

### 'We beat the king of commercials'

Two brothers from Batesville took top honors for best commercial in this year's Super Bowl--with a little help from Ball State employee and 2006 graduate Franklin "Skeeter" Hines.

Below is a story provided by the Muncie Star Press.

It wasn't just the Arizona Cardinals who met their match in the Super Bowl — so did Madison Avenue.

And it could be a game-changer. For the first time, it wasn't an ad agency that created the best-liked Super Bowl commercial. It was two unemployed brothers from Batesville, Ind., whose ad for Doritos — created for an online contest for amateurs — won them \$1 million from Doritos maker Frito-Lay, and leaves ad pros with a lot of 'splaining to do.

What the duo did was beat 51 big-budget advertisers and won USA TODAY'S 21st annual exclusive Super Bowl Ad Meter real-time consumer testing of how much they liked the ads as they aired. (USA TODAY had no connection with Doritos and no connection to the online contest.)

The off-the-wall commercial, "Free Doritos," features a guy who shatters a vending machine with his crystal ball after predicting free Doritos for everyone in the office.

Just as impressive, the two and backer Doritos displaced Anheuser-Busch and broke its Ad Meter streak. The brewing giant had won 10 in a row.

Although A-B did well, with two ads ranking among Ad Meter's top five, it couldn't match Doritos, which also aired a second ad from the contest — and it finished No. 5 out of the 52 ads in the games.

"Two nobodies from nowhere," just walked off with one of the ad world's top honors, says 32-year-old Dave Herbert, who made the winning ad with his 33-year-old brother, Joe, with an assist from BSU employee Franklin "Skeeter" Hines. Hines, a video conferencing tech and a 2006 graduate of Ball State, worked with the Herbert brothers in the production aspects of the filming.

We "beat the king of commercials," says Herbert.

The two brothers now have fame, fortune and a decent shot at changing the way Super Bowl commercials — and maybe lots of others — are made in the future.

As if the \$280 billion U.S. advertising industry doesn't have enough problems in the struggling economy, now it's got an even bigger problem: Amateurs are beating it at its own game.

"Regular people have great ideas. They took something simple and made it funny," says Charles Boast, a 59-year old engineer from Alexandria, Va., an Ad Meter participant.

"Given the type of times we're in, funny is in," he says.

Anheuser-Busch executives were good sports, even though A-B was out A-B-ed this Super Bowl by two guys who stole from its playbook of low-brow slapstick ads. (Yes, the crystal ball in the Doritos ad also is heaved at a man's crotch, albeit accidentally.)

"Tell them to do a recount," said a jesting Bob Lachky, chief creative officer at Anheuser-Busch, upon learning A-B had been bested. But Lachky conceded that the winning Doritos ad was pretty funny.

"Congratulations to Doritos," he said.

Folks who sat down to watch Sunday's Super Bowl had an entirely different emotional frame of mind than just one year ago.

Since 2008's Big Game, the economy has fallen near all-time lows, and a historic election and inauguration has taken place.

Even in a downtrodden economy, what delights Super Bowl viewers hasn't changed at all. Folks simply want to laugh.

"People should laugh in times like these," says George Banks, a Portland, Ore., resident.

Consumers participating in Ad Meter also laughed loud at the Bridgestone ad, which featured Mr. and Mrs. Potato Head.

But they laughed hardest at the Doritos ad. And Doritos is thrilled.

"We were hoping for this. This is going to be the best million dollars we've spent at Frito-Lay," says Ann Mukherjee, group vice president at Frito-Lay.

It will have an "ongoing relationship" with the brothers, she says. "They're now part of the family."

She says Frito-Lay hasn't decided how it will present the check.

The contest had 1,900 entries, and five finalists were posted online — with the two top vote-getters airing during the game.

The budget-conscious brothers behind the winning ad had just five takes to get the ad right — since they had invested in only five panes of glass for the used vending machine they had bought.

They got the shot they wanted on the first take.

The brothers worked hard for Sunday night's surprise win.

They met once a week for the last four to five years to talk about filmmaking and how they could make a break "in this tough business," says Joe Herbert.

Two years ago, an ad they created made it to the top five finalists but didn't air. "But we wanted to come back again," says Dave Herbert.

They now plan to focus on filmmaking and on a board game, Triviathon, they invented that is coming out in July.

Even in a hobbled economy, about 28 advertisers bought a record \$206 million dollars' worth of commercial time. Even more astounding, they paid a record \$3 million per 30-second slot — or \$100,000 a second — for their moment of Super Bowl glory.

Nearly 100 million viewers nationally watched at least some part of the game and its 52 commercials.

In a surprise, the much-promoted pair of 3-D ads for SoBe and DreamWorks did not air during the game. They aired at halftime and, thus, were not counted in Ad Meter.

### **Study says school administrators increasingly hostile to student media**

School administrators are increasingly hostile to student press freedoms and First Amendment rights, says a new study from Ball State University.

Surveys of 700 principals from high schools across the country in 2004 and 2007 found that the majority prefer to rigidly control student publications so they can maintain order and prevent any type of controversy, said study author Warren Watson, director of J-Ideas, the First Amendment advocacy organization Ball State.

"We witnessed school administrators taking a real turn to the right when comparing data from 2004 and 2007," said Watson, who co-authored the study with Vince Filak, a former Ball State journalism professor now at the University of Wisconsin-Oshkosh. "Principals are increasingly less tolerant of press freedoms for student reporters. I think school administrators want only happy news in student publications and not stories that this age group may be interesting in writing and reading."

"It takes only one unhappy parent or local resident to call the school board to rock the boat. I think many principals, who may have the toughest job in this country, are often scared for their jobs. In a principal's opinion, controversy is not a good thing, especially when it's caused by the school newspaper."

The study found:

- In 2004, about 45 percent of principals said their schools offered too few journalism courses. This fell to 36 percent in 2007.
- In 2004, 99 percent of principals agreed that people should be allowed to express unpopular opinions. Three years later, the support dropped to 94 percent.
- About 56 percent of 2004 respondents and 44.3 percent in 2007 said newspapers should be free of government interference.
- When it came to student publications, only 7.3 percent of 2004 respondents and 8.2 percent of 2007 respondents said high school journalists should be allowed to publish without by interference by school authorities.

Watson said that many of the principals interviewed admitted they are not as strongly supportive of the First Amendment, citing eroding civility on the part of students, unreasonable and outlandish student behavior, Internet abuses and a greater need for discipline, order and safety in classrooms.

The majority of principals said that some students had become too bold in their First Amendment expression, creating poor public relations for the school and exposing it to a threat of litigation, he said.

"To be a good citizen, you have to practice decision making and acquire leadership skills," Watson said. "When a school administrator squashes a person's ability to learn while being a journalist, the student stops growing. High school is the time to practice leadership before students enter college and the workforce. If they haven't practiced responsible decision making at this point, when will they?"

### **Consolidating local government agencies could save hundreds of millions of dollars**

Consolidating local government agencies at the county level could reduce costs by an expected \$622 million annually, says a new study by Ball State University.

"Local Government Reform in Indiana" finds that consolidating local governments as recommended in the Kernan-Shepard report would improve efficiency of various fire, police, sewerage and other services as well as reduce operational and administrative costs, said Michael Hicks, director of the Center for Business and Economic Research (CBER).

"Dissatisfaction with local government in Indiana has been brewing for decades," said Dagney Faulk, CBER's director of research, who co-authored the study with Hicks. "Residents perceive government spending to be out of line and consolidation is one way to address this.

"However, the savings could much be higher than we estimate if local government consolidation creates a better than average improvement in efficiency. In the end, merging these overlapping agencies would provide taxpayers with improved services at a much lower cost."

The study's findings focus on recommendations from the 2007 Kernan-Shepard Report by former Gov. Joseph Kernan and Chief Justice Randall Shepard. Many of the report's suggestions have been included in legislation being considered during the current session of the Indiana General Assembly.

### **Multiple agencies, less efficiency**

Faulk and Hicks found government spending in Indiana's fragmented government was very inefficient. A resident may live in an area with as many as 11 local government taxing units, including county, municipalities, townships, school districts and other special districts. The study found that local government is less efficient in counties with an abundance of taxing authorities.

"The current structure of local government in Indiana is commonly viewed as resulting in unclear lines of authority, which limit accountability, decrease efficiency and increase the cost of government," Faulk said. "With property tax reform, spending caps and the corresponding local government budget cuts, many local governments are in a crisis climate and are considering some level of consolidation."

The study found that consolidation would cut annual costs for various services, including:

- Fire services would be reduced statewide by \$74.3 million, a savings of \$12.07 per person.
- Police protection expenses would be cut by \$85.3 million, a savings of \$13.85 a resident.
- Sewerage savings would be \$111.5 million, or about \$18.11 per person.
- Administrative expenses in counties with a population of more than 100,000 would be cut by \$52.3 million, a savings of \$8.48 per resident.
- Libraries would see a savings of \$62.7 million, or about \$10.16 per person.

The study also found that for smaller counties, the cost savings due to scale economies would be greater than for larger counties, but other types of inefficiencies are more extensive in Indiana's larger counties.

## **Incentives**

In order to spur local government consolidation, Faulk and Hicks suggests that state government leaders review incentive programs implemented in recent years around the globe.

State government could create a consolidation transition fund that would authorize grants or the ability to increase a local tax to be used for economic development and transition purposes.

Another option is to reduce or remove state support for certain local government functions after a transition period. For example, after a set amount of time, townships and their associated counties that do not consolidate would lose financial support, or the township property tax levy would be incrementally reduced.

The authors believe the current economic climate will force Indiana lawmakers to take action on consolidation during the current session of the Indiana General Assembly.

"It would be simplistic to say that all the financial and organizational problems of county government would be immediately improved through consolidation, but we would see an immediate cost savings," Hicks said. "We are at a point in the recession that Hoosiers should seriously consider consolidating government agencies in each county in order to improve efficiency and cut costs."

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## **ON CAMPUS**

### **Ball State's Opera Theatre performs Mozart's Don Giovanni**

Ball State University's Opera Theatre will perform "Don Giovanni," 7:30 p.m. Feb. 6 and 2 p.m. Feb. 8 in the Emens Auditorium. Ball State Symphony Orchestra will perform the score.

"It was an immediate success at its premiere and opened with brilliance, joy and jubilant reviews," said Joseph Levitt, assistant professor of voice.

It is the story of the infamous Don Juan (Giovanni) and three of his countless female encounters: Donna Elvira, Donna Anna and Zerlina.

In Act II, the women all seek revenge on Giovanni and his servant Leporello. Giovanni's destruction and damnation to hell are executed by the statue of the murdered father of Donna Anna.

"When attending the show, viewers will experience a quality performance that is equivalent to the performances at most regional opera houses, including central Indiana's Indianapolis Opera" Levitt said.

Tickets are \$15 for adults, \$5 for students with school ID, \$12.50 for senior citizens and groups of more than 10. For group prices, please contact Emens Auditorium. Tickets can be purchased through the Emens Auditorium's box office at 765-285-1539, through any Ticketmaster outlet online, [www.ticketmaster.com](http://www.ticketmaster.com), or by phone at 765-285-3131.

### **Clinical Exercise Physiology Program offers blood pressure and cholesterol screenings**

February is Heart Month and the Clinical Exercise Physiology Program at Ball State encourages everyone to pay special attention this month to your heart health.

The Clinical Exercise Physiology Program will be holding a blood pressure and cholesterol screening on Thursday, Feb. 12, from 6:30 a.m. to 8:30 a.m. The screening will take place in the lobby of the Ball State University Human Performance laboratory on McKinley Avenue. No appointments necessary.

The blood test you must fast for 10- 12 hours prior to the testing will include measures of HDL ("good") and LDL ("bad") cholesterol, Triglycerides, blood glucose and indicators of liver and kidney function (important for many people taking certain medications).

Results will be forwarded to you within 5 business days. Cost is \$20 (cash or check). Many people need these test results as part of a routine office visit with their physician. We recommend that you inquire of your physician to determine if these results could be used for your medical evaluation, and thus you may be able to file for reimbursement from your insurance provider.

More advanced blood tests to evaluate cardiovascular risk are also available for an additional fee. Please call Lynn Clark at 285-1140 for more details.

The National Cholesterol Education Program recommends that all adults should know the cholesterol levels by having it checked at least every 5 years (annually once it has been determined to be elevated).

The Clinical Exercise Physiology Program faculty and graduate students will be on hand to answer questions regarding blood pressure, cholesterol, heart health, and physical fitness. For more information about the screenings, contact Lynn Clark at 765-285-1140.

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## **IN THE NEWS**

### **College of Architecture and Planning**

U.S. Fed News featured the College of Architecture and Planning in a Jan. 13 article, "'World-Class' Accolades for Ball State's College of Architecture and Planning." Design Intelligence named the Ball State's architecture department a world-class program. Design Intelligence's 2009 edition of "America's Best Architecture and Design Schools,"

named the undergraduate landscape architecture program as eighth best and the graduate program fifth best.

**Dagney Faulk**, director of research, Center for Business and Economic Research

Faulk was quoted in a Jan. 24 Louisville Courier-Journal article, "Kentuckians and Hoosiers Driving Less, Cheaper Gas Fails to Counter Recession, U.S. Data Show." In Kentucky, November was the fifteenth consecutive month in which vehicle prices fell compared with the same month last year, according to the U.S. Department of Transportation. "As people are losing their jobs, expecting to lose their jobs or losing overtime hours, their budgets become more crunched, and they have to watch their spending," said Faulk.

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

Hicks was quoted in a Jan. 17 Bedford Times-Mail article, "Tourism Translates Into Dollars for County." Visitors boost the state's tourism industry, making it an economically viable resource. A study by Ball State found that every dollar spent on tourism promotion and marketing by Indiana's convention and visitors bureaus generates roughly \$15 in taxable revenues. Hicks said tourism is producing a positive impact on almost every county in the state. "Tourism is sometimes overlooked as a major industry in Indiana, but it has a major economic impact," he said. "Thousands of people visit the state's various attractions from around the country each year. The industry goes far beyond hotels and motels; it includes restaurants, retailers and manufacturing." The story was distributed by the Associated Press.

**Ray Scheele**, co-director of the Bowen Center for Public Affairs

Scheele was quoted in a Jan. 7 Johnson County Daily Journal article, "Wanted: Lobbyists for Greenwood in Washington." Greenwood, Ind., is hiring a lobbyist to secure federal funding. Scheele said most big cities have lobbyists. "It's increasingly necessary if you want to be in the ballgame," he said. "You want to be on the radar. When they are talking about spending a billion dollars on infrastructure, you need lobbyists to see that your city receives its share."

**Robert Yadon**, senior research fellow at the Digital Policy Institute

The Indianapolis Business Journal quoted Yadon in a Jan. 14 article, "Ball State Develops \$28 Billion Tech Job Plan." The Digital Policy Institute has drawn up a blueprint to create a potential 200,000 jobs nationwide by March. The plan is to spend \$28 billion to construct wireless broadband access in rural areas. "Our \$28 billion plan could effectively and immediately help bail out our struggling economy as well as cement Ball State and Indiana's reputation as leaders in emerging media," Yadon said. The plan was also featured by Inside Indiana Business and the Fort Wayne Journal-Gazette.

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## SPOTLIGHT

### Publications

**Bryan Byers and James Hendricks**, Department of Criminal Justice and Criminology, "Death Notification," *Victimology and Crime Prevention*, Sage Publications.

### Presentations

**Carol Friesen**, Department of Family and Consumer Sciences, "Operation Wellness, A University-Community Collaboration to Improve Health in Wells County, Indiana: Lessons Learned," Building a Healthier Community: Eat Well, Live Well, regional conference on nutrition and fitness, Department of Health and Human Sciences and the Region V Assistant Surgeon General, Chicago, Jan. 23, 2009.

**Kevin Gerrity**, School of Music, IMEA State/MENC North Central Division convention, Indianapolis, Jan. 22-24, 2009.

- "The Effect of Instruction on Preservice Music Teachers' Expectations for Middle-Level General Music Students."
- "Encouraging Adolescents to Sing in General Music: Strategies that Work!"
- "Content Area Reading: Maintaining the Integrity of the Music Curriculum while Meeting the Expectations of School Administrators."

### Service

**Scott Trappe**, Human Performance Laboratory, appointed to editorial board for the *Journal of Applied Physiology*.

**Cathy Whaley**, Fisher Institute of Wellness and Gerontology, elected to chair for 2009-10 term of the Indiana Action for Healthy Kids, a nonprofit organization that addresses access to healthy foods and physical activity in schools.

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