

Charter bus packages available to MAC championship game

Fans wanting to cheer on the undefeated and nationally-ranked Cardinals in person at the Dec. 5 Mid-American Conference championship game can take advantage of charter bus packages offered by the university.

The Ball State University Alumni Association and athletics department have put together a package that includes motor coach transportation to and from the game, a pregame rally and a game ticket for \$90 per person.

The Cardinals, who clinched the MAC West Division title last week, will face Buffalo, the MAC East Division champs, at 8 p.m. Dec. 5 at Ford Field in Detroit.

The motor coach will leave from the Alumni Center/Scheumann Stadium parking lot at 1 p.m. Dec. 5, and return immediately after the game. In addition, Ball State will host a pregame rally at the North Club, located in Ford Field, from 6 to 7:45 p.m. The event includes a buffet dinner, coffee and hot tea, while a cash bar will be available.

Fans interested in purchasing game tickets only can contact the Ball State ticket office at 888-BSU-TICKET or log on to www.ballstatesports.com/tickets. Game tickets are \$20 each and are available from 8 a.m. to 5 p.m. through Dec. 4 at Worthen Arena's ticket office.

The cost for the pregame rally is \$30 per person with tickets available through the Ball State Alumni Association at www.bsu.edu/alumni. The featured hotel for the game is the Marriott Detroit at the Renaissance Center, which is offering rooms at \$99 per night to fans who ask for the MAC fan rate. The hotel can be reached at 313-568-8000.

A separate package sponsored by the Student Government Association is available to students wanting to attend the game. The package includes a bus trip and game ticket for the reduced rate of \$40. Student game tickets only can be purchased for \$15 each. The package plan can be reserved through 5 p.m. Wednesday by calling the SGA office at 765-285-5631.

For more information about packages, game tickets or the pregame rally, call the Ball State Alumni Association at 765-285-1080, the athletics department at 765-285-1671 or log on to www.ballstatesports.com or www.bsu.edu/alumni.

Letterman gives gift, lends name for new endowed speaker series

A new distinguished speakers program at Ball State is expected to bring a succession of major business, media and academic figures to the university for important discussions about current issues and trends in the rapidly changing field of communications, providing students with direct access to communications and emerging media leaders of national stature.

Legendary newsman Ted Koppel and best-selling "The Art of Innovation" author Tom Kelley are among the initial guests for the series named for the university's most prominent alumnus, CBS "Late Show" host David Letterman.

On Sept. 7, 2007, Ball State dedicated the \$21 million David Letterman Communication and Media Building, with the man of the hour on hand for the ribbon cutting and accompanying ceremonies. In front of an estimated crowd of 5,000 gathered in the shadow of Shafer Tower directly across from the new campus landmark, the Peabody Award-winning entertainer called the cutting-edge facility "the future of communication" and a few days later made a similar boast during a rare guest appearance on "The Oprah Winfrey Show."

His generous gift to the university at the time is the principal source of support for the new lecture and workshop series being coordinated by Ball State's College of Communication, Information, and Media (CCIM).

"The true sincerity and depth of Dave's regard for Ball State is again demonstrated by this latest involvement in the life of the university," said President Jo Ann M. Gora. "Our students, the broader campus community and those who study the various roles and influences of communications in our society will gain from the David Letterman Distinguished Professional Lecture and Workshop Series for years to come. We are truly grateful for Dave's generosity and continuing commitment to our students.

"We live in the Information Age. Today's undergraduates grew up in the Net Generation. How we communicate, what we communicate, when, why and to whom is an increasingly central part of the global economy, international relations, government and politics, modern social movements and, of course, the shaping of popular culture and opinion. At Ball State, we are dedicated to extending our position of leadership in this crucial area. This gift helps move that agenda forward."

Since 1985, Letterman has provided annual scholarships of \$10,000, \$5,000 and \$3,333 for three Ball State telecommunications students. He also was a financial force behind the establishment of WCRD — for "Cardinal Radio Dave" in the hearts of the campus radio station's all-student staff — now housed in handsome new studios on the second floor of the Letterman building.

Priming on politics

The new Letterman series will begin during the spring semester of 2009 and thereafter become a regular part of Ball State's annual calendar of events.

First to speak on Feb. 24 will be Kathleen Hall Jamieson, Elizabeth Ware Packard professor of communications and director of the Annenberg Public Policy Center at the University of Pennsylvania, who just a month after Inauguration Day will examine "Emerging Media and the Path to the Oval Office."

Each presidential election year, the center conducts the National Annenberg Election Survey, the largest and most comprehensive regular temperature taking of the American electorate. It also is the sponsor of FactCheck, the often cited nonprofit devoted to examining the factual accuracy of U.S. political advertisements and claims.

"What voters know about the candidates and their positions matters because the relationship among campaigning, voting and governance makes it possible for the citizenry to hold those it elects responsible," says Jamieson, a frequent commentator on the American campaign and election process for National Public Radio, CBS, PBS' "The NewsHour," CNN and The New York Times. A fellow of the American Academy of Arts and Sciences, she also is the author, co-author or editor of 15 books, including "Echo Chamber: Rush Limbaugh and the Conservative Media Establishment" (Oxford, 2008) and "unSpun: Finding Facts in a World of Disinformation" (Random House, 2007).

More to come

Additional spring speakers and workshop leaders include Dale Herigstad, internationally recognized thought leader on the future of media consumption in an interactive, many-screen world. He's a leading researcher of newly emerging "gestural navigation" for computer interfaces such the Microsoft Surface. Ball State is one of the software giant's few alpha testers of the emerging technology, and among the first universities in the nation exploring its potential for applications in education.

Brian Storm, former director of multimedia at MSNBC.com and now president of MediaStorm, a multimedia production studio based in New York City, is scheduled to lead a late semester workshop as well.

The precise schedules of these visits are still being planned, and details will be announced closer to the date of each event.

Next fall, meanwhile, the university also looks to welcome Jason Whitlock, a 1990 Ball State graduate who has become a respected sportswriter for The Kansas City Star and analyst for FoxSports. His 2007 column in the aftermath of the Don Imus/Rutgers women's basketball team controversy further thrust the former Cardinals football player into the ongoing national debate about race relations. As a result of his "ability to seamlessly integrate sports commentary with social commentary and to challenge widely held assumptions along the racial divide," the Scripps Howard Foundation awarded Whitlock its National Journalism Award for commentary in March 2008, making him the first sportswriter to win the award and its \$10,000 prize.

Appropriately, Whitlock will talk about "The Importance of Developing a Distinctive Voice in the New Media" during his return to campus.

He will be followed by the multiple Emmy, Peabody and DuPont Award-winning Koppel, currently senior news analyst for NPR, who holds the distinction of being the nation's longest-running network daily news anchor for his work on ABC's "Nightline" from 1980 until 2005, and Kelley, general manager of IDEO, the widely admired design and development firm responsible for giving us the Apple mouse, Palm V PDA and other cutting-edge products and services. He will lead a discussion of "Designing for the Future."

The devil comes to University Theatre in the choreography and movement of dance
No matter what you call him, the devil has influenced countless stories for millennia.

Now the world's ultimate villain makes his way to University Theatre through the choreography and dance of the Ball State Dance Theatre.

"The Devil Made Me Dance" is a stunning collection of dances that examines the theme of evil through movement. The show begins at 7:30 p.m. Dec. 11-13 with a 2:30 p.m. matinee on Dec. 14 in University Theatre.

Artistic directors for the performance, Lou Ann Young, assistant professor of dance, and Audra Sokol, assistant professor of dance, found inspiration for their pieces in representations of evil in history, books and other works of art. Young was motivated by the evil sorcerer Von Rothbart from "Swan Lake" while Sokol based her work on "The Scarlet Letter."

Other choreographers include: L. Gregory Lund, assistant professor of dance; Michael Worcel, assistant professor of dance; Christie Zimmerman, assistant professor of dance; Susan Koper, adjunct professor of dance, and guest choreographer Jennifer Medina.

Worcel looked to the Bible and Ezekiel's description of dry bones in the desert for inspiration as he created a tap number while Medina's piece incorporates ideas from the book "The People of the Lie," which details a theory linking Christianity and modern psychology in an attempt to define human evil.

"The Devil Made Me Dance" includes ballet, modern, ethnic, tap and contemporary dance.

Young believes that this is a show no one will want to miss. "If you don't like the first dance, you'll like the next one. There is something for everyone," she said.

Student dancers auditioned early in the semester and practiced two hours a day for several weeks in preparation for the show. The audience will experience two acts and approximately 90 minutes of dazzling choreography and skillful dance tracing the devil's journey through time.

Other upcoming productions at University Theatre include:

- "The Importance of Being Earnest" — 7:30 p.m. Feb. 12-14, Feb. 18-21; 2:30 p.m. Feb. 15. This witty, wise and wickedly funny comedy by Oscar Wilde follows the adventures of two bachelors as they pursue two women who have their hearts set on marrying Earnest, no matter who he is.
- "Dance Revelations" — 7:30 p.m. March 26-28; 2:30 p.m. March 29. This show explores the timeless art of dance as it is blended with emerging media and reimagined for the 21st century.

Bowen Center polling public to help guide state lawmakers

Hoosiers have an opportunity to shape the state's future as part of a survey being conducted by Ball State University.

The first Hoosier Poll produced by Ball State's Bowen Center for Public Affairs will provide legislators with opinions from a sample of about 600 Indiana residents posed with questions on a variety of issues. Poll results will be released to state legislators and to the public at the start of the 2009 legislative session in January.

"The Hoosier Poll will bring a list of priorities in a nonpartisan format to the Indiana General Assembly for its consideration," said Joe Losco, chair of Ball State's Department of Political Science. "We are asking residents open-ended questions about what they feel are the top priorities facing the state of Indiana in the coming biennium.

"I would imagine the top issues would include property taxes, state reorganization and the economy. The Hoosier Poll will then give some guidance to legislators about what their constituents are thinking."

The survey is being administered by the Princeton Survey Associates, with funds provided by a grant from the Lilly Endowment Inc.

Losco believes the Hoosier Poll will further the Bowen Center's reputation as a source for reliable, nonpartisan research.

"I think legislators are looking for this information more than ever," he said. "We are facing serious problems with ever more limited resources. Lawmakers need to know where their constituents wish them to focus their attention and state resources."

In addition to the Hoosier Poll, the Bowen Center is working on several major initiatives for state and local government agencies. The center is administering the Voting Systems Technical Oversight Program (VSTOP) for the Indiana Secretary of State's office. An initial \$162,000 grant will assist the Indiana Election Commission and Indiana counties with technology issues related to electronic voting systems and training of poll workers. Among other grants the Bowen Center has received in recent months is \$1 million from the Lilly Endowment to expand and strengthen its programs assisting students and

lawmakers with sharpening their skills in political participation and civic engagement. The center also provides professional development opportunities for Indiana state, county and local officials.

Students producing college sports for multiple media platforms

The next generation of sideline sports reporters and broadcasters is learning the craft at Ball State University by producing athletic events for a variety of media platforms, including radio, TV, the Web and mobile communications.

Telecommunications faculty members Tim Pollard, Suzy Smith and Rich Swingley, along with University Teleplex producer/director Bill Bryant, are leading students in the semester-long immersive learning class that builds upon the university's growing reputation as a leader in emerging media.

Pollard said the need for trained personnel in sports production has never been higher.

"More opportunities have been created as a result 24/7 sports networks, regional networks such as FSN and the Big Ten Network and an acceptance of Web-streamed video for viewing," he said. "Potential employers, as well as companies hiring freelancers, are looking for people that they can count on to come in on day one and produce material for multiple platforms."

To maintain a focus on cross-platform promotion, students repackage the feature stories they create for local use at Ball State and send them to local news stations and other media outlets in the hometown of the featured player — on any platform as required.

These packages include stories about Ball State's nationally ranked football team and many of its outstanding players.

Sports Link's Brandon Clemens, a telecommunications major from Goshen, Ind., has been on the sidelines of several Ball State soccer games in recent weeks, providing in-game insight to the audience.

"The main thing I like about it is that it's a real experience because we find the stories and create shows from scratch," Clemens said. "Sports Link also teaches us versatility. In today's media, news outlets are having to do more with less, which means as an on-air talent I also need to be able to shoot video, edit and produce. Sports Link gives me an opportunity to do all of those things."

In addition to providing the university with programming for both television and the Web, the students are responsible for creating remote live productions, taking advantage of the mobile capabilities of a high-definition production truck.

The immersion program also includes a focus on community involvement, as Pollard and telecommunications Associate Professor Maria Williams-Hawkins have brokered a unique partnership with the Indianapolis Public Schools system.

Once the Ball State students are familiar with the university's mobile production facilities, they will team up with students from several magnet schools to teach the high school students to produce their own events.

ON CAMPUS

LaFollette classes remain in reassigned locations

English classes displaced by a fire Nov. 19 in the basement of LaFollette Complex will remain in their reassigned spaces elsewhere on campus until the technology serving all six of the affected classrooms is fully reinstalled and tested. The reassigned classroom locations will remain in effect until further notice, and are likely to continue through the end of the semester.

Kevin Kenyon, associate vice president for facilities planning and management, said campus employees and workers from two outside specialty companies have worked two shifts daily for a week to complete most of the repair and cleanup necessitated by the small but smoky blaze that started in a break area. However, some work remains assuring computers and other multimedia resources are available in each classroom.

With only three weeks remaining in the fall semester, Kenyon said limiting further disruption of student schedules in the aftermath of the fire is a key consideration in deciding when classes will return to LaFollette.

Repairs in the damaged areas included cleaning walls and surfaces with an "ozonating" process to eliminate smoke odors. Duct work also was cleaned or replaced, explained Kenyon, adding that new ceiling tiles and light fixtures are in place and that most of the area has been repainted. A financial estimate of the loss due to the fire has not yet been determined.

IN THE NEWS

David Bahlmann, Ball State Foundation president and CEO

Indianapolis Business Journal quoted Bahlmann in a Nov. 22 article, "Colleges on alert on slow spending." With the weakening economy, the last area where universities could be pinched is on fund-raising. Ball State publicly announced a \$200 million capital campaign Sept. 5 — just 10 days before the financial crisis touched off on Wall Street. It already had more than \$120 million in commitments. Bahlmann said he's watching to see if market losses mean fewer and smaller gifts from donors. "We're doing well," he said. "The question is, will we be able to sustain that given that the people that support us have seen their investments lose value?"

Michael Hicks, director of the Center for Business and Economic Research

The Seattle Times quoted Hicks in a Nov. 19 article, "What about bankruptcy option?" Hicks warns that what's ailing Detroit and its auto makers isn't fixable with a \$25 billion government bailout. "This is not a bailout of the auto industry. The U.S. auto industry is doing just fine," he said. "It is a bailout of the United Auto Workers, and regardless of what happens to the bailout, it will simply prolong a period of poor performance." Hicks describes himself as a middle-of-the-road, nonideological economist. He carries weight on auto issues, however, because Indiana is, along with Michigan and Ohio, home to a large swath of auto and auto-parts manufacturers for Detroit vehicle makers and so-called transplants, the foreign automakers that build cars in America. "It's not really the wages of the guys at the factory that are the problem. It's the legacy costs — and the other union or labor costs — that are so damaging," he said, noting items such as full pay for idled UAW workers and janitorial staff receiving union wages saddle manufacturers with higher costs.

Stephan Jones, professor of information and communication studies, CICS director

In a Nov. 23 article published by the Fort Wayne Journal-Gazette, "Comcast leaps to wideband," Jones is featured in response to Comcast Corp.'s plans to launch its wideband service, which allows entire movies to be downloaded in minutes, in Allen County and Huntington this year. Wideband will match the speeds Verizon Communications Inc.'s fastest fiber-optic Internet package already offers Fort Wayne, New Haven and Hometown residents. Fort Wayne residents have access to the nation's fastest residential Internet speeds, Jones said. The Verizon and Comcast packages can reach 50 mbps, which is the top residential Internet speed available in the country.

Mitchell Whaley, dean of the College of Applied Sciences and Technology

Whaley was quoted in a Nov. 25 article published in the Washington Post, "Adjusting to Your Monitor's Limits." Using a heart rate monitor can help with a workout program, but physiologists say it is important to understand the limitations of the devices, including their use in establishing maximum heart rates. Everyone has his or her own: a genetically determined "speed limit" that declines slightly with age. It can be measured in a lab but otherwise can only be estimated. There are several common formulas for making that estimation, one being 220 minus your age. A monitor that you buy might use such a formula to make an estimation but for any individual, it is quite likely wrong, by as much as plus or minus 12 beats per minute, Whaley said. "That means the zones set up by a monitor might push you too hard or not hard enough. It is therefore important to take it easy at first. See if the zones set by the monitor square with how you feel. Working out at 60 percent of your maximum heart rate should seem fairly easy; does it? Does 75 percent feel invigorating or leave you gasping?" he said.

Lucinda Woodward, assistant professor of psychological science

In a Nov. 10 article published by DC Download, "Doggone it, Barack: Can you please make a decision?," Woodward offers suggestions for the president-elect on the pooch his family will bring to the White House. Woodward said the Obama family should choose a dog that projects leadership and family friendliness, recommending black and yellow labs, collies, yorkies, dachshunds or beagles. She said the Obama family should avoid German shepherds, rottweilers, pit bulls and Chihuahuas. The story also ran in the St. Louis Post-Dispatch.

SPOTLIGHT

Recognition

Susan Clark, Department of Physiology and Health Science, received the Distinguished Service Award from the American School Health Association, Nov. 12, 2008.

Russell Wahlers, Department of Marketing and Management, received the 2008 Jeanne Strupeck Outstanding Service Award from the Academy of Business Disciplines, annual conference, Ft. Myers Beach, Fla., Nov. 5-8, 2008.

Presentations

Jeffrey Clark, Department of Physiology and Health Science, "Curriculum Evaluation: A Longitudinal Study of the Michigan Model for Health Education Curriculum," American School Health Association Conference, Tampa, Fla.

Beth Messner, Department of Communication Studies, "Giving the Devil His Due: When Incivility Aids in the Creation of Rhetorical Democracy," National Communication Association, San Diego.

Tania Said, Museum of Art, "Opening Windows: Accessing Museums," Art Education Association of Indiana Conference panel discussion, French Lick, Ind., Nov. 11, 2008.

Russell Wahlers, Department of Marketing and Management, co-presenter, "Podcast Promotion: An Emerging Digital Medium in Integrated Marketing Communication Strategy," 10th annual meeting, Academy of Business Disciplines, Ft. Myers Beach, Fla., Nov. 5-8, 2008.

Publications

Scott Trappe, Human Performance Laboratory, "Human Vastus Lateralis and Soleus Muscles Display Divergent Cellular Contractile Properties," American Journal of Physiology, Vol. 295, p. R1593-R1598, 2008.

Service

Jeffrey Clark, Department of Physiology and Health Science, elected to the editorial board for the American School Health Association for a three-year term.

Dennis Wible, Department of Educational Studies, oversaw Teacher Celebration Day for the outstanding teachers identified by students of the EDSEC 150 classes, Nov. 19, 2008.

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