privacy of Melinda Grismer and Jeff Amstutz’s minds during 1992.

With “clay in their hands,” Grismer and Amstutz approached Dr. George Jones, the student adviser for Ball State’s Religious Council, a diverse group of representatives from more than 40 religious organizations on campus at that time.

Grismer and Amstutz wanted direction on how to make the “pottery” they had conceived in their minds. Dr. Jones came to their rescue and endorsed their ideas.

“We outlined our basic concept for the publication and he [Jones] liked it,” said Grismer. “He thought there would be money in the Religious Council budget for such a communications project.”

The editorial concept was a magazine with departments and features that encouraged religious discussion. Using his position as religious student adviser, Jones explained that since Religious Council served all religious groups and was funded with activities fees collected from all students, any publication sponsored by Religious Council needed to give equal time to all religious points of view, not just Christianity.

“The students readily accepted this approach believing that their Christian viewpoints could be expressed in such a pluralistic context,” said Jones.

The magazine can be compared to a Chinese bamboo tree that grows only a few inches during the first four years of its life, then in the fifth year, it grows 90 feet in just five weeks.

Putting IF in perspective, the question one has to answer is did IF grow 90 feet in five weeks instead of five years?

IF grew by leaps and bounds in its first formative years. IF drew its strength and support from its name. Its mandate was to report on diversity of faiths from all over the world that are represented among Ball State students and faculty members. The name was chosen because of the double meaning from the beginning – interfaith and inductive approach to communication.

Grismer and Amstutz threw their weight behind the growth of IF by recruiting staff from journalism classes and religious groups. Grismer became the first editor with Amstutz responsible for publication. Religious Council furnished about half the budget and the remainder came from advertisements.

Motivation, recruitment, organization, meeting deadlines and finances were the challenges IF magazine management faced. Two highly acclaimed issues were published in IF’s first year. The goal of the magazine then was to be published bimonthly.

When the Religious Council was disbanded in 1996, IF lost a sponsor, but Dr. Jones continued to inspire the IF magazine team to greater heights. Dr. David Sumner, a professor in the journalism department, joined Jones in support of IF.

“Although this is a state university, students don’t leave their religious lives at home when they come here,” said Sumner. “I think it’s important to have this publication so that they will have the opportunity to read and write about great faith traditions of humanity.”

Despite the fact that IF had humble beginnings, it thrust itself into national consciousness by winning national awards within its formative years. The Associated Collegiate Press and the magazine division of the Association for Education in Journalism and Mass Communication recognized IF for a sterling performance in editorial, design and story development.

However, the achievements under IF’s belt were realized because of the dedication, commitment and singleness of purpose of various IF staffers at Ball State.

“At times, the biggest challenge we faced was not having enough people – dedicated people – to do the job,” said Melia Ross, the 1997-98 IF Executive Editor. “It was difficult to coordinate everyone’s different class and work schedules. I learned very quickly how much time and hard work has to go into a publication, even if it was a bi-yearly.”

Erin Bedel shared her challenges and joy of working for IF at Ball State during the 1999-00 school year. She worked with co-editor, Stacey Shannon, to produce IF for the first time since the spring semester of 1998.

“I learned a lot about communicating with others, the creativity of students around me, and what I could accomplish when dedicated to something,” said Bedel. “Creating a campus magazine was difficult because the staff does not remain on board for any longer than a few years. So it is hard to build on former experiences when people are just learning everything fresh. However, that is what exactly makes a campus print exciting.”

Bedel felt that the challenge of putting ideas into a finished product and taking pride in it was very gratifying.

The magazine recently underwent a change in editor in the middle of an issue. The staff of about 10 is now led by senior journalism major Dan Cooper and plans to have one issue this school year.
Advertising Alumnus Scott McCoy speaks about changing media

By Kim Frazier
Contributing Writer

Scott McCoy, a 1973 graduate of Ball State’s advertising sequence, spoke on Oct. 3, as part of the Professionals-in-Residence series. McCoy has become an influential figure in the advertising world, although he didn’t start out in advertising. His first post-college job included public relations and writing press releases for the newly launched International Volleyball Association in Los Angeles, a professional league that included Wilt Chamberlain. The volleyball league downsized after the first year, leading McCoy to his start in advertising – a job selling advertising space in the Hawthorne (Calif.) Community News.

He eventually moved to selling magazine advertising, but only did that for three months before a friend from the professional volleyball league landed him an interview at Foote, Cone, & Belding. “For the first time since I was five, I could see myself in the advertising industry,” said McCoy. He landed a job selling advertising space in Los Angeles and the whole western region at that time – probably five times bigger than any other agency, said McCoy. He started out at the very bottom with a job reconciling invoices, and ultimately moved up to become the associate media director on the agency’s largest account, Mazda Motors.

While McCoy was working on the account, one of the management supervisors approached him with an offer from ESPN. “They offered Mazda Motors a year of total advertising exclusivity, for the entire network, for a few hundred thousand dollars,” said McCoy. ESPN was brand new. McCoy’s rationale explaining to the client why so much money had been spent on something that few had heard of earned him a reputation as Foote, Cone, & Belding’s “cable TV expert.”

He was sent to cable TV conferences and conventions throughout the United States. After five years at Foote, Cone, & Belding, he was hired by the western region vice president of MTV, who was previously in charge of Rolling Stone magazine’s western region advertising sales. The vice president had little about television ad sales, which is why he sought out McCoy. McCoy went on to sell advertising time on MTV and became involved with CNN when the news network needed to lease MTV’s space satellite transponder to launch Headline News.

“MTV told CNN, ‘We will let you use our transponder... if the MTV sales force can take over all the sales for CNN advertising,”’ McCoy said. After MTV and CNN separated, McCoy climbed the CNN ladder until he became the sales manager. He then went on to work with other cable networks including the Prevue and Military channels.

While attending a conference, his interest was sparked by a booth for an online company called AdAuction. He wound up the senior vice-president of sales at AdAuction’s competitor, AdOutlet. “AdOutlet was one of about 35 dot com companies that tried to establish an online media marketplace – rather than face to face selling, an agency buyer could go online and find or locate inventory on any media... and be able to locate and purchase it online right from the supplier,” said McCoy.

McCoy understood why. “Sales organizations were afraid that using an online marketplace would commoditize the selling process...by having it done without people,” he said.

The larger ad agencies were also wary of smaller purchasers’ having as much clout as themselves, due to the leveling effect online media marketplaces had on the playing field.

Since leaving AdOutlet, McCoy has taken time off. He is currently consulting and living in New York. He plays in a rock’n’roll band, “The Cats’ Band,” with friends in the advertising industry.

Although the industry lost a week of advertising and revenue due to the Sept. 11 tragedies, McCoy is optimistic about the industry’s future. He is especially intrigued by the concept of “virtual advertising,” which deals with product placement within live and taped television programming and is a possibility for his next career move. An example is placing a computer-generated can of Coca-Cola on the kitchen table during an episode of the television series “Friends.” Pay attention to the can – if no one picks it up, it’s probably not even there.

Multicultural Day features Keith Wheeler

By Greg Chandler
Graduate Assistant

Potential media opportunities exist in an increasingly diverse environment according to Keith Wheeler. Wheeler was the keynote speaker at Ball State’s High School Multicultural Day on Oct. 5. His lecture covered convergence, a growing trend in modern-day journalism.

Media convergence, the combining of communication technologies to deliver a message, first came to the field’s forefront when the Telecommunications Act of 1996 made it economically possible by allowing for a more liberal ownership of media content producing companies, content delivery companies and combinations of both. According to Wheeler, the trend is something that didn’t begin in particular have caught on in

As the deputy managing editor of multimedia for the Orlando Sentinel, Wheeler has incorporated convergence into his practice. He heads the Sentinel’s television production staff, whose main focus is to work with the newspaper’s electronic news gathering, or ENP, newsgathering, and the Sentinel’s television, online and radio partners. The material can be in the form of an edited story, video, reporter debriefs, video presentations of specific newspaper columns, full-length feature packages, investigative pieces and breaking news briefs.

Having previously served on convergence panels for the World Association of Newspapers, The Associated Press, The Society of Professional Journalists and the Canadian News Association, Wheeler is actively spreading the word about the trend. It is important, according to Wheeler, because it allows for full use of all media outlets, which will in turn allow the news to reach a larger audience.

“People don’t just watch TV anymore,” he said. Wheeler, who was born in New York, holds a bachelor’s degree in mathematics, and was working as a bank consultant in Los Angeles when he first discovered his love of the news. “When you’re in L.A., you spend a lot of time in your car,” Wheeler said. “I found myself always listening to news radio, and one day I said to myself: What else am I interested in?”

He soon discovered this interest as being a passion for the news, and enrolled in classes at UCLA eventually graduating from the broadcast journalism program. Wheeler is also a graduate of the broadcast management program at the Poynter Institute, where he later served as a visiting faculty member.

Before joining the Sentinel in 1997, Wheeler served as news producer for WJLA-TV and WLYX-TV, both in Washington, D.C., and UPN affiliates in Harrisburg, Pa. He is most proud of the time he spent as news director at KESQ-TV, the ABC affiliate in Palm Springs, Calif.

Outside of his work interests, Wheeler is involved in several professional organizations, including the National Association of Black Journalists (NABJ). He currently acts as president of the local chapter in Orlando, Fla.

Wheeler, who sees himself as being in a unique situation because of his connection to the convergence movement, is uncertain about where the future will take him. Perhaps the only certainty for this journalist is his plan to continue spreading the word about convergence in the media. He is excited about the chance, “I’m just going to make the most of this opportunity,” said Wheeler. “Right now I’m at the forefront of the whole convergence thing, so I’m just going to see where it goes from here.”

Other Multicultural Day sessions

◆ Video Editing
◆ Studio Television Production
◆ Electronic News Gathering
◆ Audio Production
◆ Newspaper Privacy Issues
◆ Visualization and Imaging
◆ The Power of Music in Our Lives
◆ Q & A with Keith Wheeler
◆ News Anchoring
◆ Balancing Coverage
◆ Advertising
◆ Cultural Understanding
◆ Act Like a Man.
◆ Act Like a Woman

Multicultural Day is sponsored by the College of Communication Information, and Media. Its purpose is to examine how various types of people are reflected in the media and what employment opportunities exist. Each session strives to teach students and advisors how to create different images in media.

Information taken from the Multicultural Day final program.
By Kim Frazier
Contributing Writer

“Synergy” and “convergence” are the buzzwords of the new millennium’s media landscape. The focus is on bringing print, online and broadcast media together. The importance of this convergence hasn’t gone unnoticed by Ball State University’s College of Communication, Information, and Media. Emphasizing convergence between the different types of media is one of the major reasons behind linking the new Art and Journalism Building to the Ball Communications Building.

“It’s very important for something like that to happen [media convergence at Ball State]. Lots of newsrooms are combining, especially Tampa Bay,” said senior telecommunications major Jason Brocklesby.

According to Brocklesby, Florida’s Tampa Tribune, WFLA and TBO.com have combined. The newspaper, its online edition and the television station all share a building and a Web site.

“Now, you have to be a media diverse reporter,” said Gerry Appel, a journalism graduate assistant. Appel received his undergraduate degree from Ball State with a major in journalism and a minor in telecommunications.

To promote media convergence and media diverse reporting on a collegiate level, Journalism and Telecommunications department faculty are planning a combined curriculum for undergraduates in the Department of Journalism’s news-editorial sequence and the Department of Telecommunications’ broadcast news option. Bob Papper, a professor of telecommunications, said the new curriculum will begin in the fall 2002 semester and will have news-editorial and broadcast news students sharing approximately 50 percent of their classes.

“There’s little question that we’re moving in the direction of convergence of media,” said Papper. The Media Law courses have already been somewhat combined.

“At present, the two [departments] are sharing classrooms in the Ball Communications Building and the Art and Journalism Building to team-teach different courses, for example the Media Law class,” said Scott Olson, Dean of CCIM.

According to Olson, the new sequence undergraduate will begin in the fall 2002 semester and will have news-editorial and broadcast news students sharing approximately 50 percent of their classes.

“The $20 million iComm grant [from the Eli Lilly Foundation] will also create collaborative curriculum related to digital media design,” Olson added.

Telecommunications professor Steve Bell said future possibilities could include journalism students being able to take Telecommunications Department courses in basic video editing and shooting skills and that telecommunications students may be able to take journalism graphics.

“We’ll have to be flexible as the platforms evolve,” said Bell. There currently aren’t any plans toward combining any sequences besides news-editorial and broadcast news option.

“Some sequences are very distinctive to our own fields,” said Olson. “Some overlap is in order. We are setting up an examination of how we will combine these disciplines. It is not just a matter of adding courses, but it is a question of what skills students will take with them.”

Although the combining of the buildings has assisted in instigating interaction between the departments, Weaver said there is already a lot of interaction.

“We were on the way to forming a better relationship with TCOM well before this building,” she said. “We were aware that we needed to work more closely with our sister department. We would’ve formed a closer relationship with or without the new building.”

Physical proximity does ease the process of forming that relationship, however.

“We were meeting jointly for probably three years, maybe more, but it was a major nuisance because we really were at opposite ends of the campus...this makes it a lot easier to do. Yeah, you can get on the phone and e-mail, but this really does make it easier,” said Papper, who added that he and journalism faculty member Mark Blasoe have a standing weekly meeting at the Starbuck’s in AJ to discuss the combined curriculum.

Weaver stressed that the combined curriculum will not diminish either department.

“We all understand that convergence is where we’re headin’ convergence doesn’t mean combining departments, but it’s preparing students to be able to develop content for all the different media,” said Weaver.

Brocklesby sees the skyway connecting the Art and Journalism Building to the Ball Communications Building as a “bridge to the 21st century.” He said the considerably shorter walk will make the departments more accessible to each other, and has led to more combined discussions and collaborations on stories.

Already Ball State’s broadcast news program, WCRH-TV’s NewsCenter 43, and the Daily News have begun working together. Tom Gubbins, editor of the Daily News, admits that tensions have existed between the Daily News and NewsCenter 43 in the past, but he has been working to change that.

Currently, a Daily News reporter and a NewsCenter 43 reporter are collaborating on a big story, according to Gubbins, but details aren’t yet being divulged.

The two media outlets are also working together to promote each other. NewsCenter 43 reads a headline from the next day’s Daily News during the evening newscast. The Daily News, in turn, includes a graphic with the bottom of the front page encouraging readers to watch “Tomorrow’s Headlines Tonight” on NewsCenter 43.

“...NewsCenter isn’t our competition. We would be a pretty amazing student media organization if we combined efforts...I don’t think it’s a battle of which is better, it’s just plain different.”

So far, the daily front-page plug and nightly headline readings have been the only collabora-
tive efforts between NewsCenter 43 and the Daily News. Gubbins said that will be the biggest challenge to further convergence.

“Technology is another major factor that will bring students together,” Appel runs the Integrated Media Lab, which will ultimately provide the journalism students with broadcast capabilities. Appel thinks having broadcast capabilities within AJ will lead to further collaboration on NewsCenter 43.

Weaver said that because of the combined curriculum, both telecommunications and journalism students will eventually have an opportunity to use the equipment in the Integrated Media Lab.

“As we share students, we’re obviously sharing technology,” said Weaver.

Brocklesby admitted there has been a “long-standing competition” between print and broadcast journalism, but thinks that the departments and student media organizations at Ball State need to come together because more and more newsrooms are being combined.

“I think it’s starting, and a lot of the graduates coming back are really passionate along sayings ‘already is what you should be prepared for’. Ball State really has an opportunity to become leaders; it will [becoming media diverse] make Ball State journalism and telecommunications graduates that much more employable,” said Brocklesby.

Weaver agreed. “Students who write news in the future will need to be able to write it for multiple media. They’re going to have to write the same story for broadcast, for Internet, for print, perhaps for radio. We’re seeing more media companies owning all of those outlets. It’s a financial advantage to be able to send out one good reporter who knows how to write for all of those outlets,” said Weaver.

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“It’s a matter of not just combining, but using each of their (journalism and telecommunications) benefits to the greatest degree.”

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After three years of hard work and planning, Ball State’s Department of Journalism has finally opened its own Writing Center. Located in the new Art and Journalism Building, the Writing Center offers students assistance with researching, writing and editing assignments.

“There are already two writing centers on campus – one in the English Department and one in the Learning Center, but after surveying our students, we found that they were not taking advantage of them,” said associate professor Mark Massé. “Many students are intimidated to go to their professors during their office hours, but the center is especially nice for those students who would normally be too apprehensive to go to their professors for help.”

The Writing Center provides one-on-one coaching with any problems or apprehensions students have in the area of journalism.

“A lot of credit goes to Marilyn [Weaver, Journalism Department Chairperson] as well,” he said. “She had the foresight to build this into the plans for the new building, even without solid funding. She made sure that space would be left for the Writing Center.”

Kimberly Jana, a second-year graduate student, is the lead writing coach for the center. “This is an important event for students in the news-editorial sequence, as well as for all students in the journalism department,” said Jana. “It is nice to be able to come to your peers for assistance in a different setting than the regular classroom. Professors are always willing to help during their office hours, but the center is especially nice for those students who would normally be too intimidated to go to their professors for help.”

The center has already assisted many students this semester, 41 as of Oct. 31, at both the graduate and undergraduate levels. “The grad students were a nice surprise,” said Jana. “They were not a part of the initial research, so it's great to have them come for advice with their academic papers.”

The center runs on a staggered schedule, with coaching sessions available by appointment. A major benefit of the center has proven to be the availability of later evening hours. Most visits have occurred during the 5-9 p.m. time slot, a time when most professors do not hold office hours.

“Our main goal for this center is to make it a comfortable environment,” said Jana. “We want an environment in which students of all abilities can feel secure and respected and receive some good suggestions to help improve their grades as well.”