

MEDIA

Happenings

COLLEGE OF COMMUNICATION

FALL 2011

Tournament Propels Media Students into National Spotlight

College of Communication media students received national attention for the work they produced during the Bulldogs' run to the national championship game. In a full court press, students wrote, produced and performed music; shot, edited and created videos; and published unprecedented coverage of the NCAA® tournament. In all, their work gained widespread exposure through local and national media outlets that included CBS, ESPN, *USA Today*, *The Indianapolis Star*, NBCSports.com, *Wall Street Journal's NCAA Dashboard* and WTHR Channel 13. Below and on following pages are some highlights.

Collegian Produces Unprecedented NCAA® Tournament Coverage



A three-member team from *The Butler Collegian* (thebutlercollegian.com) covered the NCAA® Division I Men's Basketball Tournament on location, traveling to New Orleans and Houston for the Sweet Sixteen®, Elite Eight®, Final Four® and championship games.

Sports Editor Steven Peek '11 wrote a wealth of sports news stories, game previews and analysis pieces about the Butler Bulldogs and their competitors, as well as fun features about Blue II, Bulldog fans and coach Brad Stevens' glasses. Peek also participated in a handful of radio interviews and had his "Fear the Glasses" story excerpted in *USA Today*, *The Indianapolis Star* and on NBCSports.com.

Photographer Maria Porter '12 provided slide shows of compelling game photos, and Multimedia Editor Elyssa Garfinkle '12 produced video packages featuring game coverage, as well as press conferences and other media availabilities.

On campus, *The Collegian's* sports staff — Assistant Sports Editors Lance Rinker '13 and Colin Likas '14, as well as staff writer Matt Rhinesmith '14 — provided live blogs of each of the four games through Cover It Live. The blogcasts included streaming video of viewing parties on and around the Butler campus and inspired lively conversation from participants across the country including viewers in St. Louis, Atlanta, Chicago, Nashville and even from Canada.

Multimedia Editor Olivia Ingle '12 produced additional video packages of fan reaction on the Butler campus. CNN iReport contacted *The Collegian* twice about using Ingle's video on the air.

News Editor Jill McCarter '13 created comparison charts of Butler University and its competitors, and the staff kept Twitter and Facebook fans abreast during and between games, driving them back to *The Collegian* website. *The Collegian's* Twitter feed was also picked up by the *Wall Street Journal's* NCAA® Dashboard.

"This season set precedents in terms of online coverage," said Loni McKown, *Collegian* faculty adviser. "You could find traditional news stories, still photos and TV-style video packages on the *Collegian* website."

Team coverage for *The Collegian* Online (thebutlercollegian.com) resulted in record-breaking traffic to the site with more than 26,000 page views in the last two weeks of the tournament. The front page of March 30 print edition, which featured the headline "BITING BACK" and a photo of an intimidating looking Shawn Vanzant, Matt Howard and Andrew Smith, could be seen posted on doors and windows around campus and in workplaces and offices around Central Indiana.

All of this work was coordinated by Editor-in-Chief Arika Herron '11, Online Managing Editor Hayleigh Colombo '12, and Print Managing Editor Emily Newell '11.

Students Create Butler Spirit Video for ESPN2

A video created by Butler students to show the campus' Final Four® spirit aired on the ESPN2 program "First Take Friday," on April 1, 2011. The video was also posted on the ESPN website.

On March 28, 2011, program producers invited the 2011 NCAA men's basketball Final Four® competitors to submit two-minute, student-produced videos showing campus spirit for the upcoming championship games.

College of Communication students who created the Butler video included Adam Bonner (senior, electronic media-video production major), Mark Lewis (senior, digital media production, or DMP, major), Whitney Tarble (senior, DMP) and Trevor Roach (junior, DMP). Elyssa Garfinkle (senior, DMP) wrote the script and reported.

They incorporated video and still images of the basketball team and fans.

CCOM faculty members Scott Bridge and Christine Taylor advised the students but did not do any work on the project, per ESPN2's guidelines. Taylor complimented the students for completing the video on extremely short notice.

ESPNU Aired Ad Designed by CCOM's Aaron Fletcher

Butler junior Aaron Fletcher's digital design skills received 30 seconds of national exposure when ESPNU aired a commercial he created during the broadcast of the Wright State vs. Detroit men's basketball game on Feb. 25, 2011.

The spot celebrated recent NCAA® men's basketball competition highlights of the Horizon League's 10 member schools, including Butler.

Fletcher animated game shots of each league team to incorporate into the spot, which he designed as part of his semester of "in-training" work with WebStream Productions, an Indianapolis firm specializing in live sports video production and social media. WebStream president and CEO John Servizzi "had an idea of what he was hoping for, and I happened to have done something similar before," said Fletcher, a digital media productions major in the Creative Media and Entertainment program. "So we were able to work together in creating this particular spot."

Servizzi said the chance for a student-designed spot to run on a national network "doesn't happen very often." He complimented Fletcher's composition and the fact that the spot was created under "a very aggressive timeline (less than a week) without sacrificing quality." (A former technical staff member of Butler's Media Arts program, Servizzi recently joined the College of Communication's Board of Visitors. He holds a bachelor's degree in media arts and a master's degree in education from Butler.)

Fletcher has created graphic designs for WebStream's live productions, as well as several animations for commercial work, and has worked on projects for the Patriot League, Missouri Valley Conference and Horizon League.



Opening sequence in Aaron Fletcher's ESPNU ad.

continued on page 3...

STAFF

Media Happenings is produced by the College of Communication as a way to share some of the recent achievements of our students and the development of our program with our friends and alumni.

The college gratefully acknowledges the following Butler students and staff who contributed their writing, reporting, editing and design talents to the fall 2011 edition:

Mary Ellen Stephenson, associate director of public relations/campaign communications

Aja Cacan '12, political science

Sara Pruzin '12, journalism and political science

Jackie Bilskie, graphic designer

Associate Professor Christine Taylor was Fletcher's faculty supervisor in the 3-credit-hour in-training course. "This opportunity to work with a company known in the local and national sports communities is a great advantage for Aaron in developing his professional resume," she said. "The practice and problem-solving skills he is using in graphic production for WebStream are a direct result of the contact with professionals who have deadlines and high expectations."

In-training is open to students in the Digital Media Production and Recording Industry Studies program, she said, as a prelude to full internships, which students can pursue after earning 30 credit hours in their major.

"Digital Media Production students, like Aaron, can choose to work in a leadership position for a show produced by other students — as part of Butler's in-house Deep Blue Production Unit — or with an outside partner like WebStream Productions," Taylor said.

Originally from Lewisburg, Pa., Fletcher moved to Indiana five years ago after studying business management/marketing at Brigham Young University. After working in the sales and marketing team for Kraft Foods, he decided to pursue his passion as a freelance graphics/video artist. "This eventually brought me to Butler University's Media Arts program," he said.



Mark Minner during one of his many interviews.

Minner at the Mike

Student sportscaster builds professional resume through Butler sports network

While Mark Minner may still be a year away from graduation, he is already a well-known sportscaster to anybody who follows Butler athletics.

Most Bulldog fans know Minner, a marketing/electronic journalism major, as the studio host for halftime and postgame shows during the broadcast of men's basketball games on the Butler Basketball Radio Network through ESPN 1070 The Fan. And as the play-by-play announcer for video feeds of Butler's volleyball, soccer and women's basketball games, shown on HorizonLeague.com. Minner, a polished sports commentator, also writes, produces and hosts the "Bulldog Blitz," a weekly Butler sports video recap available through Comcast and YouTube.

Taking advantage of all these opportunities has kept Minner busy both on and off campus. For the past three years, he has covered the NCAA[®] Men's Basketball Tournament, traveling with the Bulldogs to Greensboro, N.C.; San Jose, Calif.; Washington, D.C.; New Orleans and Houston. With the 2011 tournament run,

Minner served as halftime host and update anchor for ESPN 1070, and conducted on-air interviews with national sportswriters and provided scoreboard updates during each game.

During this year's halftime tournament show, Minner interviewed Andy Glockner and Luke Winn from *Sports Illustrated*, Andy Katz and Pat Forde of ESPN, and Bill Raftery, former Seton Hall head coach and CBS college basketball analyst.

In addition to his on-air tournament work, Minner recorded, edited and uploaded audio to ESPN 1070, shot footage for Butler, conducted interviews with players and *Butler Collegian* reporters, and produced content for the web and Comcast On-Demand, which is distributed throughout the state of Indiana.

"You can't let yourself get tired," Minner said. "There are so many opportunities. You can't let them pass you by."

Whether he's working the tournament or the regular season, Minner's talents have not gone unnoticed.

In a tweet, *Sporting News*' college basketball analyst Mike Decourcy referred to Minner as "Butler radio ace...still student, already a pro." Decourcy said, "Best part about Butler trip: Being interviewed on radio by a very polished BU student Mark Minner."

And in Washington, D.C., after interviewing Glockner during the Pittsburgh game, Glockner tweeted, "BTW, did halftime interview Saturday with Butler junior Mark Minner on their radio telecast. He was more polished than most pros I speak to. So to any sports radio/broadcast peeps who follow me, find him. You'll thank me a year (and beyond) from now."

Naptown Crue Video Celebrates Bulldogs in NCAA Final Four®

We won the heart of the nation
We got that Crowd Participation
It's not a team.
It's a family.
Like the way it should be
We're making history.

In this chorus from the rap video “Are You A Dawg?”, Adam Bonner and Bryce Gergely captured the jubilant campus mood in April, when the Butler men’s basketball team made its second consecutive appearance in the NCAA Final Four® games.

The pair, both May graduates of the College of Communication, co-produced the video. Gergely, the main audio producer, earned a degree in Recording Industry Studies; Bonner, who oversaw video production, received a bachelor’s in Digital Media Production.

“We collaborated with a few other students who were majors, as well as Pat Hurley [CCOM multimedia coordinator], in writing the lyrics and the beat to the song, then recorded it all here at BU, mastered it and shot all the video,” Bonner said.

“Are You A Dawg?” features footage of team members, Coach Brad Stevens and cheering fans in Hinkle Fieldhouse, as well as student rappers, billed as The Naptown Crue. They included Spencer Hooks ’11 and continuing students Mike VanDeVoort, Rachel Anderson, Johnny Clarence, Becca Muzynski and Erin Drennan.

“We went for a very relatable feel so that every student was involved, whether they knew it or not,” Bonner said. “It’s for the whole Butler community, not just the seven of us. I think that’s what made it lovable to most people.”

By early summer, the video had received more than 10,600 views on YouTube. The CBS television network aired the video twice during the Final Four® pre-game and the championship pre-game. The song played on Indianapolis radio stations WNOU-FM RadioNow (100.9) and WZPL-FM (99.5) and the cable Indy Music Channel. A reporter for WTHR-TV (Channel 13) interviewed Bonner and Gergely for a story that ran the week of the Final Four®.

Professor Kenneth Creech, director of the Creative Media and Entertainment program, and Maggie McGlynn, the program’s administrative secretary, also contributed to the final product.

“I’m very proud of what this group accomplished,” Hurley said. “I’ve found over the years that, if you give students the knowledge they need, allow them freedom to be creative and encourage them to produce media beyond their comfort zone, they will deliver surprising results. These kids certainly delivered.”



Naptown Crue’s Jon Clarence, recording industry studies

AWARD WINNING

RIS Student Team Wins National Recording Contest

Five students in the Recording Industry Studies (RIS) program won a national contest for their recording of an original jazz song co-written by Gary Walters, an adjunct music instructor in the Jordan College of Fine Arts.

Team members Rob Courtney, Brian Gross-Bias, Taylor Lehman, Tommy Nichols and Elissa Chapin took grand prize in the Shure Fantastic Scholastic 7 competition for their recording of “Air.”



Award presentation shows; from left, Gross-Bias, Nichols, Courtney, Shure representative Mike Lohman, Lehman, Chapin and Armstrong.

Each received a Shure studio microphone valued at close to \$1,000, professional-grade equipment that they can use in future careers, said the team’s faculty advisor Cutler Armstrong. The RIS program received about \$10,000 worth of Shure microphones and headphones.

“We didn’t have some of those types of microphones before,” Armstrong said. “Every student in our program benefits.”

His students will also benefit from written evaluations of their winning entry by the competition judges, who are all Grammy-winning engineers, according to Armstrong. “They listened to our recording and will send feedback.”

Shure randomly selects 10 student teams to compete in the annual competition, representing U.S. university programs related to audio engineering. All competitors used the same set of microphones loaned from Shure to record up to five minutes of original music.

Having advised a Butler team chosen for the Shure competition in 2007, Armstrong analyzed the earlier experience to guide the recent team. “The last time we did it, we submitted a rock song that involved much more mixing and use of effects,” he said. He suggested that the current team select a different music genre featuring “less production that would better showcase Shure’s microphones.”

Recorded in Butler’s Eidson-Duckwall Recital Hall and a music and audio studio in the Fairbanks Center, the winning entry featured vocalist George Benn accompanied by Matt Pivec on saxophone; Jon Crabiel, drums; Frank Smith, bass; and Walters, piano. All are active professional performers in Indianapolis. An assistant professor of music, Pivec directs jazz studies for Butler’s Jordan College of Fine Arts; Crabiel is JCFA artist-in-residence in percussion. Smith has taught several master classes at Butler. Walters wrote “Air” with a friend Jim Albrecht.

Handling all recording duties, the students on the team were “a great group,” Armstrong said. “They were willing to listen to each other and use each other’s ideas.”

The team’s winning formula included choosing “good performers and good song,” he said. “That goes a long way.

“They captured good sound in the first place, using recording techniques they’ve learned in classes and their internships. Then, they didn’t overly process the music during mixing. And, only the lead vocal was overdubbed.”

Rather than mix the song digitally on a computer, the Butler students used an analog mixing console. That step, Armstrong said, strengthened their entry. “The jazz composition lent itself to that [treatment],” he said. “Everything was spread out on the analog board, and it created a warmer, more organic sound.”

Creative Media and Entertainment program director Christine Taylor was proud that RIS students beat out entrants from around the country and from more well-known recording programs.

“This shows the caliber of the student work in this major and the dedication of the CCOM faculty to student success,” she said.

ADrenaline in Top Four of National Student Advertising Competition

Butler's student advertising club, ADrenaline, placed fourth in the National Student Advertising Competition in San Diego on June 3. In addition to a \$1,500 cash award and a trophy, ADrenaline also received an award for best use of social media.

This was the club's second consecutive year to advance as one of only 20 regional champions to the national finals. The University of Miami, Ithaca College and Johnson and Wales University placed first through third, respectively. The American Advertising Federation (AAF) sponsors the competition.

Each team made a 20-minute pitch of an advertising campaign developed for JCPenney, designed to attract female shoppers ages 25–34.

"The competition also involved the production of a 34-page campaign plans book that went into greater depth regarding the research, strategy and tactics involved in the campaign," said Mark Rademacher, director of Butler's Strategic Communication: PR & Advertising program. Judges, who included JCPenney executives, evaluated the campaign books in tandem with team presentations, he said.

Twenty-eight Butler students helped develop ADrenaline's campaign, working over two semesters. Competition presenters were Graham Kilian, Kate Chamness, Erin Hammeran, Jake Allen and Karissa Tepe. Ryan Pylipow, Mariel Wilding, Kylee Kirk, Ashley Larson and Ashley Breitenbach were the creative team. Additional contributors were Lauren Pedigo, Lauren Fisher, Liesl Kasdorf, Allie Qualls, Maria Keyler, Emily Spieckmire, Julie Woodward, Katie Carlson, Maddy Barnas, Hannah Crosmer, Hayleigh Colombo, Nicole Hangartner, Brenden Hudson, Paige Flynn, Whitney Tarble, Jonathan Spear, Maggie Skeffington and Muriel Cross.

"ADrenaline's 'final four' placement in AAF's student advertising completion illustrates the synergy coming out of Butler's new College of Communication and exemplifies *The Butler Way* in academics," said Butler's Provost Jamie Comstock. "Our faculty set high expectations for student achievement and work side-by-side with the student team to advance the team's goals."

Media Students Take Top Spots



Claire Petersen '11 and Chris Ring '12 were named Butler University's top female student and top male student for 2011.

A public relations and electronic media double major, Petersen said she was very humbled by the award and is inspired by the accomplishments of those who have won in past years.

"I look up to the people who have won before and the impact they have made," she said.

Petersen served as senior class president and president of Phi Eta Sigma honor society. She has been involved with Alternative Fall Break, Ambassadors of Change and various activities with her sorority, Alpha Phi.

Petersen said the award represents the community she will have with alumni and students at the University even after she graduates.

"It wraps up what Butler means to me and embodies my connection to the University and getting plugged in to whatever I'm a part of," she said.

A junior digital media production major and pre-med student, Ring was surprised to receive the award, since he assumed it would be going to a senior as in years past.

Ring, who served as Student Government Association (SGA) president in 2010–2011, said being named top male student is both a reward and an opportunity to speak for the University in a role beyond being SGA president.

"It shows that the work that I put into Butler hasn't gone unnoticed," he said. "I love this campus, and I feel like it's an honor to be chosen as a representative in that regard."

Student-Produced Videos Win IASB Awards

Electronic Journalism and Digital Media Production students won two awards in the 2011 annual college competition conducted by the Indiana Association of School Broadcasters.

Mark Minner '12 and Dan McCullough '11 received a second-place award for TV Spot Production for their commercial about the "Bulldog Blitz," a student-produced TV sports show. Lindsey Corbitt '11 placed third in the Television News Package category for her story about the dangers of texting while walking. Corbitt's story was produced for the "Butler Beat," a student-produced TV news and entertainment program, and can be viewed at www.youtube.com/watch?v=j59-fK-q1F4. The "Bulldog Blitz" commercial can be seen at www.youtube.com/watch?v=NQU7TOg_Kl8.

Students write, shoot and edit their own stories every week for both shows. They also decide which stories they will cover and how those stories will fit in their respective shows. Alumni who have worked on the "Bulldog Blitz" and "Butler Beat" are working professionally in electronic journalism.

Collegian Wins 13 ICPA Awards, Two SPJ Awards; Named as Top 50 Student Publication

The Butler Collegian won seven first-place awards and 13 honors overall at the 52nd annual convention of the Indiana Collegiate Press Association held April 2, 2011, at Indiana University.

The Collegian, which competes against other non-daily newspapers at schools with more than 3,000 students, won for best single issue for Nov. 10, 2010, edition: "Who Will Be Next?" The judges praised the follow-up coverage to news about President Bobby Fong's announced departure and said the edition was "jam-packed with news and features."

They also earned a first place in breaking news for their election night coverage that sent returning student reporters Jill McCarter, Aja Cacan and Allyson Dobberteen to Republican and Democratic gatherings on Tuesday night to produce front-page coverage for the Wednesday edition.

The paper also received first-place awards in the following categories:

Front Page. "One Shot Short," April 7, 2010.

News or Feature Series. "Presidential Search Saga," by Jill McCarter

Staff Editorial. "Independence, Free Speech Necessary for Student Organizations," by Emily Newell '11.

Sports Photo. "One Shot Short," Rachel Senn.

Stand-Alone/Pull-Out Section. "Rediscover Indianapolis."

The ICPA awarded The Collegian second place for Newspaper of the Year in its division. Other second-place awards were won in the categories of:

Front Page. "Big Gains for Republicans," "Bye-Bye Bobby," Nov. 3, 2010.

In-Depth Story. "College of Miscommunication?" Arika Herron '11.

Stand-Alone/Pull-Out Section. "Reaching New Heights."

Sports Feature. "Clark Proves Hard Work Pays Off," Colin Likas.

The Collegian took two Mark of Excellence Awards from the Society for Professional Journalists at the Region 5 conference held on April 2, 2011, in Eastern Kentucky. The Collegian competes for Mark of Excellence awards in an open competition in a five-state region. They received a second-place award for editorial writing and a third-place award for sports column writing.

The Collegian was also honored with a Top 50 Student Publication Award by eCollegeFinder, an online education portal. The Indiana Daily Student of Indiana University and The DePauw of DePauw University were the only other publications from Hoosier campuses to make the Top 50 list.

Editor in Chief Arika Herron '11 said being included "among some other really great publications that we have a lot of respect for" makes her and The Collegian's 35 staff members proud.

"The Collegian can be a very time consuming and stressful undertaking," she said. "This speaks volumes about the work we have been doing all semester."

Last fall, The Collegian debuted a new website, which Herron said may have given Butler an edge in the award consideration. The award is designed to recognize student-run publications that best represent their school and the needs of its students, she said.

"The new website has really strengthened our online presence and our ability to serve the Butler community by continuing news coverage, even when there is no printed edition," Herron said. "This is especially important, given that we only publish in print once a week."

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Tomorrow's Weather: High 77° Low 44°

Next President Pg. 5 | Butler Ballet Pg. 7 | Men's Soccer Pg. 9

The search for the new Butler University president
WHO WILL BE NEXT?

BY THE NUMBERS: BUTLER & URSINUS
Butler University vs. Ursinus College

Indianapolis, IN population: 807,284 area: 372 sq. miles	Location: CITY	Collegiateville, PA population: 6,032 area: 1.6 sq. miles
4,512 STUDENTS ENROLLED	1,742	
290 acres CAMPUS SIZE	170 acres	
\$113 million ENDOWMENT	\$84 million	
61:39 WOMEN: MEN	51:49	
\$30,558 TUITION AND FEES	\$39,950	
Bulldogs MASCOT	Bears	
79% ADMITTANCE RATE	57%	
25-30 AVERAGE ACT SCORE (SCORE 50K)	25-29	
Reading: 520-630 Math: 540-650 Writing: 520-630	AVERAGE SAT SCORE (SCORE 50K)	Reading: 520-630 Math: 550-650 Writing: 520-630
54% NUMBER OF STUDENTS WHO TAKE 12 OR MORE	50%	
60 NUMBER OF MAJORS OFFERED	28	
1 Bachelor's Degree 1 Master's Degree 3 Postgraduate Degrees	TOP 3 MAJORS	
Top 1000 member of the college football	NOVABLE FACULTY	Douglas Gault, Chair of the Dept. of History
Kurt Vonnegut awarded the college received an honorary degree	NOVABLE STUDENTS	J.D. Solinger, Honorary member of the Phi Kappa Phi Honor Society

Why would we want to change [Butler] to be like someone else? We want people to be like us.

AWARD WINNING

Two Electronic Media Students Receive Orr Fellowships

Electronic Media graduates Claire Petersen and Ann Govert were selected from thousands of applicants to receive 2011 Orr Fellowships.

The Fellowship provides a guaranteed full-time, salaried position for two years after graduation with one of Indiana's most dynamic, high-growth companies. Applicants must be either an Indiana resident or a student at an Indiana college or university.

Claire Peterson, a public relations/electronic media double major, will work for ExactTarget, a global online, interactive marketing provider headquartered in Indianapolis.

Ann Govert, an electronic media/marketing double major, will be employed by BidPal, a company that developed a wireless device that enables users to place bids on silent auction items at any time and from anywhere during the event. Govert's interest in BidPal stems from a career option in event consulting and management she has considered pursuing.

The goal of the Governor Bob Orr Indiana Entrepreneurial Fellowship program, named for the former Indiana governor, is to encourage Indiana's best and brightest college graduates to stay in the state. As a result, the application process is quite intense and consists of multiple steps, including submitting a résumé, interviewing with an Orr Fellowship director, participating in a networking interview, re-submitting a résumé, writing a short essay and participating in Finalists Day, where each company makes their final picks from among candidates.

Each round involves narrowing the pool of applicants until each company picks one fellow to join them. The students interview with top officials from the recruiting companies, and both the students and companies rank their preferences.

Govert said the interview process was mutually beneficial because it gave the students an idea of what the companies were looking for and the companies an idea of what the students could offer.

"I thought the process was very professional," Govert said. "And it really shows that the Fellowship administrators care a lot about the applicants that they choose. They're very passionate about what they do."

OPPORTUNITIES COME THEIR WAY

NCAA® Offers Newell Postgraduate Internship

Journalism graduate Emily Newell began a yearlong paid postgraduate internship with the public and media relations department of the National Collegiate Athletic Association (NCAA®) in Indianapolis in June. She was among the 19 individuals offered a 2011–2012 internship.



The NCAA Postgraduate Internship provides on-the-job learning experiences for college graduates who express an interest in pursuing a career in intercollegiate athletics administration based at the NCAA national office in Indianapolis.

“Working for the NCAA, especially in the public and media relations department, allows me to gain experience working in many different areas of athletics and find what I really love,” said Newell, a native of Powell, Ohio. “I’m excited to have this opportunity and hope it will lead me to a long career in the field.”

Newell, who completed her bachelor’s degree program in just three years, was the 2011 managing editor of *The Butler Collegian*. She also served as *The Collegian’s* sports editor and assistant sports editor, and as sports photographer for the *Collegian* online. In summer 2010, Newell led a redesign effort that gave the newspaper a cleaner, more refined appearance.

“I’m most proud of being the sports editor of *The Collegian* during last year’s (2010) Final Four, which got me published on ESPN,” Newell said. “It has been my goal since eighth grade to be a sportswriter, so being able to cover the basketball team and write for ESPN was really a dream come true. If I never get to do it again, I’ll always get to say I’ve done it once.”

In her sophomore year, she produced and presented a top mass communication law paper at the spring 2010 Butler Undergraduate Research Conference. She also completed three sports-related internships — one covering high school sports and sports-related issues for the National Federation of High Schools; a second in media relations and public information with the Indiana Pacers; and a third in communications with USA Football. She was the first intern from Butler to receive an internship with USA Football, a national governing body for youth football that moved its headquarters to Indianapolis in September 2010.

McElmurry, Pruzin Awarded Pulliam Internships

Journalism students Tara McElmurry and Sara Pruzin were chosen to receive Eugene S. Pulliam Internships with Indiana newspapers during summer 2011.

McElmurry, a sophomore journalism major from Dyer, Ind., worked for *The Truth* in Elkhart. A junior from Greenville, Ind., Pruzin interned with *The News and Tribune* in Jeffersonville. She is majoring in journalism and political science.

The Hoosier State Press Association Foundation named a total of 10 Pulliam interns for this summer, selected from 33 candidates representing 14 colleges and universities. Each intern received a \$3,300 stipend for their 10 weeks of service in what is considered a 40-hour-per-week, full-time position.

Pruzin interned at *Louisville Magazine* in the summer 2010. "I worked alongside the editorial staff and updated their dining listings, wrote blurbs and had a few short stories published," she said.

Last fall, she was a communication intern in the office of then-U.S. Speaker of the House Nancy Pelosi, through Butler's Washington Learning Program.

Pruzin, who will be managing editor for *The Butler Collegian* in the fall, said her ideal career "would include covering politics in Washington, D.C., or writing for a daily newspaper somewhere in the Pacific Northwest."

McElmurry completed an internship at *Indianapolis Monthly* magazine during the spring 2011 semester, and has been accepted to the Washington Learning program for fall 2011.

Ingle to Report from National Journalism Conference

Journalism major Olivia Ingle will serve as a reporter on the staff of *The Working Press*, a daily tabloid newspaper that will cover the Excellence in Journalism 2011 national conference in New Orleans Sept. 24–27.

The team of 12 collegiate journalists will cover newsgathering, photography and design. The paper's advisors are all media professionals.

The Society for Professional Journalists, a conference sponsor, underwrites the staff internships. Ingle is the only representative of a Hoosier college or university selected for *The Working Press* staff.

A rising senior from Holland, Ind., Ingle served as multimedia editor for the Butler student newspaper *The Butler Collegian* in spring 2011, and assistant news editor in 2009-2010. She will be its online managing editor in the 2011-2012 academic year.

In fall 2010, she interned in the research department of *National Geographic* magazine, while participating in Butler's Washington Learning Program, a semester-long credit program in the nation's capital. "I fact-checked stories for print, online and iPad editions, even a couple of television scripts," Ingle said.

In summer 2010, she was a news intern at *The Herald*, a daily newspaper in Jasper, Ind. Ingle is minoring in electronic journalism and German.

IABJ Teams with CCOM Faculty to Mentor Teens in Journalism

Debbie Ruiz, a Warren Central High School senior, said she learned a number of things about being a news reporter by participating in a June 2011 multimedia workshop sponsored by The Indianapolis Association of Black Journalists (IABJ) and Eugene S. Pulliam School of Journalism.

“Reporters have to report on and write a story on the same day,” said Ruiz, who followed WISH-TV (Channel 8) anchor Deanna Dewberry on the job as part of a workshop internship. “They have to do it really fast.”

And, writing for a newscast differs from writing school assignments, she said. “In school they want us to be more wordy, to show that we know different words. A broadcast script has to be plain and simple.”

But most surprising to Ruiz was the fact that, if a reporter covers an event at which refreshments are served, “they can’t take any of the food!”

Ruiz was among 15 teenage participants who spent eight days interning with area media professionals and working in classrooms and studios of Fairbanks Center for Communication and Technology. DeShong Perry-Smitherman, a newscast producer for WTHR and president of IABJ, directed the workshop.

Leah Johnson, who spent the week studying print journalism, was impressed with Loni McKown’s emphasis on “how important reporting the truth is.” McKown is a professional practice faculty member in Butler’s journalism program.

DMarcus Pulce, a recent Hamilton Southeastern graduate, liked McKown’s insights from her time as an investigative producer for TV and a reporter and editor in print news.

“She’s been in the [news] business. That’s a real benefit to her students,” he said.

Pulce combined videotaped segments of the students’ workshop projects into an edited half-hour broadcast of news and information.

“DMarcus was fantastic and was very familiar with Final Cut Pro and Mac technology,” said Associate Professor of Creative Media and Entertainment Christine Taylor. She spent three days with the students as they wrote scripts for the news program and produced them in the Fairbanks television studio.

“Students learned about deadline pressure and worked very hard to complete their assigned tasks,” Taylor said. “They worked well together as a team and contributed content across the platforms to produce both a TV show and an online product. It was quite impressive.”



Pulce explained that the show’s title, “5 Rights,” referred to rights guaranteed in the first five amendments of the U.S. Constitution, rights originally promoted and safeguarded by a free press. “Writing and journalism got those rights for us,” he said. “Journalism is what got us here.”

Cameron Ridle of Perry Meridian High was the anchor and a reporter for “5 Rights.” “This is my first time to work with a Mac,” said Ridle. “I got to pick out the music, design the logo and write the teaser introductions.” (He’s pictured at left with Adam Bonner, working with the switcher, equipment that allows directors to assemble a show live to tape. Bonner received his electronic media degree from CCOM in May.)

Ridle job shadowed WRTV (Channel 6) reporter Rafael Sanchez during the week. “I’ve been to Channel 6 lots of times, but I had more time this week to get more detail,” he said.

Before starting her public relations internship at the office of Borshoff PR, Cathedral High School senior Ridley Morgan got a good grounding in “PR 101” from Ed Kanis. A veteran of the profession, Kanis is an instructor in CCOM’s Strategic Communication: PR & Advertising program.

He reminded students that public relations goes beyond the stereotype of simply fronting for celebrities, according to Morgan. “He said you represent all kinds of people 24/7, and that the glamour and glitz is not always there.”

View samples of students’ writing and broadcast packages and workshop photos at blogs.butler.edu/iabj.



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