

EMERGING MEDIA: Football fans sounding off thanks to new emerging media application

A group of Ball State University technology students has developed an electronic "chirp" for their iPods and iPhones to show school spirit and support the university's nationally ranked Cardinals football team.

The team of professional and student media software experts created the Chirper — software replicating the call of (according to alumnus David Letterman) "the world's "fiercest robin-sized bird"— so that Ball State fans can take their "chirps" anywhere.

"We were motivated by the tremendous success of our 2008 football team to make something that would be fun for fans to use," says Jonathan Huer, director of Ball State's Digital Corps. "Development for the iPhone is a really exciting area that fits well into Ball State's strengths in emerging media and emerging technologies."

The free application is available through the Apple iTunes store. In the first few weeks it was available, the Chirper was downloaded about 2,500 times in dozens of countries, including the U.S., Canada, Croatia, New Zealand, and Australia, Huer reports.

By holding an iPod or iPhone in the air and shaking it, users generate the chirping sound. The application also activates the graphic display of each device, projecting the team's logo in alternating hues of school colors cardinal and white.

The student team, led by telecommunications major Jacob Barnard, came up with the idea for the Chirper last summer while attending a conference sponsored by Apple.

"We hope students will enjoy the app, and maybe it will help out on a third down a few times," Huer says. "Our future applications will be quite a bit more complicated, and we've got a few other features we want to add to the next version of this one."

The Digital Corps was formed in 2006 as a result of a second \$20 million Lilly Endowment award given to Ball State and its Center for Media Design for enhancement of Ball State's Digital Exchange initiative.

Digital Corps teaches media software training to students and professionals in Apple's Final Cut Studio and the Adobe Creative Suite. In order to keep their technical knowledge sharp and up-to-date, Digital Corps members also contribute their creative

skills and media software expertise to a variety of projects for the university and outside clients. These projects include Web sites, videos, widgets and digital billboards.

Huer and his students will soon unveil more applications, including a Web tool that tracks public transportation — such as buses — by using any browser or mobile device.

"The advantage of the Digital Corps is that since most members are students, they can work on things that they know will be helpful to their age group," he said. "We often just sit around and think of problems we might be able to solve."

Shuttle service offers rides to and from Indianapolis airport for holidays

Ball State's new shuttle service to and from the Indianapolis International Airport will provide convenient and affordable transportation for students, faculty and staff catching flights during the upcoming holiday and semester breaks.

Various departure times are available for trips to the airport Nov. 25-26 (Thanksgiving break) and then back to campus Nov. 30. Daily service also will be available to the airport Dec. 13-20 (semester break) and back to campus Jan. 10-12. Airport-bound riders can be picked up at LaFollette Complex or Park Hall. Coming back, passengers can be dropped off at any main campus location.

Reservations for the shuttle must be made 72 hours in advance of the departure time, and a \$55 nonrefundable one-way fee must be paid online in advance by credit card. A Ball State ID will be required for boarding the shuttle. Reservations can be made at www.bsu.edu/map/airportshuttle.

'Three's Company' star Joyce Dewitt returns to campus

The Ball State community will be in good company when distinguished alumna Joyce Dewitt returns to campus Nov. 24.

Dewitt, one of the stars of the hit 1970s TV comedy "Three's Company," will speak at 7 p.m. in University Theatre. The event is sponsored by the College of Fine Arts and the Department of Theatre and Dance and is free and open to the public.

"Having Ms. Dewitt back to campus will be a tremendous opportunity for our students to experience her years of knowledge and expertise as a theatrical and television actress," said Bill Jenkins, Department of Theatre and Dance chair.

Jenkins said Dewitt's visit will mark the first time in at least 20 years that the actress has returned to campus.

Dewitt has extensive background in the theater, working both as an actress and director. Her most recent theatrical productions include the Canadian premiere of the 2000 Pulitzer Prize-winning play, "Dinner with Friends." She has guest starred on popular television programs, including "The Loveboat," "The Osmonds," and "Living Single."

Jenkins said Dewitt will work with students in the theater department during her visit to Ball State and her public presentation will focus on her life and experiences as an actress.

For more information, contact the Department of Theater and Dance at 765-285-8740.

Red Bull gives Ball State student 'extreme' opportunity to sky dive, base jump

Red Bull touts its energy drink's ability to "Give You Wings," but for its First Person extreme sports contest, the company handed Andrew Schilling a parachute instead. With gear in tow, Schilling, a Ball State University student and native of Rushville, Ind., spent two days on a surprise adventure this summer skydiving and base jumping with the Austrian-based company as a Red Bull First Person winner. The self-described thrill seeker said the experience was life-changing.

"I got to jump solo and do things that were above and beyond what most people would do on their first day skydiving," said Schilling, who completed five jumps - and a few aerial tricks - with a Red Bull crew. He has since sold his motorcycle to pay for his own parachute to skydive. "That's how serious I am about this."

Schilling was one of five college students picked by Red Bull to fulfill their wildest extreme fantasies with world-class athletes sponsored by the company. Other winners' experiences included snowboarding, surfing, flying a Red Bull jet and performing acrobatic stunts in one of the company's helicopters.

Footage from the contest was compiled into videos now available at <http://www.redbullfirstperson.com>. The company will begin accepting applicants for a second Red Bull First Person contest in early 2009.

Schilling said he learned about the First Person contest from a friend and submitted a video with footage of his daredevil antics on a whim.

He and the other student winners were sent phones in metal briefcases. When the phones rang, each had 48 hours to arrive at the sites where they were kept in the dark about their challenges until they were presented with them.

"It was all very James Bond-like," Schilling said with a laugh. "It wasn't until we made it to the airport that I knew we were skydiving."

Of his second day of thrill-seeking, Schilling described base jumping off a 500-foot suspension bridge in Idaho "ten times as scary" as skydiving in Washington. "Most people have about 500 sky dives under their belt before they ever attempt something like that."

ON CAMPUS

Student group organizes baby drive

A Ball State student group is holding a campuswide collection for baby items to benefit the local community. The All Things Baby Drive will be held through Nov. 21. Ball State's chapter of the Public Relations Student Society of America (PRSSA) is collecting items such as diapers (sizes 3-4), wipes, canned baby food, baby lotion and shampoo for the drive.

Drop-off boxes are located in most major buildings on Ball State's campus, including the Art and Journalism Building, room 282. All donations may be placed in these boxes.

Items will be donated to the Christian Ministries Food Bank for its Baby Care Program. The Christian Ministries Food Bank is a nonprofit organization that provides services to Delaware County residents.

Becki Clock, executive director of Christian Ministries, said that with the recent economic situation, the food bank is experiencing increased demands. "Many people in the past few months have come to us and said, 'Last year, I was donating to you, and this year, I need your help,'" Clock said.

Christian Ministries serves more than 200 families each month. The Baby Care Program offers mothers baby food, diapers, formula and other items.

Alumni give \$50,000 for elementary education scholarships

A \$50,000 gift from alumni Richard "Dick" and Cinda Hibschan of Lee's Summit, Mo., will fund a scholarship assisting incoming and transfer students majoring in elementary education.

The couple met and married during their undergraduate years at Ball State and both graduated from Ball State Teachers College in 1962 with bachelor's degrees in elementary education.

Cinda taught at the elementary level at schools in Illinois and New York, until her retirement in 1995. She received a master's degree in education from Nazareth College in 1983. After two years of teaching, Dick became an administrator, serving as superintendent for three districts over a 24-year period in New York, and later became headmaster at Pembroke Hill, a preparatory school in Missouri, before retiring in 2007. He received a master's degree in educational administration from Northern Illinois University in 1967 and a doctorate in educational administration from the Harvard University Graduate School of Education in 1970.

Availability of the Richard and Cinda Hibschan Scholarship is dependent upon an award selection process established by Ball State and its academic departments. For

specifics about this scholarship, contact the elementary education department at 765-285-8560.

For more information about other scholarships available at Ball State, contact the Office of Scholarships and Financial Aid at 765-285-5600.

IN THE NEWS

Mike Bloxham, director of Insight and Research at Center for Media Design

Inside Indiana Business quoted Bloxham in an Oct. 21 article, "Study: Retirees Likely to Buy Online." A study by ExactTarget and the Center for Media Design found 81 percent of retired consumers have made an online purchase. "It's too easy to assume that the media consumers choose for their own news, information and entertainment are, by default, the best media to use for marketing messages. This is a dangerous assumption to make in a time when consumers are becoming increasingly aware of their level of control over their media experience."

Dom Caristi, associate professor of telecommunications

Caristi was quoted in an Oct. 27 Fort Wayne Journal-Gazette article, "Getting Connected, Internet Firms Weigh Options for Rural Areas." Installing broadband networks can cost millions of dollars. Internet providers are reluctant to invest in wiring an area unless it has enough potential customers to cover the cost. This can leave rural residents without broadband Internet access. Caristi said declining equipment costs have allowed some Internet providers to bring broadband service to towns with as few as 1,000 people. When they spend less on equipment, providers can afford to wire markets with fewer people. "It makes it more logical to go into areas that are not as urban," he said.

President Jo Ann M. Gora

Gora was featured in a Nov. 1 Columbus Republic editorial about her visit to the newspaper to describe immersive learning. Ball State students recently have created emergency communications protocol for Indiana Department of Homeland Security, helped draw tourists to Brown County and marketed the opening of three new Vera Bradley stores. The editorial said immersive learning forces students to up their game and learn to problem solve and contribute to the world around them. "Fostering learning that will prepare them for whatever lies ahead, as Ball State is, is truly redefining education."

Wes Gehring, professor of telecommunications

Gehring was quoted in a Nov. 11 Indiana Historical Society Press blog post, "Interview with Skelton Biographer." He was interviewed about his latest book, "Red Skelton: The Mask behind the Mask," a biography of Hoosier comedian, Red Skelton. "I am a big fan

[of Red Skelton]. And when Ball State University gave him an honorary doctorate, I was selected to give the keynote address," Gehring said. "Though I had written an earlier biography on Red, the wealth of new information in recently released private papers attracted me yet again to the comedian."

Michael Goldsby, Stoops distinguished professor of entrepreneurship and director of the Entrepreneurship Center

The Indianapolis Star quoted Goldsby in an Oct. 27 article, "Entrepreneurs at an Early Age, Students Celebrated for Savvy in Business." Training in entrepreneurship and innovation helps make employees more valuable but also gives young people options to traditional jobs in a tight market. Ball State recently started offering a minor in entrepreneurship to students. Goldsby said such an approach allows students from diverse backgrounds to "learn the basics of entrepreneurship and develop skills to take advantage of economic opportunities that come their way."

Joseph Losco, chair of the political science department

The Indianapolis Business Journal quoted Losco in a Nov. 7 article, "Can State Remain in the Swing?" The last time Indiana went for the Democrats in a presidential election, Beatlemania was sweeping the nation and Sean Connery played James Bond in theaters. "The opportunity is here, I think, for the Democrats to keep Indiana in play for quite some time," said Losco. "Indiana, like the rest of the country, is changing demographically. There will continue to be fewer whites and larger minority populations."

Rodger Smith, director of the Institute for Digital Entertainment and Education

US Fed News quoted Smith in an Oct. 29 news release, "Students Immerse Themselves in Emerging Media by Launching Webisodes." More than 50 students created "Evenly Odd," a webisode series. The project, coordinated by the College of Fine Arts, the Miller College of Business and the Institute for Digital Entertainment and Education (IDEE), debuted on Nov. 10. Students also created a Web site, special features, behind-the-scenes footage and marketing around the story and characters. "'Evenly Odd' takes advantage of the monumental popularity of short-form video released on the Web and explores a more interactive way to view an online series," Smith said. "Students were challenged to not only create a series that would engage their peers, but to also push the boundaries of emerging media. The students are daily consumers of these technologies, and soon, they will be the leaders in this burgeoning industry."

SPOTLIGHT

Recognition

Barbara Zimmermann Bogue, Department of English, won first place prize of \$500 and publication of her short story, "Southern Discomfort," in literary journal *New Millennium Writings* for 2009.

Presentations

Amanda Hurford and Maren Read, University Libraries, "Middletown: An Oral History Project for the Digital Age," Oral History Association, 42nd annual meeting "A Convergence of Interests: Oral History in the Digital Age," Pittsburgh, Oct. 18, 2008.

Dennis Wible, Department of Educational Studies, "Bullies? Not in My Classroom!" Indiana Business College, Indianapolis, Nov. 7, 2008.

Publications

Nancy Brooks, Nancy Evans and Thalia Mulvihill, Department of Educational Studies, "Mediating the Tensions of Online Learning with Second Life," *Innovate: Journal of Online Education*, Vol.4, No. 6, August/September 2008.

Patrick Collier, Department of English, co-edited, co-authored introduction and published essay "John O'London's Weekly and the Modern Author" in *Transatlantic Print Culture 1880-1940*, Palgrave Macmillan, 2008.

Jacqueline Hanoman and Thalia Mulvihill, Department of Educational Studies, book review of "Why Community Matters: Connecting Education with Civic Life" by Nicolas Longo, *Educational Reviews*, September 2008.

Thalia Mulvihill, Department of Educational Studies, co-author, "Episodic Volunteering: A Comparison of the Motivation of Volunteers from Two Professional Golf Events," *the International Journal of Volunteer Administration*, Vol. 25, No. 3, November 2008.

Service

Amanda Hurford, University Libraries, served as the program committee chair for the Indiana Online Users Group fall meeting, "Are You Open to Open Source? Free and Not Quite So Free Library Solutions," Marion County Public Library, Indianapolis, Oct. 24, 2008.

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