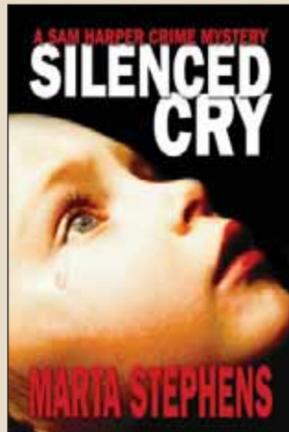


INSIDE
THIS ISSUE



CREATING A MYSTERY
Alumna publishes series of
mystery novels

PAGE 3



**TAKING ITV
ONE STEP FURTHER**
Departments collaborate
to make TV more interactive

PAGE 9



**REACHING OUT
TO HIGH SCHOOL
JOURNALISTS**
High School J-Day
celebrates 52 years

PAGE 11

ALSO INSIDE

Alumni Notes
PAGES 2

Letter from the
Alumni President
PAGE 2

Update Form
PAGE 3

Faculty Notes
PAGES 4-5, 9, 11

RECOGNIZED FOR JOURNALISTIC EXCELLENCE



Presented with the 2007 Department of Journalism Awards, TOP ROW: Dennis Ryerson, Mark Goodman for the Student Press Law Center, Janet Kelley, Dennis Cripe '71MA74, Bernie Kohn '82 and Timothy M. Andrews '84. SEATED: Mark Popovich '63MA68, Dave Adams, Rachel Allen '98, Scott Navarro '97 and Scott Goldman for the Society for News Design. Photo by Doug Blemker

Department focuses on new year with strategic plan

BY MELISSA WESS

Journalism's newly approved strategic plan is a giant roadmap to guide the department into the next five years.

"This is an aggressive plan that will strengthen the department in a time of rapid media change," Marilyn Weaver '65MA70EDS81, chairperson for the Department of Journalism, said about the primary goals of the strategic plan.

The planning process started almost two years ago with a university committee that conducted an extensive analysis of the university, current issues in higher education, and discussions on the kind of university Ball State wanted to become. Weaver was an appointed member of the university-wide task force.

Upon approval of the university plan, Provost Terry King requested each academic and administrative unit submit an action plan supporting the goals cited in the university's strategic plan.

Roger Lavery, dean of the College of Communication, Information, and Media, said the process of creating the university's strategic plan began more than 18 months ago. The department started its action plan shortly thereafter. Sequence coordinators created the first draft and then it went to the rest of the faculty.

"The university's strategic plan manifests itself in the form of action plans," Lavery said. "My responsibility was to ensure that each individual department action plan was connected to the university's strategic plan."

The plan consists of four goals that contain objectives either addressing the department specifically or supporting the university's plan.

Strategic planning allows the faculty to determine the future of the department, Weaver said. The plan, which covers the department through the year 2012, is a pathway to the goals of the department.

In order to focus their goals and objectives, Weaver said the faculty members asked themselves, "How do we get to the end result where we are a better department?"

"The process is never easy," Lavery said, "but it's critical to the future success of the university."

David Sumner, magazine coordinator, was on the committee who helped shape the plan from its early stages. "Most people know that you're much more likely to reach your goals when you put them in writing and you look at them frequently," he said. "I think it encourages us to constantly improve what we do and strive

THE PLAN: AT A GLANCE

Goal: Learning

- Provide opportunity for immersive learning experience
- Increase classroom learning experiences through experiential learning, international experiences and service learning
- Increase the number of nationally-ranked or recognized programs

Goal: Scholarship

- Expand funding for scholarships
- Recognize scholarship of discovery, integration, application and teaching

Goal: Community

- Achieve greater success and recognition in academic competitions
- Increase diversity of student, faculty and staff populations

for excellence."

Each department's action plan will help shape the university's budget for the 2007-2008 academic year. The plan submitted by the Department of Journalism is dependent on the university's financial support to carry out many of its objectives. The action plans submitted by each department most clearly aligned with the university's strategic plan goals will likely receive the most funding.

Robert Pritchard MA88, public relations sequence coordinator, also played a role in the development of the plan. Pritchard recognizes the plan's dependency on additional funds.

"These are stretch goals. [The plan] has to come with additional resources or it can't be accomplished," he said.

Weaver added that in some cases foundation gifts would be used to support initiatives. "For example," she said, "we want more graduate students to submit scholarly papers to conferences. That means they need some travel support to attend if their papers are accepted. The foundation account created by Michael P. Smith allows us to support our students in this way."

The goals in the department's plan focus on raising admission standards, increasing scholarship opportunities, supporting students and faculty in their research endeavors and promoting wellness programs.

The plan's main focus is to advance the qual-

ity of education and hands-on experience of each student.

"We are trying to improve opportunities for immersive learning," said Weaver. Faculty will work this coming year to explore new ways to provide immersive opportunities for students.

Currently, department majors do an internship. While this is immersive, it does not fulfill all of the requirements to meet the university's definition. The department hopes to expand the opportunities for students to get in-depth, practical experience, to further enhance their marketability. Weaver hopes the department will receive additional university support to coordinate immersive education.

King will meet with each college dean this summer to evaluate plans and determine which programs will receive funding.

The university's five-year plan, which Weaver describes as "a more holistic approach," is currently on the university Web page. The department's plan will be available at www.bsu.edu/journalism this summer. Alumni are encouraged to provide feedback once it is posted.

Weaver added that the plan does not include every project the department will address in the coming years. "Some things we want to do did not fit neatly into the university format. I think our plan will be very fluid and evolving to accommodate changes we must make to reflect industry needs," Weaver said.

Awards cause reflection, reminder of reason behind alumni nominations

I never thought this day would come. Mark Popovich '63MA68 is retiring next spring after 38 years of teaching at Ball State. For me, being a student who came to this department in the early '90s, Popovich is an icon. Ball State and Popo go hand in hand — just like French fries and ketchup. This is the man who terrified me as an undergraduate, pushed me as a graduate and cracks me up as a fellow journalism faculty member. Some of my favorite memories of the journalism department occurred in his classes.

Popovich loved teaching graduate research classes. These classes typically occur at night from 6:30-9:10 p.m. As you can imagine, more than two and a half hours in any class can become quite tiresome. Popovich, however, tried his best to keep students engaged. One night, he resorted to terrible one-liners where he only found himself laughing. Upon realizing this, the next thing to pour out of his mouth was, "Hey, I'm all you're gettin' folks. Jay Leno

isn't coming in next!" It still cracks me up, even today.

At this year's journalism awards luncheon, we inducted Popovich and Tim Andrews '84, president and CEO of Advertising Specialty Institute, into the Ball State Journalism Hall of Fame. It was an incredible event honoring a number of media professionals from around the country for their extraordinary work in the journalism field.

Three awards given at this luncheon are sponsored by the Journalism Alumni Society. These awards honor Ball State journalism alumni and professionals who have a strong connection with the department. The awards include the Outstanding Young Alumnus, Outstanding Journalism Alumnus and the Journalism Hall of Fame.

Every year we accept nominations for each of these awards. The nominees are then sent a letter requesting a current résumé and work samples to be sent to us for further review. In January, an awards selection committee reviews all of the

BRIAN HAYES

Alumni Society
President
'96MA01



nomination materials and makes award recommendations. The recommendations are then forwarded to the journalism faculty for final review and approval.

We're always looking for new award nominees. With nearly 6,000 journalism graduates, there is no reason why we shouldn't have at least 50 nominations in each category. Our graduates are doing great things in the media and it is wonderful when we can recognize them for doing so.

All three of the award categories the Journalism Alumni Society sponsors have specific criteria the candidate must meet in order to be considered.

Please take a moment and read through the criteria and nominate someone (you, a friend or colleague) who has done great things as a Ball State journalism alumnus.

NEW ALUMNI



Capturing their graduation day memories, Rachel Searcy '07, a journalism secondary education major, and Leah Beatty '07, a public relations major, pose before commencement. Photo submitted by Leah Beatty

CRITERIA

Journalism Alumnus Award

A nominee must have either majored or minored in journalism or worked for student publications. A nominee must have established a career in some phase of journalism, making the person worthy of recognition and acknowledgement.

Young Alumnus Award

A nominee must be 35 years of age or younger, must be a graduate of the journalism program and must work in a journalism-related field. A nominee must also have exhibited distinguished professional qualities that warrant recognition. Up to three nominees from different disciplines may receive the award in a given year.

Journalism Hall of Fame

A nominee must have either majored or minored in the Department of Journalism at Ball State University, worked for student publications, or taught in the Department of Journalism. A nominee must have excelled in some phase of journalism, making that person worthy of induction into the Hall of Fame. This award recognizes career achievement.

AWARD NOMINATION FORM

Award: _____

Name _____

Address _____

City, State Zip _____

E-mail address _____

Phone _____

Reason for nomination _____

Your name _____

Your e-mail address _____

Your phone number _____

NOMINATE ONLINE! www.bsu.edu/journalism/alumni/

OR SEND FORM TO: BALL STATE UNIVERSITY, DEPARTMENT OF JOURNALISM, MUNCIE, IN 47306-0485

JOURNALISM ALUMNI SOCIETY EVENTS

mark your calendar

AUGUST

Indianapolis area alumni outing

Symphony on the Prairie

Conner Prairie, 13400 Allisonville Road, Fishers

Enjoy Mardi Gras on the Prairie while reminiscing and catching up with fellow journalism alumni. For further information or to make reservations, contact Julie Bradshaw (317-272-0608). Cost is \$14 for adults and \$9 for children ages 2-12. Make sure to mention journalism when making your reservation which is due by Friday, July 27.

Saturday,

August 11

gates open at 6 p.m. and concert begins at 8 p.m.

DECEMBER

Chicago area alumni outing

Rock Bottom Brewery

1 West Grand Avenue, Chicago

This annual event attracts a large number of journalism graduates living in the Chicago area. Plan to stop by after work and enjoy drinks and hors d'oeuvres while learning more about what's new on Ball State's campus. If you live in the Chicago area, watch your mailbox in late October for more information on this fun event. For more information, call Kate Webber at Ball State's Alumni Association (765-285-1080) or email her at kwebber@bsu.edu.

Monday,

December 10

FALL 2007

Indianapolis area alumni outing

Indianapolis Colts' Union Federal Football Center

7100 W. 56th St., Indianapolis

Join us this fall for a college-wide alumni event at the 2006 Super Bowl Champion's training facility. Visit with graduates and faculty from journalism, communication studies, CICS and telecommunications while getting reacquainted with campus happenings.

Date and

time to be

announced

ALUMNI NOTES

1948

SAM M. TOWNSEND recently retired after 40 years as a microbiologist at the Veterans Affairs Medical Center in Miami.

1971

STEPHEN E. POWELL is the director of government relations and external affairs for AT&T, Indiana. He was elected to the board of directors of the Columbia Club and the Concord Neighborhood Center. He also serves on the board of directors for the Greater Indianapolis Chamber of Commerce.

1984

RICK MARTINEZ is the assistant metro editor for The Grand Rapids (Mich.) Press. Martinez relocated to Jenison, Mich., from Niles, Mich., in the fall. He oversees daily Ada to Zeeland community news page and Lakeshore section. He also supervises the Lakeshore bureau in Holland, Mich.

1986

JULIE C. (GOODIN) NORMAN is the benefits communication coordinator for the Human Resources and Benefits Department for Herff Jones, Inc., in Indianapolis.

1997

MICHELLE (PICKERING) FORSYTHE is a senior strategic sales specialist for FedEx. She serves as a project manager on the FedEx Sales proposal team. Forsythe is also mother to son Reagan, 2.

2000

SUSAN R. (OVERS) WILSON is an insurance agent with Shelter Insurance in Anderson, Ind.

2003

MIKE BANAS been named the "Chicago Young PR Professional of the Year" by PRSA. He currently works for Ashton Partners in Chicago.

2005

LINDSEY COPELAND is the circulation and design coordinator for the Evansville (Ind.) Courier & Press.

KRISTINKIRAL was promoted to production manager of Providence Communications overseeing Upstate Indiana Business Journal, Fort Wayne Woman magazine Expressions and Sandbar. She also serves as the managing editor for Fort Wayne Women magazine and Expressions magazine.

2006

CARRIE HOWELL is the lead designer for the Evansville (Ind.) Courier and Press. She oversees design of Page One and local and sports front pages. Howell also designs local tab insert sections for the paper. She has helped launch and coordinates a new women's magazine called eWoman for the paper.

SAM GIBBS is a communications coordinator for the Center for Media Design at Ball State.

AMANDA GOEHLERT is a page designer with the Indianapolis Star.

CHARLES SCHELLE is a staff writer for The (Mount Airy, Md.) Gazette's Sykesville and Eldersburg edition.

CORRECTIONS AND NOTES

Alumni notes are provided based on information received from the Alumni Association, individual e-mails and "Keep in Touch" forms. Information is printed based on updates received from December 2006 through May 2007. The department of journalism apologizes for any omissions or job changes that have occurred since receiving this information.

SHARING EXPERIENCES



Answering a question posed by Instructor of Journalism Sheryl Swingley '74MA82, Brad Bishop '78 talks about his health care experience with Zimmer as Debbie Davis (l) MA03 of Wellpoint and Carole Witsken Puls '96 of Eli Lilly await their responses. The panel was an alumni-focused Professional in Residence Health Care Public Relations discussion. Photo by Doug Blemker

LETTER FROM THE CHAIR

Alumni support builds stronger, focused future

MARILYN WEAVER

Department Chair '65MA70EDS81



Watching students at the end-of-the-year celebration is an exhilarating time for a department chair. The pride I experienced this year was truly overwhelming. After each student leader came forward to announce awards, questions of how soon we would be honoring each one of them or hearing stories about their successes passed through my mind.

There is no doubt that the faculty has done a tremendous job of teaching these students what they need to know to be strong professionals. More importantly, these students in their dress-up clothes and with their best manners, showed they had paid attention. They got involved in programs that gave them practical experience. They learned a high level of professionalism. They were ready to take on the world.

That's the legacy that has been built in the 50 plus years that students have been studying journalism at Ball State - high expectations for success.

And as proud as I was that day, there is so much more to do.

You read about the strategic plan on page 1 and about some other initiatives elsewhere in Phoenix that are underway. Some of those include:

- starting the Ingelhart News Scholars
- mentoring students next year on four different business fellows programs
- striving to offer more courses particularly in public relations through distance education and in the Indianapolis area
- creating more opportunities for students to participate in international projects or study-abroad programs
- expanding the number of students who participate in student media and organizations
- reviewing evaluation methods of students to fight grade inflation
- establishing a training center for mid-career professionals
- increasing all levels of diversity
- seeking more grant opportunities including private fundraising to support student and faculty projects

These are just a few of the items faculty have included in the strategic plan that will help this program be even better than it has been. I can only imagine what the department chair five years from now will feel as students step up at the end of the year, put their soon-to-be graduated face on, and dazzle us more.

Writing professor Pat Mills retires

Pat Mills is retiring from the Department of Journalism after 18 years as an instructor. During her time in the classroom, she taught feature writing, beginning magazine and news writing and, most recently, journalistic writing.

Before earning her Master's in Education from BSU in 1981, Mills taught elementary education and Adult Basic Education. She also served as the academic coordinator and assistant director of Upward Bound, a grant program at Ball State and wrote for Muncie's Evening Press for six years.

In 2002, she accepted the Diversity Policy Institute fellowship to teach diversity issues, awareness and coverage at the university.

In addition to editing several

books, Mills has served as a judge for the Pulliam National Writing Award Contest and as a publicity committee member for the Masterworks Chorale.

Mills' fondest memories of teaching includes the fun she often had with her students. She enjoyed picnicking outside the Department of Journalism's former building and taking students to Christy Woods to teach sensory writing.

"I loved young people; still do," Mills said.

Mills was recognized for her contributions and dedication to the Department of Journalism at the Louie Awards on April 13.

She plans to spend much of her free time after retirement with her family.

Alumnus, employee finds new focus by writing mystery novel

BY BECKY HART

Her mystery novel has been described as having more twists and turns than a new roller coaster. The same could be said for Marta Stephens' path through her life-long journey of learning and publishing a book.



Marta Stephens '01

Stephens '01 began her career at Ball State studying art, but before finishing her degree, she started work in the university's human resources department. While there, she developed WorkLife Programs, a first-of-its-kind initiative that helped university employees find childcare. When other universities began their own similar programs, they often asked Stephens about her educational and professional background. That's when she knew she had to go back to school to earn her degree.

Although she initially planned to continue her art studies, she realized that many of the requirements for a degree in public relations - writing newsletters and press releases, designing brochures - were the same things she was doing at work.

"I always like to write and decided to consider journalism as a minor. But the more I studied the course requirements, I realized that's what I wanted to do," she said. "Plus, most of what was required for the public relations degree were things I was involved with in my job here at BSU."

Stephens made the switch and earned her bachelor's degree in public relations in 2001 at the age of 47, eight years after she started school.

After completing her degree, Stephens' next major endeavor was writing fiction. She published several short stories online before signing a contract with BeWrite Books to publish five books. Her first novel, and the first in the Sam Harper Mystery Series, was

"Silenced Cry," released worldwide April 23.

Stephens had a hand in the entire publishing process from start to finish. As if writing the book wasn't enough work, she designed the book art and led the marketing efforts for "Silenced Cry."

"It's a Marta Stephens experience," she said proudly of her active involvement throughout the entire process.

The first designs planned for the book cover looked awful, she said, which prompted her to find her own photographer to create the art. Her artistic background and her work experience designing brochures and other publications helped her produce the final version of the book art.

As a new author, she understands the importance of getting her foot in the door and gaining the public's attention. A self-proclaimed "control freak," Stephens relied on her public relations background to market "Silenced Cry" to bookstores. She created her own Web site and book trailer, wrote press releases and promoted her book to bookstores.

Stephens considers the experience more rewarding because of her intense involvement during all stages of releasing her novel. She put "too much sweat and tears into this book to leave something as important as marketing" up to someone else, she said.

The important thing in life is to try, Stephens says. She doesn't want to have any "what ifs." After two books and 28 years at Ball State, there is no questioning what she has accomplished with her hard work and dedication.

"Writing and having the opportunity to get "Silenced Cry" published has been an amazing experience but it didn't happen over night," Stephens said. "We bring into each new experience a lifetime of knowledge (and) skill. I'm just glad I finally found my passion."

Information and reviews about Stephens and her writing can be found on her Web site, www.martastephens-author.com.

KEEP IN TOUCH LET US KNOW WHERE YOU ARE AND WHAT YOU ARE DOING

Name _____ News _____

Graduation Year _____ Degree Earned _____

Place of Employment _____

Job Title _____

Home Address _____

Phone _____

Fax _____

E-mail _____

Send to: Ball State University, Department of Journalism, Phoenix Editor, Muncie, IN 47306-0485
 Phone: 765.285.8200 • Fax: 765.285.7997 • E-mail all the information above to: bsujourn@bsu.edu

Ingelhart News Scholars program created

BY ADAM MAKSL

High school senior Dillon Kimmel has been committed to coming to Ball State to study journalism for quite some time. While he admits he wasn't so sure about Ball State when he first started looking for colleges, he said he was "blown away" with the facilities and faculty once he visited. Kimmel said his impression was solidified when he heard he would be a part of the new Ingelhart News Scholars program starting in the fall.

Kimmel and 18 others will become part of a new cohort of incoming freshmen who will take core journalism classes together, take special trips to newsrooms and other journalism organizations and have special access to visiting professionals.

News-editorial professor and News Scholars coordinator Lori Demo said the new program will take students who are already good and make them great.

"Editors are expecting a higher level of students coming into the industry and we want to prepare them by taking students who are good and helping them realize they can be even better," she said.

Students were chosen for the program based on a variety of factors, not just grade point averages and number of clips, Department of Journalism Chairperson Marilyn Weaver '65MA70EDS81 said.

In addition to that information, students sent in examples of their work and an answer to an essay question. This year's question was "Why is journalism important?"

Weaver and Demo said the question helped faculty choose the best students for

the program based on their commitment to the profession.

"It's not about who has the higher GPA or portfolio," Weaver said. "It is about students who have the passion for journalism and are serious about their careers. Of course, they need to be good students and it is helpful if they have had some good high school experience to build upon."

As well as taking classes together and special trips, the News Scholars cohort will have special mentoring relationships with student media leaders and professionals, as well as more interaction with the faculty.

Demo said one of the benefits to being in the program is the relationship News Scholars students will be able to make with professionals outside of Ball State.

"They help students see what professional standards are," Demo said. "They not only see professors' points of view but also the professionals. They will complement each other so students know what it takes to do a good job."

Weaver said alumni and professionals have been very supportive of the program.

A foundation account has been set up for the program, she said, and there have already been pledges of support. Weaver said she has a goal of at least a \$25,000 endowment to start the program, eventually hoping to offer financial support to the scholars.

In addition to the educational benefits of the program, Weaver and Demo said it might help in department recruitment.

During the first year, information about the program was sent to students who had

applied to Ball State, but next year that information will be sent to a wider audience.

"If students are considering a couple different schools, this sets us apart," Demo said. "This could be an important program that helps them come here."

College of Communication, Information, and Media Dean Roger Lavery echoed Demo's comments, saying that programs like the Ingelhart News Scholars help make Ball State unique.

"The News Scholars program is one of the initiatives that differentiates our journalism program from others across the country," Lavery said. "This is consistent with our goal of providing Ball State students with distinctive learning opportunities."

The program is named for Department of Journalism founder and professor emeritus Louis Ingelhart, who died in January.

Weaver said the News Scholars program is the kind of initiative Ingelhart would want to be remembered by.

"I think it is a fitting tribute to Dr. Ingelhart because he always tried to give students extra opportunities to become successful," she said. "He nurtured students and made each student feel special and prepared to become professionals. That's what we hope to accomplish in his name."

Kimmel, who has been heavily involved in Homestead High School's newspaper in Fort Wayne, Ind., is excited to be one of those students, and said he looks forward to the rigor of the News Scholars program.

"I've got some raw skills and I think that the opportunities the News Scholar program



Joining Kimmel as an Ingelhart News Scholar Lauren Collins receives a certificate of recognition from News-editorial sequence coordinator Scott Reinardy at J-Day in April. Photo by Doug Blemker

is going to provide me are going to help me to carve those raw skills and make me an actual asset to both the university and then to wherever I choose to go with my professional life."

Kimmel is also the recipient of the first Michael P. Smith scholarship. Smith is the executive director of the Media Management Center at Northwestern University and served as editor of the Daily News in 1973.

Bloggging research done as part of news research grant

BY LINDSAY BUHRMANN

Newspapers might make better uses of their resources if they monitored blogs written by citizens rather than devoted staff time to writing political blogs for the newspapers' Web sites, two Department of Journalism professors suggest in a new study.

Professors Lori Demo and Mary Spillman used the November 2006 midterm election to research whether political blogs written by newspaper reporters helped stimulate a conversation between readers and the reporters.

Considering the vast amount of information available on the Web, the researchers set out to answer one question: If a weblog is sent out into the vast Internet forest but no one reads it or comments on it, has that blog really made any sound in the greater public discourse?

Many newspapers are adding blogs to their Web sites in an effort to attract new readers to the sites, Demo said. Because many people predicted the election results would signal a significant change in American politics, the researchers wanted to study whether political blogs on newspaper Web sites created the type of robust conversation that could attract readers to the site, she said.

"Unfortunately, we found much the opposite, which was kind of sad," said Lori Demo, assistant professor of journalism," Demo said.

The researchers discovered that of their original sample

of 360 newspapers from around the country, 42 carried staff-produced blogs focusing on political content around the time of the election. Among the findings in an analysis of 65 blogs at those 42 newspapers:

- While some blogs contained frequent posts (as high as 57 for the week), almost a fourth contained no staff postings during the week.
- The median number of posts among all blogs for the week was 4.0 – less than one a day during the five days analyzed.
- A few blogs managed to attract large responses from the audience, but four in ten attracted no responses.
- Blog postings that did attract large numbers of responses tended to be either short postings that asked for audience input or postings that addressed the hot-button issues of the upcoming elections.

These results suggest commitment to blogs varies widely among newspapers and that if newspaper blogs are going to be a force in increasing public discourse on political issues, the bloggers need to change how they do their jobs, Demo said.

Blog postings that did attract large numbers of responses tended to be either short postings that asked for audience input or postings that addressed the hot-button issues of the upcoming elections, she said.

"Our biggest hope is we can offer editors some informa-

tion and suggestions that might help them," Demo said.

The results also call into question whether newspapers are wasting valuable staff resources on political blogs, Demo said. The time it takes a reporter to post a blog entry that attracts 10 or fewer comments could be time better spent in other areas, she said, so newspapers might consider spending staff time monitoring blogs as sources of news rather than trying to recreate the blogosphere on their Web sites.

Demo said the study has two limits. First, it looked only at political blog.

"We know anecdotally that many newspapers carry sports blogs and those blogs tend to get a high amount of traffic," she said.

Second, the study took place before a major push by many newspapers, specifically those owned by Gannett Co. Inc., to add blogs to their Web sites.

Demo and Spillman worked on the project with Larry Dailey, a former BSU journalism professor who now teaches at the University of Nevada, Reno.

Money for the project, "Blogs and Audience Engagement" came from the newly created News Research Institute at BSU. NRI was designed to help students, educators and industry professionals better predict the future of news.

Journalism faculty members also conducted research on technology at small newspapers and convergence at the high school level through NRI.

FACULTY NOTES

LORI DEMO

Developed and implemented Ingelhart News Scholars Program, which will help develop stronger journalism graduates and will serve as a recruitment and retention tool for the department.

Received a \$3,100 grant from the Ball State News Research Institute for a study on Blogs and Civic Engagement (with Mary Spillman).

Received a \$4,078 grant from the Ball State News Research Institute to complete a CD for the WebFirst concept and to implement the concept at a professional newspaper (with Jennifer George Palilonis '96MA04).

Submitted paper for the Newspapers and Community-Building Symposium sponsored by the Huck Boyd National Center for Community Media: "WebFirst: how small newspapers can harness the power of the Web" (with Jennifer George Palilonis).

VINCE FILAK

Co-authored "Culture, conflict and convergence: A theoretical discussion of group-based identity and bias reduction in a converged newsroom." In Eds. A. Grant & J. Wilkinson, Understanding Media Convergence: The State of the Field.

Co-authored with Robert Pritchard "The effects of self-determined motivation and autonomy support on advisers and members of a journalism student organization." Journalism and Mass Communication Educator.

Co-authored with A. Miller "Student Media and Convergence: Students and advisers attitudes and perceptions about the blending of media." College Media Review (Peer Reviewed Section).

Co-authored with L. Herber "A content analysis of Iraq War reportage in Frankfurter Allgemeine Zeitung and The Washington Post." Newspaper Research Journal.

Co-authored with Robert Pritchard "News (un)scripted: An analysis of support and blame in the wake of two fatal shootings." Journalism: Theory, Practice & Criticism, 8, 1, 65-81.

Published "Sports Media: Reporting, Producing and Planning." Feedback, 48, 1, 44-45.

Presented "Ethics and newsrooms: An examination of several case studies." Panel presented at the Indiana Collegiate Press Association convention in Muncie, Ind., March 2007.

Presented "Managing a staff: Knowing when to lead, follow or get out of the way." Panel presented at the College Media Advisers convention in New York, March 2007.

ROBERT GUSTAFSON

Co-authored with Michael Hanley and Mark Popovich "Women's Perceptions of Female Body Shapes and Celebrity Models Featured in Magazine Advertisements," accepted by the Journal of Human Subjectivity.

Presented with Michael Hanley and Mark Popovich "Women's Perceptions of Female Body Shapes and Celebrity Models Featured in Magazine Advertisements" at the International Society for the Scientific Study of Subjectivity annual conference in Trondheim, Norway in Oct. 2006.

Interviewed and quoted by the Indianapolis Business Journal about marketing and advertising issues.

Served on Hamilton Southeastern schools' gifted and talented broad-based planning committee.

Reviewed manuscript and provided commentary for new advertising textbook, Cases in Advertising and Marketing Management, by Rowman and Littlefield, Boulder, Colo.

MICHAEL HANLEY

Completed phase four of a four-phase, two-year study of Ball State University students to determine if they have received cell phone ads, the types of ads received and

IMMERSIVE LEARNING

Business Fellows Program immerses community with journalism students

Two programs mentored by journalism faculty, a quarter of participating students from Department of Journalism

BY DENNIS DOUGHERTY

Community engagement continues to be a focus of the university and the two Department of Journalism faculty involved in two Business Fellows projects show that commitment – not to mention that of the 100 students involved in those projects, 24 are journalism students.

Department of Journalism students and faculty participated in a program to assist the local communities of Indiana through Business Fellows. Business Fellows is a program funded by the Lilly Endowment, which consists of a faculty mentor who oversees a group of students working with an Indiana organization.

Advertising instructor Dick Shoemaker and Public Relations Assistant Professor Robert “Pritch” Pritchard MA88, both faculty mentors from the Department of Journalism, became involved with Business Fellows because of the advantages the program pro-

vides to their students.

“Business Fellows is an outstanding experience and learning opportunity for students and, as a bonus, it is paid,” Pritchard said.

Pritchard and Shoemaker are mentoring separate Business Fellows projects.

Shoemaker and his students worked with Briljent to identify and refine a list of target agencies for future contracts.

Briljent is a small, female-owned business based in Fort Wayne, Ind., dealing with technical and proposal writing, education manuals, on-the-job training and various other services to trade organizations.

The project’s goal was to assist Briljent in finding government contracts for their work. Other than this mission, Briljent left the specifics up to the group – leaving a monumental task allowing students the ability to think outside Briljent’s current contact base.

Although projects involve students from multiple disciplines, mentoring by Department of Journalism faculty serves these two projects well – both with strong communication-focused goals.

“I think it provides value about real world business and allows for students to get closer to the real world than what a classroom can provide,” Shoemaker said.

“This has been a bridge to the real world. Our group has had limited involvement with our client because they are busy,” Shoemaker said. “The client has been impressed with the quality and innovativeness demonstrated by the students.”

Pritchard is the faculty mentor for a project with St. Lawrence School in Muncie, Ind.

St. Lawrence is a local Catholic school and parish, but the two are not located on the same property.

“In this instance the two are separate and geography is working against it,” Pritchard said. “We had to build a better sense of connection between the parish and the school.”

The St. Lawrence project involved several different aspects of public relations for the students to handle. The students addressed issues of retention, reputation, media relations, community relations, alumni relations and brand identity.

“This campaign was more aggressive than I thought it would be,” Pritchard said. “It was, out of the box, not a standard public



Public relations graduate student Yoko Kandori '05MA07 listens as Jennifer Rice '07 describes the St. Lawrence School Business Fellows Project at the Business Fellows Showcase. Photo by Doug Blemker

relations campaign, but I took it on as a challenge for us.”

Both Shoemaker and Pritchard expressed the benefits of Business Fellows to the students involved and to the community.

“It is great to link Ball State University to the community we serve through different projects,” Shoemaker said.

With the large benefit to the students and the service to the community, Business Fellows has excelled and the Department of Journalism’s faculty and students are proud to be a part of the program.

“Business Fellows is such a great program because of the visibility,” Pritchard said. “It received strong support from President Jo Ann Gora and Provost Terry King because it makes a significant contribution to the community.”

Shoemaker agreed about the importance of having the university’s support.

“One of the things that is very clear to me is how the administration supports these activities in a big way,” Shoemaker said. “The Department of Journalism participates in a higher level than any other department on campus, based on the number of projects.”

Next year Shoemaker and Pritchard will continue being a part of Business Fellows.

Pritchard is partnering with Ryan Sparrow, instructor of journalism graphics, to serve as the mentors for a project with the Historic Landmarks Foundation of Indiana to create and promote interactive multimedia.

Shoemaker will be a co-faculty mentor with Ken Heinen, assistant professor of journalism in the photography sequence. Shoemaker and Heinen will lead students on a marketing sustainability plan for the Indiana Transportation Museum.

In addition, Becky McDonald, assistant professor of journalism in the public relations sequence, and Sheryl Swingley '74MA82, instructor of journalism, will mentor a project for the Indiana Foodways Alliance. This cultural-tourism program will work to establish plans for “food tourism” along the I-69 corridor from Fishers to Fort Wayne, Ind.

Michael Hanley MA78, assistant professor of journalism in the advertising sequence, has also proposed a project related to mobile social networking.

“These are tremendous opportunities for our faculty and students to further develop their expertise and help the businesses in Indiana at the same time. It’s a win-win situation for all of us,” Marilyn Weaver, department chairwoman said.



Graduate student Kyle Glass '05MA07 talks about his participation in the Business Fellows program with the Briljent Corporation located outside Ft. Wayne, Ind. Photo by Doug Blemker

FACULTY NOTES (continued from page 4)

HANLEY, CONT. what incentives would be necessary for students to accept cell phone ads with the Center for Media Design.

Co-authored with Robert Gustafson and Mark Popovich “Women’s Perceptions of Female Body Shapes and Celebrity Models Featured in Magazine Advertisements” accepted by the *Journal of Human Subjectivity*.

Submitted “Cell Phone Usage and Advertising Acceptance Among College Students: A Two-Year Analysis” and “Women’s Perceptions of Female Body Shapes and Celebrity Models Featured in Magazine Advertisements” to the 2007 Association for Education in Journalism and Mass Communication conference in August.

Presented “Mobile Marketing Update: Issues Impacting Growth in the Mobile Marketing Industry” at the American Academy of Advertising Conference, Burlington, Vt., April 2007.

Co-editor of the June 2007 issue of the *International Journal of Mobile Marketing*, published by the Mobile Marketing Association.

Adviser of the American Advertising Federation student chapter that finished third in the district six American Advertising Federation National Student Advertising Competition.

BRIAN HAYES

Presenter at the Apple Site Visit, Ball State University Teachers College, March 19, 2007

Attended JEA/NSPA high school journalism convention, Denver, April 12-15, 2007

Presenter at the Journalism Awards Luncheon, Ball State University, April 3, 2007

Presenter for College Awareness Day, Ball State University, March 5, 2007

Attended IHSPA/J-Ideas First Amendment Awareness Symposium at the Indiana State House, March 6, 2007

Lectured for J666 Public Relations Campaigns: Ball State University, Spring 2007

Created Blend Magazine, a scholastic journalism resource publication for high school students and advisers, Spring 2007

Judged Indiana High School Journalist of the Year 2006-07 competition for IHSPA, March 12, 2007

Attended Journalism Alumni Outing, Columbia Street West Bar & Grill, Fort Wayne, Ind., February 16, 2007

MARK MASSÉ

Received Summer Salary Internal Research Grant through OARSP (awarded: \$17,110, March 2007) to con-

tinue research on trauma journalism

Received Operating Grant from Ethics and Excellence in Journalism Foundation located in Oklahoma City for Journalism Writing Center (awarded: \$15,000, February 2007)

Co-authored with Mark Popovich “The Role of Accreditation on Media Writing Instruction” for the Journalism and Mass Communication Educator Editorial Advisory Board, March 2007.

Contributed to “On Deadline in Harm’s Way,” non-fiction book proposal on trauma journalism under consideration by literary agents.

Contributed to “Whatever Comes,” novel supported with \$1,000 grant from Indiana Arts Commission.

Panelist for “Multi-cultural benefits of teaching literary journalism,” at the International Association for Literary Journalism Studies Conference in Paris from May 18-19, 2007.

Panelist for “Coaching International Students,” AEJMC Annual Convention, Washington, D.C., August 2007

Listed in Marquis Who’s Who in America (2007 ed.)

Served as Editorial Advisory Board Member as a manuscript reviewer for Journalism & Mass Communication Educator

Department presents 2007 awards

The 2007 Eugene S. Pulliam National Writing Award and Ball State University Department of Journalism Awards were presented April 3 in the L.A. Pittenger Student Center.

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

The Eugene S. Pulliam National Writing Award was presented to Janet Kelley for her Lancaster (Pa.) New Era story, "Horror and Heroism." (See page 7)

The program also included the induction of two journalism supporters into the Hall of Fame. Longtime professor of journalism Mark Popovich '63MA68 and president of the Advertising Specialty Institute Timothy M. Andrews '84.

During the event, 10 other awards were presented to recipients.

In conjunction with the awards, Kelley spoke as part of the Professionals in Residence program about the Amish school shooting.



David Knott MA71 congratulates Hall of Fame inductee Timothy M. Andrews '84 after the 2007 Ball State University Department of Journalism Awards. Andrews announced a \$50,000 challenge grant in Knott's name at the event. Photo by Doug Blemker

2007 Award Recipients

Eugene S. Pulliam National Writing Award



JANET KELLEY
Kelley was presented the 2007 Eugene S. Pulliam National Writing Award for her story "Horror and Heroism" in Lancaster (Pa.) New Era. Kelley is a graduate of Penn State and currently resides in Lancaster, Pa.

Indiana Journalism Award



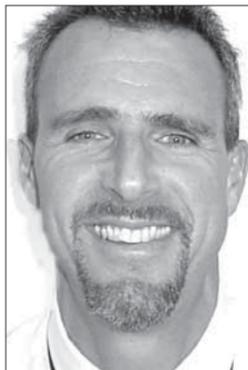
DENNIS RYERSON
Vice president and editor of the Indianapolis Star, Ryerson has spearheaded the Star into the Information Age while maintaining journalistic integrity. Ryerson is also the Midwest director of Sunshine Week.

Indiana Scholastic Journalism Award



SPLC
Honored for continuous support of scholastic journalism rights, the Student Press Law Center helps students and publications advisers fight censorship issues by providing sound legal advice at all levels.

Outstanding Journalism Alumnus Award



BERNIE KOHN
Kohn, Ball State alumnus and assistant managing editor for business news at The Baltimore Sun, was presented the award for his success within the journalism field after graduating with a BA from Ball State in 1982.

Young Alumnus Award



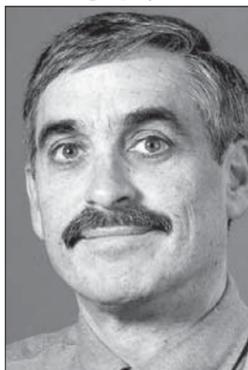
SCOTT NAVARRO
Agency relations manager for Microsoft and 1997 Ball State alumnus, Navarro received the award for his outstanding achievements in his career. Navarro received the AAF Minority Award while at Ball State.

Young Alumnus Award



RACHEL ALLEN
Allen, a manager for public relations firm Burson-Marsteller Technology Practice in San Francisco, graduated from Ball State in 1998 with dual degrees in public relations and Spanish. Allen currently resides in San Francisco.

Costa Courtroom Photography Award



MARK HERTZBERG
Racine (Wis.) Journal-Times court photographer, Hertzberg won this award for the fourth time for photographing a trial from start to finish by electronically uploading the photos to the paper while in the courtroom.

Majeri Award for Journalism Graphics



NIGEL HOLMES
As the leader in explanation graphics, Holmes has authored six books on the topic and is committed to combining pictures and humor to help readers understand complex numbers and difficult scientific concepts.

Public Relations Achievement Award



ROBERT GRUPP
Grupp is the vice president of Worldwide Employee Communications and Corporate Culture at Cephalon, Inc., in Frazer, Pa. Grupp has a journalism degree from Southern Illinois University-Carbondale.

Special Citation in Journalism



DENNIS CRIFE
As former executive director of the Indiana High School Press Association, Cripe has worked to connect scholastic journalism within Indiana. A Ball State graduate, Cripe is a professor of journalism at Franklin College.

Special Citation in Journalism



SND ETHICS TEAM
Realizing the need to set standards for visual reporting, the Society for News Design Ethics Team was recognized for its creation and implementation of a code of ethics in visual journalistic storytelling.

Hall of Fame Induction



TIMOTHY ANDREWS
Andrews, a 1984 Ball State graduate, is president of the Advertising Specialty Institute and an innovator in the publishing and media business. Andrews was recognized for this dedication and support of philanthropic causes.

Hall of Fame Induction



MARK POPOVICH
In addition to being a Ball State graduate, Popovich dedicated four decades of service to the Department of Journalism as professor and chair of the department. He was recognized for this teaching, research and service.

Winning writer discusses Amish horror

BY JULIE MCCONNELL

Janet Kelley has been covering the crime and court beats at the Lancaster New Era for 28 years, but not until October 2, 2006, had she been shaken to her core.

When Charles Carl Roberts IV went on a shooting spree in a one-room Amish schoolhouse, Kelley began to cover the biggest story of her life and the worst tragedy the Amish community has ever seen.

Kelley's story, "Horror and Heroism," chronicles the events surrounding the shooting of 10 Amish girls in a schoolhouse in Nickel Mines, Pa.

This captivating story earned her the 2007 Eugene S. Pulliam National Journalism Award, which she received at Ball State University on April 3 at the Department of Journalism's annual awards luncheon.

"Janet's story was chosen because of the quality of the reporting and writing and its compelling subject matter," Professor Mark Massé, coordinator of the award, said. "Also, the judges were impressed with the craft of Janet's writing and how she was able to chronicle an emotional tragedy without being melodramatic."

The National Journalism Writing Award began in 1960 at BSU, but became the Eugene S. Pulliam National Journalism Award in 2001 when the Pulliam family made a long-term funding commitment to BSU to support the award.

The focus for the award comes from the department's commit-

ment to excellence in writing as a basic requirement for all phases of journalism.

The award has a distinguished history and legacy, with three former winners later winning Pulitzer Prizes, including 2005 winner Amy Dockser Marcus of *The Wall Street Journal*.

In addition to receiving her award, Kelley spoke in Cardinal Hall of the L.A. Pittenger Student Center on the BSU campus. She presented a speech entitled "Crisis Reporting and the Art of Persuasion" as part of the journalism department's Professional-in-Residence series.

Kelley's speech focused on the difficulties she and her co-workers faced in interviewing the Amish.

"We told them that these other reporters would be gone in a week and didn't care if they were unhappy, but we'd still be here tomorrow to hear their complaints," Kelley said. "The Amish are avid newspaper readers ... our stories, we promised, would be an accurate account of the worst crime in their history, how they dealt with it and who these children were. They liked that, trusted us and cooperated with certain qualifications."

Members of the Amish community and state and local law enforcement officials have praised the story for its accuracy, credibility and sensitivity.

One Pulliam Award judge wrote that "Kelly's unflinching reconstruction of the tragic shooting ... is an example of community

journalism at its finest." Another judge stated that the story "captivates the reader from start to finish, thanks to the author's meticulous research, eye for detail, judicious quote selection and compelling narrative."

Kelley calls the Pulliam Award "the best award she has received as a journalist."

"We decided to enter my story because it was such a gripping tale, so unusual, we knew it was a topic people wanted to read," Kelley said.

In the weeks Kelley spent covering the tragedy, she dealt with many personal emotions in addition to all of the emotions of the people she interviewed.

"For the most part, I had to set the emotions aside, because I was on deadline and had to stay focused on telling the story," Kelley said. "But it was hard at times. I have a daughter. The thought of her looking into the barrel of a gun, ever, makes me ill. I saw men - experienced police officers and seasoned prosecutors who I've known for years - teary eyed, pale and shaken to the core by this event."

Despite the difficulties of writing the story, Kelley believes she has come through it a better person and reporter.

"I think all of us are amazed and humbled by their Christian response to this tragedy," Kelley said. "As a reporter, I think it drove home the message to try to look deeper into the human element of an event."



Pulliam award winner Janet Kelley discusses the issues surrounding the coverage of the Amish school shooting. She discussed the benefits of working for the "hometown" paper during a national news event. Photo by Doug Blemker

Hall of Fame winner continues dedication to students

BY REBECCA PALMER

Dr. Mark Popovich '63MA68 was inducted into the Journalism Hall of Fame during the Department of Journalism Awards Luncheon April 3. He is the 35th inductee and joins the late Louis Ingelhart as one of the distinguished professors in the Hall of Fame.

In fact, it was Louis Ingelhart who invited Ball State alumnus Mark Popovich back to his alma mater join the faculty in 1970 and "it's been a love affair ever since, it always has been I should say. My heart's always been here," Popovich said.

Popovich has been teaching in the Ball State journalism department for 37 years. He has taught more than 9,000 students and served as chairman on nearly a third of all graduate student thesis committees.

He has been involved with every

aspect of the department during his career at BSU. Popovich was the faculty liaison for the Journalism Alumni Association (now Society), director of journalism graduate programs and a senator in the University Senate to name a fraction of the positions he has filled.

"I've been totally involved. I've given a lot of service to the university in many other capacities besides teaching," Popovich said.

Popovich continues to partner with faculty members on research projects in addition to his teaching responsibilities.

"One thing that has distinguished his tenure in journalism is his interest in mentoring colleague's research," said Marilyn Weaver, chair of the Department of Journalism. "He has always helped others focus their research and help with data analysis."

Before returning to Ball State,

Popovich worked as a publication adviser at Hobart Sr. High School in Hobart, Ind., as well as a sports writer for a local paper and a freelance photographer.

"At first, my career goal was to be a reporter for *Sports Illustrated* but my experience in sports writing got too repetitive," Popovich said. "Scholarly work gave me the chance to take on new challenges."

Popovich continued, "Every time I would consider moving to another institution, there always seemed to be a challenge put in front of me. That's what I've been doing, essentially, meeting challenges. I have always enjoyed coming into the office."

Popovich said that he is very honored to be inducted into the Journalism Hall of Fame. "You're always happy when your alma mater recognizes your efforts and contributions to the institution," Popovich said.

Nominated by his peers, Popovich supplied his credentials to the Journalism Alumni Society who makes recommendations to the faculty on inductees.

"The department was completely supportive of selecting Popovich for this honor," Weaver said. "We know how much he has meant to students over the years. It is a much deserved recognition."

Popovich received the final award of the annual awards luncheon. He stepped up to the podium and tearfully thanked his family for being there to celebrate with him. Of the family present, the majority of them attended Ball State including his wife, Karen.

"I just happen to be a very fortunate alumnus of an institution where I have had the opportunity to teach for 37 years," Popovich



Outstanding Journalism Alumnus Award recipient Bernie Kohn '82 (l.) congratulates Hall of Fame inductee Mark Popovich '63MA68 after the 2007 Ball State University Department of Journalism Awards. Photo by Doug Blemker



Being congratulated by his stepson Joseph Morrow, 17, Mark Popovich steps down from a standing ovation after being inducted into the Department of Journalism Hall of Fame. Photo by Doug Blemker

said.

After accepting his award, Popovich relayed a fond memory he had from his time teaching at Ball State. When students would ask Popovich why he became a teacher, he would respond that he could have been a lawyer but then he would be dealing with human transgression; he could have been a doctor, but he would be dealing with human pain and misery; so

he became a teacher, where he has dealt with human potential.

"That's what I see in this room, human potential," Popovich said emotionally. "Thank you for honoring my role in nurturing the potential of the students who have come through Ball State."

Popovich, who is retiring in May 2008, will serve as on-site director at Ball State's London Centre in Spring 2008.

Advertising student honored with minority award



Jessica Dinkelman '07 presents her part of the 2007 AAF campaign about advertising Coca-Cola products to young people. Photo by Doug Blemker

BY REBECCA PALMER

For the second time in a decade, the American Advertising Federation honored a Ball State student as one of the 2007 Most Promising Minority Students. Jessica Dinkelman '07 was one of 50 finalists from 38 universities.

As part of this honor, Dinkelman took her first trip to New York City to attend a three-day conference for the finalists.

The event focused on helping minorities succeed through meetings with recruiters, networking opportunities, guest speakers on current issues in the advertising community and seminars that helped students tailor resumes for advertising jobs.

"The conference was a great networking tool for me," Dinkelman said. "I met a lot of contacts in New York. There are a lot of opportunities there and I made some great connections."

The AAF Most Promising Minority Student weekend also included industry immersion. The finalists visited Young and Rubicam, The New York Times and Verizon to get an inside look at the

advertising businesses.

"I really liked visiting Young and Rubicam because they are an advertising firm and that is the area I am interested in working," Dinkelman said. "It was also nice to see the private companies. I hadn't really considered that as an option."

Dinkelman also had the opportunity to show her portfolio to industry leaders and recruiters.

"They were excited that Ball State was preparing students so well," Dinkelman said. "This honor really shows the strength of the Ball State advertising program. The awards and recognition I have been given is a reflection of the education I received here."

From that recognition, Dinkelman was awarded a Multicultural Advertising Internship Program summer internship at Euro RSCG as an account management and strategic planning intern.

Michael Hanley MA78, advertising sequence coordinator, nominated Dinkelman for the award.

"She is one of the top performing advertising students over all,"

Hanley said. "She was the perfect candidate for this recognition."

Hanley said that only about 5 percent of professionals in the advertising business are minorities and the AAF has taken that on as a challenge.

The AAF uses this program to help motivate minority students to work in the field and give them the networking opportunities and training to help them get there.

"One of the goals of the department as well as the university is to increase minority representation of students. Promoting our best minority students fits into those goals," Hanley said. "We are proud to have a student of Jessica's quality representing Ball State University. We are striving to have more students represented in the future."

This is the tenth year the AAF has honored minority students.

In its first year, Ball State student Scott Navarro '97 was selected as a Most Promising Minority Student finalist.

This year, the Journalism Alumni Association recognized Navarro with the Outstanding Young Alumnus award. (See page 6)

News-Ed student awarded Dow Jones Scholarship

BY BECKY HART

Doors will be swinging wide open this summer for Amanda Getchel. The journalism undergraduate is one of 12 minority college students chosen for the prestigious Dow Jones Newspaper Fund's Business Reporting Program. The internship also earns her a \$1,000 scholarship when she returns to school next fall.

Getchel is the first student from Ball State University to earn a position with the national organization, a fact that has not been lost on Getchel or internship coordinator, Sheryl Swingley.

"It's quite an honor and a little shocking, that me, of every person who has graduated (from Ball State)... I was the one chosen for this," Getchel said.

She applied for the internship program at the urging of the Department of Journalism's internship coordinator Sheryl Swingley '74MA82 and a representative from the Indianapolis Business Journal, Andrea Davis. However, the sophomore was unsure about the position initially.

"I didn't really want to (apply) because it was business and I didn't really know anything about business," Getchel said.

Her worries dissipated during her interview when she realized the business opportunities apart from big corporations. Reporting on smaller "mom-and-pop type stores" interests Getchel.

"I think it would be interesting to see how everyday people can be successful in a little shop with items that bring memories to people," she said.

Learning a new field should be an easy task for Getchel. Since arriving at Ball State from Lafayette, Ind., she has been pursuing a variety of studies and activities. She is majoring in both journalism and Spanish as well as pursuing a minor in political science.

Outside the classroom, Getchel has been writing for the Ball State Daily News for two years and wrote for the (Lafayette) Journal & Courier last summer.

This broad educational background and newspaper writing experience went a long way toward helping her earn the Dow Jones internship.

"I think all the opportunities I've been given with the Daily News, watching current events, knowing Spanish, and having an interest in government helped all together," she said.

Getchel will begin her internship this summer with an intensive one-week training seminar at New York University. She will then return to Indiana where she will complete her internship writing for the Indianapolis Business Journal.

When she returns to Ball State in the fall, Getchel hopes to have an editing position at the Daily News and work toward her dream job as a reporter for the Los Angeles Times.

The Dow Jones internship will help her achieve those goals.

"It will definitely open the doors and hopefully be almost a guarantee for anything I want."

Swingley hopes that Getchel's internship will create more opportunities for future Ball State journalism students as well.

"Now that we've had one student break the barrier, I hope she can serve as an example to other students and that we'll have more applicants in the future," Swingley said.

The Dow Jones Newspaper Fund is a nonprofit foundation supported by the Dow Jones Foundation, Dow Jones & Company, Inc. and other newspaper companies. Its mission is to encourage students to pursue careers in journalism through grants, training and internships.



Amanda Getchel

Cardinal Communications recognized as nationally affiliated student firm

BY SHONNA KING

Cardinal Communications, Ball State's student-run public relations and advertising firm, was recognized as an Alpha Public Relations Student Society of America (PRSSA) Nationally Affiliated Student-run Firm.

In spring 2005, the national committee for PRSSA established the Alpha program and the standards needed for college, student-run public relation firms, to be recognized for the award.

Jennifer Rice '07, the PRSSA vice president of professional development, and active member of Cardinal Communications, said, "as soon as the national standards were passed, we knew that we wanted Cardinal Communications to be recognized as an Alpha program."

However, becoming recognized as an Alpha program was not an easy task for Cardinal Communications.

According to PRSSA National Conference guidelines for application submittal for this national recognition, all members of the student-run firm had to be members of PRSSA.

However, not every member of Cardinal Communications was a public relations student. Several members were majoring in advertising, graphics and news editorial sequences.

"Cardinal Communications is unique in the way it is run" said Rice. "We are a full-service agency that offers our clients strategic plans that incorporate public relations, advertising, graphic, and marketing tactics."

Because of this diversity within the firm, it seemed unnecessary for every member of Cardinal Communications to become affiliated with PRSSA when several members were not public relations students.

The members of Cardinal Communication decided to lobby against this PRSSA guideline and entered into negotiations with the selection committee.



PRSSA National President Kevin Saghy presents Cardinal Communications Executive Director Jessica Pugh '07 the Alpha Society recognition. Photo submitted by Jennifer Rice

It was decided that if each member of Cardinal Communications became a member of their respective student organization, the selection committee would allow Cardinal Communication to submit their application for consideration for the designation.

Members of Cardinal Communications agreed to meet the new requirements, and were later recognized as an Alpha PRSSA Nationally Affiliated Student-run firm.

The recognition took place at the 2006 PRSSA National Conference in Salt Lake City.

"This award is important to the legacy of Cardinal Communications because it shows that we are reaching the goals, expectations, and requirements to be a nationally affiliated firm," said Rice. "Cardinal Communications is a continually growing and maturing program

and being recognized as a nationally-affiliated firm exemplifies that."

The other universities that received the recognition included Illinois State, University of Florida, Ohio State University, Brigham Young University, Southern Illinois University of Carbondale, University of New Mexico, University of North Dakota and Hawaii Pacific University.

Jessica Pugh '07, executive director of Cardinal Communications, accepted the certificate of recognition on behalf of the 50-member staff.

"It's such a great accomplishment for Cardinal Communications and all of us who are involved in it," Pugh said. "We are a firm with all the assets of a professional agency. This distinction will help show potential clients just what great work we do."

Interactive television program expands, receives national magazine coverage

BY TOM HARTER

Pointing and clicking using a computer mouse is second nature. Using a remote to navigate DVD menus is common. Being able to combine those elements to learn more about the stories presented live on the evening news will soon be the way to receive news.

For the second time, a team of journalism graphics, telecommunications and computer science students and professors produced a five-minute interactive television newscast in collaboration with a live NewsLink Indiana broadcast on April 26.

The challenge for students was to produce, film, edit and construct news stories within the confines of a "normal news day" filled with story deadlines.

This semester's class also focused on refining the interface that was developed last year.

"I think this year's interface is 100 times better than last year's," said Jennifer George-Palilonis '96MA04, instructor of journalism and coordinator of the journalism graphics sequence. "The students have worked incredibly hard to evolve the project and the types of things we are able to do, including customizable content, an interactive news ticker and 3D interactive information graphics."

George-Palilonis supervised the class of hand-selected undergraduate students with John Dailey, assistant professor of telecommunications, and Vinayak Tanksale, instructor of computer science.



Journalism graphics sequence coordinator and iTV instructor Jennifer George-Palilonis congratulates students in the course after a successful broadcast on April 26. Photo by Doug Blemker

"New technologies and content delivery methods mean journalists will have to adapt to best serve their readers and viewers."

NICK BASHAM

iTV student participant and interface designer

The class included 32 students, including journalism graphics and advertising student Nick Basham '07.

Basham worked on the visual side of the interface and partnered with Tanksale and his computer science students to integrate the design into the technology.

"The key is to work together, take everyone's opinion into account and create a product that's true collaboration among everyone involved," Basham said. "We were asked to figure out what interactive television is, and then discover the best way to make it happen."

With technology enhancements and Microsoft's changing of Vista Media Center's coding, the challenges mirrored experiences professional's face.

"New technologies and content delivery methods mean journalists will have to adapt to best serve their readers and viewers," Basham said.

Having more customizable options is one of those adaptations.

"Students have designed a unique interface for their interactive platform," George-Palilonis said. "They have developed a prototype that can be easily customized to 'news of the day.'"

The goal of the live show was to display to the public the newly designed interface and allow viewers of the live broadcast to interact with the iTV interface in a hands-on environment.

"Readers and viewers are now in control and we have to figure out the best way to be relevant in this new model," Basham said.

The program enlisted industry experts to assist with taking interactive TV beyond a classroom experience.

Similar to last year, students were mentored by professionals with journalism and iTV experience. Previous mentors included Dale Herigstad, executive director of the interactive agency Schematic, as well as Tony Majeri, a former senior editor for innovation at the Chicago Tribune.

Herigstad returned to assist this semester's class. He was joined by John Canning, a senior product manager and field producer for the Yahoo! Media Group and formerly a technical evangelist in Microsoft's eHome Division. Both Herigstad and Canning are considered to be industry leaders in iTV.

"John Canning has a wide range of experience from worldwide communication and media issues, broadcast technologies and services, and field media production," said Michael Bloxham, Director of Insight and Research at the Center for Media Design. "Together [Canning and Herigstad] make up some-



At the computer, interface designer Nick Basham '07 shows American Way reporter Ken Parish Perkins one of the visual reporting pieces for the test broadcast. Photo by Doug Blemker

thing of an interactive media dream team, and we are delighted to have them on board as research fellows. Our students and faculty will benefit and so will our research efforts."

This immersion has led to national recognition, including an upcoming article in American Way magazine.

"Students see this as more than just a class project. It is an industry problem that they are really working hard to solve," George-Palilonis said. "I can't say enough about their dedication and commitment to making this an outstanding project," commented George-Palilonis.

The iTV program is offered every spring semester. This semester the program included four journalism graphics students, five computer science students, 21 TCOM students and two graduate assistants. Each student was hand selected for the program.

FACULTY NOTES (continued from page 5)

BECKY MCDONALD

Presented "Lesson Learned from a Mine Disaster: A Content Analysis of Company Responses to the Sago Mine Disaster," presented at the Tenth International Public Relations Research Conference, Miami in March 2007.

Mentoring "Indiana Foodways Alliance: A Tourism Economic Development Project of the I-69 Corridor Association," Business Fellows project with Sheryl Swingley.

Presenting Early Start Workshop with Sheryl Swingley.

ROBERT PRITCHARD

Received Public Relations Society of America Foundation grant of \$10,000, November 2006. Grant covers the initial research phase of PRSA's MBA Initiative and examines and catalogs public relations training in U.S. MBA programs as well as develop a data-base of curriculum decision-makers in top business schools.

Co-authored with S. Duhé and Vince Filak "Gaining a seat at the table: The intersection of power, influence and the dominant coalition." The article is under review for Management Communication Quarterly)

Co-authored with Vince Filak "Attitudinal, motivational

and value congruency between student members and faculty advisers in PRSSA." Article is under review for the Journal of Mass Communication Educator.

Co-authored with Vince Filak "News (un)scripted: An analysis of support and blame in the wake of two fatal shootings." Journalism: Theory, Practice and Criticism, Vol. 8, No. 1, (February 2007): 66-82.

Wrote "Street Cred, Yo!" PProfessional. Hoosier Chapter PRSA, April 2007.

Wrote "The Value of Values." PProfessional. Hoosier Chapter PRSA, March 2007.

Wrote "Speaking Truth to Power." Guest column. Link. Central Illinois PRSA Chapter, February 2007.

Wrote "Speaking Truth to Power." PProfessional. Hoosier Chapter PRSA, February 2007.

Wrote "Revolving Ethics." PProfessional. Hoosier Chapter PRSA, January 2007

Presented with D. Dozier, B. Shea, and D. Waterman "Beyond Turf Issues: Encroachment on the Public Relations/Public Affairs Function" at the International Public Relations Research Conference in Miami.

Presented with Todd Witkemper MA06 "Examining organizational crisis communications research: Extending the work of Seeger, Selnow, and Ulmer" at the International

Public Relations Research Conference in Miami.

Inducted into Phi Kappa Phi, the nation's oldest, largest, and most selective honor society for all academic disciplines.

SCOTT REINARDY

Wrote "Satisfaction vs. sacrifice: Sports editors assess the influences of life issues on job satisfaction," for Journalism & Mass Communication Quarterly, Spring 2007.

Presented with J. Moore and W. Wanta, W. "How do newspaper journalists use the Internet in news gathering? An examination of usage, behaviors, and beliefs about online information and tools." International Communication Association in May 2007.

Mentored and advised a Freedom of Information project in coordination with the Indianapolis Star during Fall 2006: Journalism 322, Sports Writing. The course issued Freedom of Information requests to Indiana's 293 public school districts requesting athletic coaches salaries. Information was received from 291 schools representing an 82.4 percent compliance rate. Stories were written and submitted to the Indianapolis Star.

Indianapolis Star Reporter Jeff Rabjohns is working on the project for publication.

Communication and Media Building to open in the fall

BY MARIELLE RODEHEFFER

The opening of the new Communication and Media building will be a quiet move for several college departments until an official opening ceremony on Friday, September 7.

The college has a seen exceptional growth in enrollment that led to the need for a new building. At just more than a decade old, the four departments of the College of Communication, Information, and Media never had the opportunity to co-exist under the same roof. The Communication and Media building will offer that chance.

"The new building will enrich the Department of Journalism and the Art and Journalism building. It expresses the commitment Ball State University has to our college," said Marilyn Weaver '65MA70EDS81, Department of Journalism chairperson.

The new building means relocation for half of the telecommunications department as well as the entire communication studies department, Indiana Public Radio, the student-run radio station WCRD and the dean's office.

According to Roger Lavery, dean of the college, the new facility will "create a whole new level of energy" for the college. In turn, Lavery believes this will boost morale for both students and faculty.

"The addition of the new building brings a feeling of pride in one's alma mater," Lavery said. "This will help raise the college's profile around the state."

The Communication and Media building will also offer a chance for faculty from different departments to work together more closely, increasing the opportunities for future collaboration.

The Department of Journalism relocated from West Quad to the Art and Journalism building in 2001 helping to move the college close to being under one roof.

The coming move of communication studies and half the telecommunications departments completes the transition.

"The new Communication and Media Building has been designed to support collaboration between disciplines," Lavery said. "As we create more interdisciplinary, immersive learning experiences for our students, I'm certain the new space will encourage

and facilitate partnerships that include communication studies, CICS, journalism and telecommunications."

Lavery hopes the addition of this larger, more technologically advanced facility will also engage more alumni through naming opportunities as well as support conferences, lectures and speakers from outside the university.

The new building will be 90,000 square-foot and will include 12 classrooms equipped with the latest in technology, practice rooms for the forensics team, professional-quality audio recording and editing equipment, improved facilities for communication studies graduate students, a large lecture hall and a 50-seat screening theater.

The building is also registered with the U.S. Green Building Council and is set to be certified by the Leadership in Energy and Environmental Design (LEED).

Kevin Kenyon, associate vice president for Facilities Planning and Management, is confident that the building will be successfully certified.

This certification is a national benchmark for the design, construction and operation of green buildings.

"It should provide a work and study environment that people will appreciate and enjoy as well as produce greatly reduced operating costs over the lifetime of the building," Kenyon said.

Ball State has never had a building with this certification. This was a process that began early with site selection to reduce environmental impact.

It continued with the groundbreaking through careful erosion control.

Extensive use of natural light, water-use reduction and a white roof coating to reduce heat absorption are some of the features that will reduce energy-use in the building by 30 percent.

Jacquelyn J. Buckrop, associate dean of the college, is proud of the careful attention to design, construction and function of the building it took to be considered for this certification.

"I think it will be a truly beautiful building in which to learn and work," Buckrop said. "I suspect it will be a very popular place to be."



Heated piping runs beneath the entryway to the new Communication and Media Building set to open for the Fall 2007 semester. Photo by Doug Blemker

Ball State hosts, manages annual Indiana public relations conference at Indy Center

BY ELAINA GEMELAS

Ball State public relations program has long been a state leader for the Indiana Public Relations Conference, most recently transforming it into a forum for professionals to brainstorm ideas and reach agreements about the future direction of the industry.

Ball State professor emeritus Mel Sharpe developed the idea of a conference in 1983 for the university to engage in the professional development of Indiana public relations professionals, said Robert "Pritch" Pritchard MA88, assistant professor of journalism.

After relocating, evolving and growing, the 2006 conference format became a leadership summit for professionals.

Cardinal Communications, the department's student-run public relations and advertising firm, began assisting with the summit when Pritchard became faculty adviser. Sharpe's graduate assistants were responsible for the planning and execution of the event before 2003.

Pritchard believes Cardinal Communications members learn from the experience.

"It's a great résumé piece and it gives us a chance to show off our students to a very prominent public within the state," he said.

Members of the organization documented and compiled the discussion to produce a white paper from the event.

The March 2 conference addressed the challenges and goals of public relations



National Public Relations Achievement Award winner Robert Grupp addresses Indiana public relations practitioners at the Ball State Indianapolis Center.

practitioners at the Ball State Indianapolis Center. The purpose was to reach a consensus on the future development of public relations.

Robert Grupp, vice president of Worldwide Employee Communications & Corporate Culture at Cephalon Inc., received the National Public Relations Achievement Award and served as keynote speaker. Ball State presents this award yearly at the conference.

Grupp and Bill Nielsen, former corporate vice president of Johnson & Johnson, focused on the evolving public relations industry and improving the practice.

Grupp shared his suggestions with 21 professionals from around the state, including PRSA Hoosier Chapter President Myra Cocca and Bruce Hetrick of Hetrick Communications Inc.

Grupp spoke about his appreciation for Ball State's journalism program and Sharpe's contributions in establishing the program's reputation.

"I met a leader in public relations ... someone I can easily relate to and someone I knew would make a difference for all of us," Grupp said about the first time he met Sharpe.

For 2008, the Department of Journalism and Cardinal Communications will maintain the format and hopes to increase the event's prestige, said Pritchard.

"Long term, I hope this will become a national forum for forward thinking about the future of the profession, which will improve the reputation of Ball State's public relations program and bring our students onto a national stage," Pritchard said.

Daily News creates listserv for alumni

BY SHANNON MCNICHOLAS

The Daily News now offers a new way to keep its alumni connected to Ball State through a listserv.

This listserv will keep all members apprised of upcoming events and important announcements. Interested alumni and students can sign up and provide their e-mail addresses to a secure server that will distribute mass e-mails of relevant information to everyone who registers.

David Studinski, editor in chief of the Daily News the last two years, met many people he wanted to keep in touch with on the day of Louis Ingelhart's funeral. It became clear to him that there was no good system of networking with former Daily News staff.

"There is a need for a central environment for alumni and students to communicate with the sole purpose of networking," Studinski said.

These interactions drove the Daily News to create the listserv, which will provide an opportunity for Daily News alumni to keep in touch with their peers as well as reach out to students.

"This listserv will be very valuable to undergraduates and alumni to pass on information about job openings ... or to give fellow alumni a leg up when they are leaving their position," said Vincent Filak, Daily News adviser.

To become a member of the listserv send an e-mail to listserv@listserv.bsu.edu, in the body of the e-mail type "subscribe DN-L".

"We hope the listserv will be a great way for all former staff members to stay in contact as well as a way to talk with current staffers," said Marilyn Weaver, department chair. "Dave has made a definite contribution to our future communicators."

Expo magazine runs a similar listserv. According to adviser David E. Sumner, the purpose is not only for continued networking but also for connecting students and alumni to job opportunities.

Ball State hosts annual J-Day for 1,600 students



Above: Workshops director Brian Hayes welcomes students to J-Day.

Right: Students position themselves for the best sports photo position during a workshop on photography. Photos by Doug Blemker



High school students honored with Ball State scholarships, awards; J-Day Hall of Fame members inducted

BY ADAM MAKSL

Only standing room was available in room 306 of Ball State's Student Center for alumna Rachel Perkins' '05 session on newspaper design trends at High School Journalism Day.

Perkins joined 11 fellow department alumni and more than 30 other speakers who led more than 70 sessions at the 52nd annual event, April 20. More than 1,600 high school journalism students and teachers attended J-Day, an increase over recent year's attendance Brian Hayes '96MA01, director of the program, said.

"This year, we reached out more to more schools in adjacent states like Michigan, Ohio, Kentucky and Illinois," Hayes said.

Hayes said the program was strengthened this year by an emphasis on more advanced sessions.

He said more than 130 high school students were able to participate in special advanced technology sessions taught in the same facilities Ball State students use in the Art and Journalism building. Ball State journalism faculty taught many

of these sessions.

Hayes also said the annual event was improved with the addition of graduating senior sessions. Designed for high school seniors getting ready to go to college and taught by current Ball State student media leaders, these sessions emphasized working for college media and learning more about Ball State.

"It's sometimes difficult to transition from a high school journalist to a college journalist," Hayes said. "Hopefully, getting the inside info from students on the Daily News, expo and other BSU publications will help high school students prepare for that transition."

In addition to the advanced technology and graduating senior sessions, several featured speakers were invited to speak to students.

The day started with a keynote speech from the Poynter Institute's Kenny Irby, who spoke about media ethics.

Other featured speakers included journalists from the Indianapolis Star and Muncie Star Press, as well as nationally recognized scholastic journalism educators from St. Louis, Mo., and Washington, D.C.

"We were really proud of our line-up of featured speakers this year," Hayes said.

The opening sessions also included presentations of awards, including two

new inductions to the J-Day Hall of Fame. J-Ideas Director Warren Watson accepted an induction presented to him and the scholastic journalism organization he directs.

Journalism alumnus Jim Streisel '95, newspaper adviser at Carmel (Ind.) High School, was also inducted.

He said he is proud to be a part of the group of people who helped shape the event and create programs that helped him so much as a student at Ball State and now a teacher.

"It means a lot. That group is an illustrious group and it humbles me to be a part of it," Streisel said. "But, for me, I graduated from Ball State and got a great education there. Part of me just thinks that I want to be able to bring something back to Ball State and to give them back something I've taken from them and I think it's a great opportunity for kids."

Hayes, a former high school journalism teacher and coordinator of the department's secondary education sequence, said he is proud of the great history J-Day has.

"J-Day is an institution in Indiana scholastic journalism," he said. "Carrying on the tradition of J-Day from those great people who started and continued it like Louis Ingelhart and Marilyn Weaver is a real honor."

J-Ideas continues push for First Amendment rights

The Washington state legislature's inability to pass a student free press bill late this spring may have been a blow to the student press, but the roadblock has not deterred J-Ideas staff from continuing to support such laws and other initiatives that help teach the importance of First Amendment freedoms.

Serving as an information hub for student free expression bills in Washington state and Oregon, J-Ideas, the First Amendment advocacy organization housed in the Department of Journalism, provided moment-to-moment coverage of both sides of the highly controversial legislation and harnessed national media attention for both bills.

Now, J-Ideas is embarking on a national public policy initiative to promote legislation that not only solidifies student press rights but also recognizes the prosperous marriage between journalism and civic education.

"The only way an initiative like this will work is by combining civic educators and journalism educators," J-Ideas Director Warren Watson said. "Journalism is the application of civics, so it seems like a natural marriage - to bring both groups together to promote civic education and journalism education nationwide."

To accomplish this goal, the organization has created a group of stakeholders who will meet to develop a game plan to continue the

advocacy.

The J-Ideas First Amendment Alliance, made up of journalism and civic educators across the country held its first meeting on May 15 at the Ball State University Indianapolis Center.

"The two communities need to come together and define our duties," said Angela Thomas, J-Ideas assistant director. "There is strength in numbers."

J-Ideas has also continued its mission through other initiatives. Watson teamed up the Vince Filak and graduate student Adam Maksl to write three research papers examining aspects of scholastic journalism and the First Amendment.

All three papers were submitted to the Association for Education in Journalism and Mass Communication paper competition.

J-Ideas continues to promote educational material available to educators, including a new DVD, "A First Amendment Guide for Principals and Administrators."

DVDs are distributed at national journalism conventions and are available by request at www.jideas.org.

"We're seeing a revival in interest to address the fact that students in high school don't really have free speech rights," Watson said. "We're trying to correct that through this effort."



Assistant Director of J-Ideas Angela Thomas discusses Washington state HB 1307 with Steve Mathis, a Washington high school journalism adviser. Submitted by Angela Thomas

FACULTY NOTES (continued from page 9)

MEL SHARPE

Award created in his name for an "Outstanding Public Relations Research Paper" to be presented for the first time in 2008 at the International Public Relations Research Conference. The Sharpe/Jackson award is named for Sharpe and Patrick Jackson, a former leading public relations professional.

MARY SPILLMAN

Presented "Radio As Public Forum: H.V. Kaltenborn and the Munich Crisis of 1938" at BEA, Las Vegas, April 19, 2007.

Served as panelist for "Breaking Barriers Among Student Media," Convergent Projects for Student Media Groups at BEA, Las Vegas, April 21, 2007.

Attended "We Media Miami," February 2007, University of Miami, Miami.

DAVID E. SUMNER

Advised Ball State magazine "expo" that received awards for: second place, "Collegiate Magazine of the Year," 8 first-place, 2 second-place and 6 third-place awards at Indiana Collegiate Press Association, Muncie, Ind., April 1, 2007.

Editor of the Peter Lang Media Industry Series, which

published the first three books in the seven-part series during the summer of 2006: "Radio: A Complete Guide to the Industry by William Richter," "Broadcast Television: A Complete Guide to the Industry by Walter S. McDowell," and "Magazines: A Complete Guide to the Industry by David E. Sumner and Shirrel Rhoades."

Wrote "American Magazines," the annual roundup of magazine industry news for Encyclopedia Britannica 2007 Book of the Year.

One of four national winners in a contest co-sponsored by Media Industry Newsletter and Time magazine to predict Time magazine's 2006 "Person of the Year."

SHERYL SWINGLEY

Participated in Fourth Annual Bracken Library Faculty Technology Showcase, "GIS and Journalism," with Angie Gibson, the GIS specialist for University Libraries.

Selected to teach two Early Start Workshops, which are designed for incoming freshmen, during the summer of 2007.

WARREN WATSON

Published articles on various First Amendment topics published in the Indianapolis Star, Fort Wayne Journal

Gazette, Terre Haute Tribune Star, Muncie Star Press, The American Editor (ASNE magazine), Advisor Update (Dow Jones Newspaper Fund), and others.

Presented at the McCormick Tribune Freedom Museum (Feb. 9), National Constitution Center in Philadelphia (March 18-19), Poynter Institute in St. Petersburg (Jan. 4-5), Terre Haute Human Rights Day (April 18), the New England News Forum in Boston (April 7), and Philadelphia Public Schools (Feb. 8).

Spoke at a statewide symposium on the First Amendment co-sponsored by J-Ideas at the Indianapolis State House (with the Indiana High School Press Association) on March 6, 2007.

Submitted "A Comparative Study of First Amendment Attitudes of High School Principals 2004 and 2007" to AEJMC.

MARILYN WEAVER

Received with Lori Demo, a 2007 Enhanced Provost Initiative - Immersion grant for \$5,500 for "News Scholars Program."

Attended the Association of Schools of Journalism and Mass Communications mid-winter meeting, St. Louis, February 2007.



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