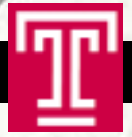


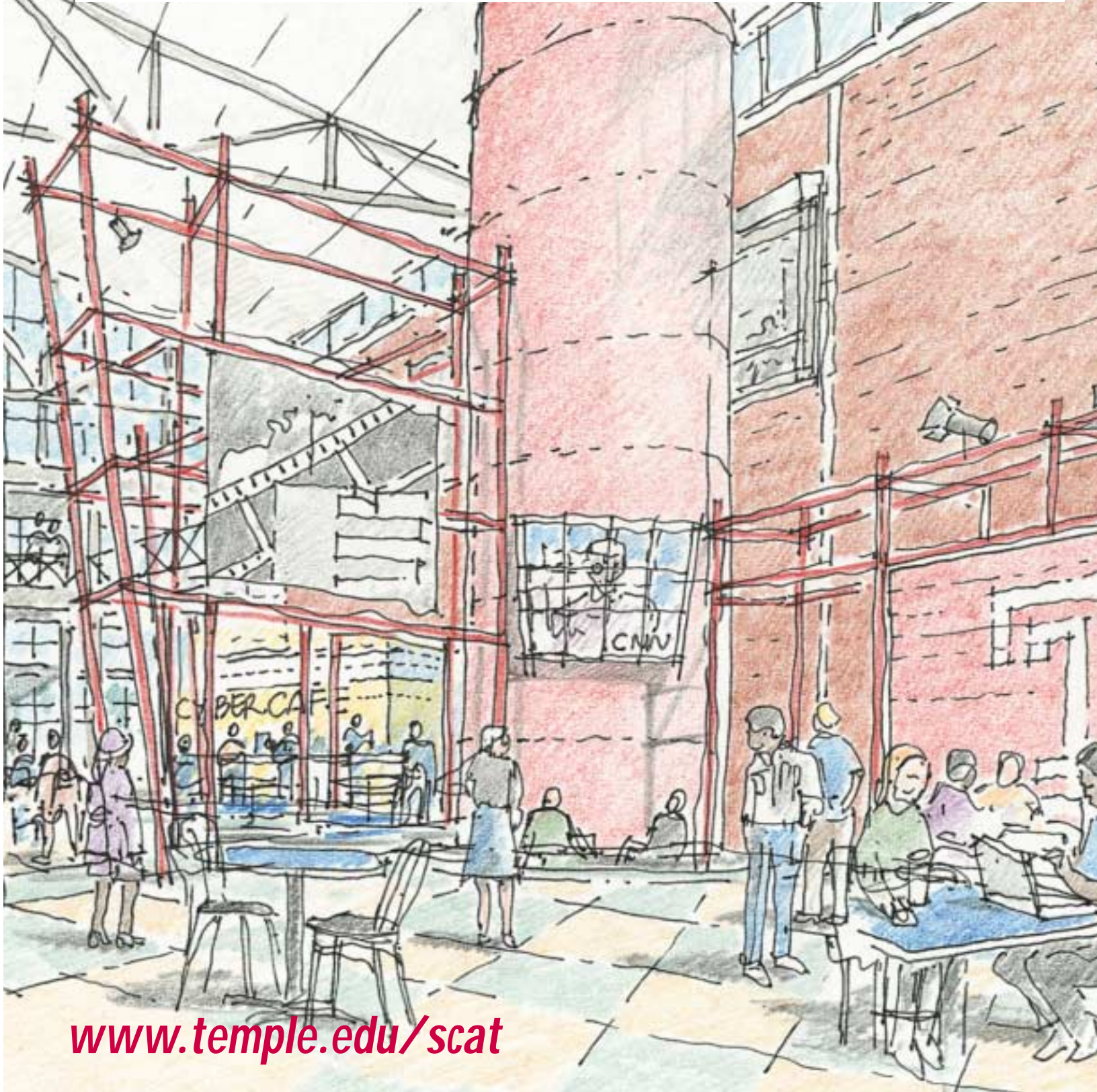
SCHOOL OF COMMUNICATIONS AND THEATER



# INTERcom

FOR SCAT ALUMNI AND FRIENDS • TEMPLE UNIVERSITY

FALL 2001



[www.temple.edu/scat](http://www.temple.edu/scat)

## A Message from Dean Stewart

It's been another wonderful year for the school. I have much good news to share with you in this Dean's Message. I've also enjoyed another year of meeting more alums and learning of your successes.

Speaking of this, the School is making a concentrated effort to collect up-to-date career information on as many of our 11,000 alumni as possible. I hope you will take a few minutes to visit our new "Alumni Update" web page and tell us what you're doing and where you're working. The form is available at [www.temple.edu/scat/alums.htm](http://www.temple.edu/scat/alums.htm).

If web access is inconvenient, you can mail in the information using the form included in this issue. In the next issue of *InterCom*, I'd like to be able to report that we heard from at least 500 alumni – please help us meet that goal!

We've had a record-setting year. We received the two largest gifts in the history of the School. The first gift of \$1.5 million came from Gerry and Marguerite Lenfest and the second, of \$1 million, came from Walter and Lenore Annenberg through the Annenberg Foundation. These two gifts make possible the construction of a state-of-the-art media center and cafe in the school's atrium space. More details about this extraordinary project are included in this issue.

I would like to emphasize here the significance of the gifts and the project to the quality of life for the School, as well as to its image as a high-tech institution. The project is now in the design phase; our faculty, alums and friends will be helping in this effort. News of its progress will also be posted on the School's web site.

We also received this year the largest grant ever awarded to the School. The Commonwealth of Pennsylvania's Link-to-Learn program awarded SCAT more than \$370,000 in funds for new high-tech equipment, as well as funding for graduate student, faculty and staff support for this new technology.

The grant was primarily written by Dr. Sandy Kyrish, Assistant Dean for Technology and Planning, but many thanks also go to the faculty, staff and Board members who collaborated with her in this effort. All SCAT programs will benefit from the new equipment for shared facilities such as audio studios, a faculty instructional support center, a digital post-production center, multimedia labs, a theater digital audio studio and the New Media Concentration. Much of

the equipment was installed by the time students returned for the Fall semester 2001. It was a busy summer!

Last month, Temple President David Adamany set high expectations for achievement when he unveiled a sweeping plan for the University, one which ties Temple's research and teaching to the region's economic needs. He has put forth a vision of the University as "an engine of change" in North Philadelphia and as a high quality educational institution for the region.

He wishes enrollment to grow from the current 30,000 students to as much as 35,000 students over the next five years, and he plans for Temple to provide more services for a growing residential student population. He stresses the need to overhaul aging laboratory space and says a priority will be to restore Temple's reputation as a leading research institution. The President's plan calls for \$100 million in new projects over the next few years; he envisions the extra revenue coming from increases in enrollment, research and foundation grants and alumni giving.

SCAT is poised to play a major role in realizing these objectives as we see our School's enrollments continue to expand, faculty research and creative productivity trending upward and prospects for development funding looking very positive. The text of the President's plan is available at: [www.temple.edu/president/self\\_study/](http://www.temple.edu/president/self_study/) on the Temple website.

The School continues broad-ranging initiatives on all levels to integrate curriculum, technology and staffing so that we are in the best position to prepare our students for the future in fields that are changing rapidly and growing in importance. Planning is also underway for School-wide interdisciplinary concentrations in new media, international and intercultural studies and media literacy. Faculty, staff and students have contributed to these planning efforts, and we continue to see exciting innovations in teaching and research, as well as in the life of the school.

Fall semester has started and we are looking forward to another year of achievement and success. Please let us hear from you—and don't forget to come visit!



Dean Concetta Stewart

## SCAT Dedicates "Joe First Media Center"

by Jen Mintzer

On Tuesday, May 9, 2001, President David Adamany, Dean Concetta Stewart, the Board of Trustees, as well as faculty, staff and students of the School of Communications and Theater, gathered in Shusterman Hall for the dedication ceremony of the Joe First Media Center.

The Joe First Media Center will link Annenberg and Tomlinson Halls with a spacious atrium that will be a communications and media hub for the School. It will include a digital library, an electronic/digital wall with current news playing and several kiosks for reference and research purposes. Also planned are a cyber-cafe, a multimedia information center with access to Temple and SCAT websites and a venue for displaying student work and film screenings.

The Center was made possible by a \$1.5 million gift from H.F. "Gerry" Lenfest, President and CEO of The Lenfest Group, and by a \$1 million gift from the Annenberg Foundation. It honors the memory of Joe First, a former Temple University trustee and a key member of the management team of Triangle Publications, which was owned by the Annenberg family.

"This is an important moment for our School. It is the first big construction project in 30 years," Dean Concetta Stewart said.

Lew Klein, an adjunct professor in the School of Communications and Theater and the President of the National Association of Television Program Executives Educational Foundation, introduced his longtime friend, Gerry Lenfest. He spoke about how Gerry and his wife Marguerite began Lenfest Communications in 1974, with the corporate headquarters in their own home. "The corporate filing cabinets were in the basement, and Marguerite was the book-keeper and handled all the correspondence," Klein said. "In the short years since 1974, Lenfest Communications built this region's largest cable

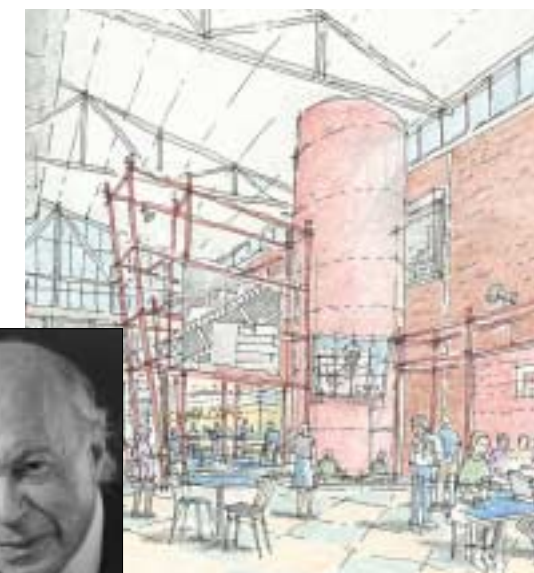
system and became a national leader in the booming cable industry—a field that many doubted would ever succeed."

Klein recounted the discussion he had with Lenfest when he initially decided to make his generous gift to the School of Communications and Theater. "Gerry kept asking, 'Will this gift make a difference?'" Klein said. Addressing his friend in the audience, Klein answered this question: "Yes, Gerry, this gift will make a difference—a difference in the lives of countless individuals who will benefit from your generous contribution. From all of us, from all of them, I say thank you."

Lenfest was presented with an honorary plaque and took the podium to speak of his friend and mentor, Joe First. "Joe was a man of great integrity...I don't think I would have gone off on my own in the cable industry without having the heritage of knowing Joe First," Lenfest said. "He is a man I deeply love. It is really an honor for me to be here today...to recognize my feeling and obligation to that wonderful man. I thank you all for this opportunity," Lenfest said. First's widow, Helen, looked on as Lenfest lauded her late husband.

Joseph First, Esq., built a distinguished career as a prominent communications executive, attorney and civic leader. First was a Temple University trustee, a member of the Board's Executive Committee and Chairman of its Educational Policies Committee. He was awarded an honorary Doctor of Laws at Temple in 1980.

First worked closely with Walter Annenberg to make Triangle Publications the leading privately owned communications company of its time in the United States. He was revered both professionally and personally as a man of the highest ethics and standards.



Joe First (left) and artist's rendering of the new media center that will bear his name.

Helen First addressed the audience on behalf of her late husband. She reflected on the literal and symbolic ways in which the Joe First Media Center will play a connective role in SCAT. "These joined buildings will forever be the symbolic body of Temple...proclaiming the maxim 'communication is more powerful than power itself when it achieves connection,'" First said with fervor.

"Sixty five years ago, I was driving my two-year old daughter past a building that caught her attention—a two-story apartment house built in the shape of a recumbent letter U... 'Look mommy, mommy look,' she shouted, 'houses holding hands!'" First recounted. "Houses holding hands – that is the ultimate meaning of this symbol of Temple University."

Looking toward the heavens, First continued, "Look, Joe dear—houses holding hands," First said. "Let your spirit hover over this symbolic structure...by whatever wireless vibration you can employ, bless this symbol of Temple University and all who enter the portal of these houses holding hands."

## Endowed Chair for First Amendment Rights Planned for SCAT

by Jen Mintzer

Though Ohio resident Dr. Johanna DeStefano never earned any of her degrees from Temple, the professor emeritus of Ohio State University is leaving \$1.5 million to the School of Communications and Theater for the creation of an Endowed Chair for First Amendment Rights.

The decision to leave the financial gift for an endowed chair was a discussion Johanna had with her husband, Ralph DeStefano, before he died suddenly in 1996 at the age of 60.

It was Ralph who was the Temple graduate and native Philadelphian. Born and bred in South Philadelphia, Ralph earned his bachelor's degree in 1965 in English and put himself through school while working as a police officer in Philadelphia. "He was charmed...everyone who met him said he was larger than life," Johanna said of her late husband.

Prior to his eight years of service in the Philadelphia Police Force, Ralph served in the U.S. Army where he was an electronics advisor for the Nationalist Chinese in Taiwan as a member of the Military Assistance Advisory Group (MAAG). "He built radio stations down the spine of Taiwan," Johanna said.

After his discharge, he returned to his beloved Philadelphia and began taking

classes at Temple toward his degree. Johanna met Ralph at Temple during this time. She had already earned her bachelor's and master's degrees at Stanford University and came east to Philadelphia to pursue a second master's at Temple.

"After [Ralph] graduated, we were talking about getting married, and he encouraged me to go for my Ph.D.," Johanna said, explaining why she decided to return to Stanford for her doctorate in applied linguistics. A teaching job offered to Johanna by Ohio State University in 1970 led the DeStefanos to move to Upper Arlington, just outside of Columbus, Ohio.

In Ohio, Ralph took up his interest in electronics again, and his entrepreneurial skills in broadcast and electronic media soon led to much success. The DeStefanos worked to build a radio station from the ground up in Athens County, Ohio. "Even though the station's call letters were WYNO, we never said [the word] 'wino' on the air!" Johanna said with a laugh.

Despite the success that the DeStefanos had in Ohio, Ralph's fondness for his native Philadelphia and Temple University never ceased. For this reason, the DeStefanos brought up Temple in a discussion of their wills. With no children, the DeStefanos decided that an invest-

ment in education would be a wonderful way to pass on their good fortune and to help others. Education was always highly valued by both Ralph and Johanna, and the choice to leave a financial gift to a university came easily.

"We wanted to give to a university where we thought it would make the biggest impact," Johanna said, explaining why they chose Temple instead of her alma mater. "At a place like Stanford, it wouldn't make as big an impact as it would at Temple," she said.

Setting up an Endowed Chair for First Amendment Rights seemed the logical choice for the DeStefanos. "[Ralph] was very passionate about human rights," Johanna said.

In addition to setting up the Endowed Chair for First Amendment Rights in her will, Johanna is also considering the financial possibilities of setting up funding for Ph.D. students as well.

In leaving these financial gifts, Johanna hopes to afford a greater amount of intellectual freedom for students and to pass on the values that she and her husband felt so strongly about.

"It's been a wonderful life, a truly wonderful life," Johanna DeStefano said of her good fortune and happiness with her husband.

among subject specialists in Mass Media and Communications (Lisa Panzer); Film and Media Arts (Sam Stormont); and Music and Performing Arts (Anne Harlow). Each will spend some work hours in both the Blitman Resource Center and in Paley Library to become familiar with and collaborate on the development of resources, services and faculty liaison. The Blitman Resource Center bibliographic records are also being added to the Diamond database, the Libraries' integrated library management system. Blitman will also benefit from closer ties to the Temple University Libraries Systems and Technology Department.



## Blitman Resource Center Joins Temple University Libraries

The Blitman Resource Center, serving the School of Communications and Theater, is now a part of Temple University Libraries. The Center, located on the third floor of Annenberg Hall, was originally founded through a gift from the family of former *Philadelphia Daily News* City Editor William J. Blitman.

Lisa Panzer, formerly part-time librarian of the Center, is now a full-time librarian. SCAT students will see an immediate benefit as the library will have increased and consistent hours. Additional benefits include occasional rotation of librarian staffing between Blitman and Paley,

## SCAT Lands 'Link-to-Learn' Grant

by Jen Mintzer

The School of Communications and Theater was recently awarded a major grant from the Commonwealth of Pennsylvania's Link-to-Learn program. The funds will be used primarily to upgrade hardware and software in the School. The grant includes \$370,410 from the Commonwealth of Pennsylvania and \$109,018 in matching funds from the University, for a total value of \$479,428.

The grant program was highly competitive; Temple was one of only 21 Pennsylvania public and private colleges and universities to receive funds. Approximately \$5 million was allotted to the funding program by the Commonwealth in an effort to expand and strengthen technology-influenced programs for students across the state.

The grant was designed around SCAT's recently introduced New Media interdisciplinary concentration, headed by Dr. Jan Fernback and Professor

Heather Raikes. Dr. Priscilla Murphy, Associate Dean for Research and Graduate Studies, served as the grant's principal investigator.

The grant proposal represented a truly collaborative effort among four SCAT departments. As Dr. Sandy Kyrish, assistant dean for technology and planning, explained, "This grant represented many, many hours of collaboration among our faculty, staff, and board members across the School's disciplines. A grant of this size cannot be won without a substantial investment of time and effort, and our success demonstrated that such an investment can pay off magnificently.

"This grant strengthens our emerging New Media interdisciplinary concentration and also benefits students taking our traditional curriculum in four of our five departments. It's wonderful to see the scope of what the grant funds enable us to do," Kyrish continued.

The improvements will include new computers, microphones, monitors, mixers, audio mixing software and acoustic treatment for audio Studios A, B, C, D, E and F. One studio will also be equipped with specialized hardware and software to accommodate visually disabled students.

Another improvement is a faculty instructional support center that will provide faculty with a shared work area. This center will include Macintosh and Windows computers with digital editing and image design software, an Avid Xpress, a networked printer, Betacam and DVcam equipment, mixing equipment, a scanner and other peripherals.

The digital post-production center will receive upgrades to two Avid MCXpresses, and the addition of multiple Avid 72GB striped disk arrays, DVD-R drives, Betacam equipment, mixing equipment and additional peripherals.

For the Tomlinson and Randall theaters, new amplifiers, mixers, microphones and speakers will be installed. In the theater's digital audio studio, a



Sandy Kyrish

new computer, minidisk player and CD player will be installed, and in the theater design lab, new computers and a new plotter will be installed.

Computers in the graphics lab will be replaced with new Macintosh computers that have DVD-R/CD-RW capabilities, and additional networked printers and scanners will be installed.

The Link-to-Learn grant program is part of Governor Tom Ridge's nationally recognized Link-to-Learn education technology initiative and was designed to ensure that college students in all areas of study receive technology training and to make sure that Pennsylvania businesses have enough 'tech-savvy' workers.

### INTERcom

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**Concetta M. Stewart, Dean**  
**Linda Chorney, Editor**

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## Low Klein Named Chairman of SCAT's Board of Visitors

Low Klein, President of the National Association of Television Program Executives Education Foundation and long-time adjunct professor in the Broadcasting, Telecommunications and Mass Media Department, has been named Chair of the recently established SCAT Board of Visitors.

The Board, which includes prominent professionals in the communications industry, exists to provide the Dean and department chairs with "cutting edge advice regarding the future of the industries covered by the School of Communications and Theater and how the School can best respond and lead those industries into the future."

Low Klein has been a leader in the communications field since 1950, when he started with WFIL-TV (Channel 6). He served in a variety of roles during the 22 years he was with the station, including the direction and production of all types of programming efforts by the station. He was executive producer of the award-winning *Frontiers of Knowledge* series, as well as *American Bandstand*, hosted by Dick Clark. He was also responsible for the development and production of many live television programs for



(left to right), Dick Clark, Lew Klein, Vince Manze, RTF alum and President of NBC Agency

national distribution.

For five years, Klein was director of television programming for the Triangle Group, supervising the program activities of Triangle's six television stations. He then became president of Gateway Communications, Inc., the broadcast group that owns and operates television stations WBNG-TV, Binghamton, NY; WTAJ-TV, Altoona, PA; WLHY-TV, Lancaster, PA; and WOWK-TV, Huntington, WV—all CBS affiliates.

Klein has served as president of the Television and Radio Advertising Club of Philadelphia, (TRAC), the National Association of Television Program Executives (NATPE), and the Philadelphia Chapter of the Broadcast Pioneers, and is on the boards of several industry and community-related organizations.

His numerous awards include NAPTE's "President's Award," the Broadcast Pioneers "Broadcaster of the Year" award, the Police Athletic League's "Community Service Award" The Pennsylvania Association of Broadcasters, "Gold Medal Award," and the Broadcast Education Association's "Distinguished Education Service Award."

Low Klein's affiliation with Temple and with SCAT goes back to his early days as a director of WFIL (now WPVI) TV, when Temple made an arrangement with the station to use some of the facilities and equipment. He has been teaching in the BTMM (formerly RTF) Department ever since and was profiled in the Summer 2000 issue of *InterCom*.

As SCAT Board Chairman, Klein will oversee three vice-chairs, each representing one of the three cities with local boards—New York, Los Angeles, and Philadelphia. Board committees include Awards; Infrastructure and Technology; Conferences and Centers; Community Voices; Endowed Chairs and Scholarships; Gala; and Nominations.

## MJ Grad Wins Poynter Fellowship

by Jen Mintzer

Amy Junod, a 2001 graduate of the Masters of Journalism program with an emphasis on visual communication, was awarded one of the 15 Visual Journalism Fellowships from the Poynter Institute. The Poynter Institute is a journalism research and training organization based in St. Petersburg, Florida.

The fellowship that Junod won is open to students around the world, making the competition extremely fierce. The visual journalism fellowship is especially competitive because it is open to students with formal training in areas other than journalism. Several of the people who were awarded fellowships this year come from fine arts backgrounds. Others are photographers and graphic designers.

Successful applicants were required to prove their proficiency in four areas: publication design, photography, web design and information design. Each applicant submitted a portfolio of work; examples of publications produced; a resume; references; academic transcripts; and a statement about the future of visual journalism.

The 15 fellows spent six weeks at the Institute this summer where they received intense, seven-day-a-week training from professionals in the industry. Following the program, they received portfolio critiques, recommendations, contacts and help with job placement.

In addition to the recently completed MJ degree, Junod earned her BA in Journalism from Temple, with a minor in Art. She has worked professionally as a page designer, web designer, reporter and editor.

## SCAT Recognizes Janet Greco with 'Certificate of Honor'

by Fred Maher

What's a nice girl from New Jersey doing as CEO of a Luxembourg media company? The way Janet Greco, SCAT's 2001 Certificate of Honor winner, tells it, it was simply fate. Initially a music major, Ms. Greco transferred to Temple University to study sound engineering. While at Temple, she realized that she could major in television, and the pieces of her career puzzle began to fall into place. Following graduation in 1981, Ms. Greco started her career as administrative assistant for the overseas media education division of SCAT at Temple University London. While in London, she came in contact with media executives from all over the continent.

"What I always liked about Europe is that it is definitely much easier to get to the people at the top than it is in a place like Philadelphia or New York," said Ms. Greco. "To 'rise up the ladder,' you

have to network. But being able to network with the right people certainly helps."

The next year, she became assistant editor of *InterMedia*, a publication of the London-based International Institute of Communications. In 1987, Ms. Greco was named head of press for Super Channel (later NBC Europe) and edited *Satellites International*. Two years later, she established Surefire Communications, a public relations company in London.

Finally, in 1991, Ms. Greco ventured to Luxembourg and founded Infomedia S.A., Europe's leading TV listings supplier to on-screen, on-line and printed television guides. The company operates a comprehensive television database that centralizes program-



(left to right) Dean Concetta Stewart, Janet Greco, Alumni President Sherri Hope Culver

ming information using a proprietary classification system. Infomedia currently distributes listings for 350+ channels, prepared in more than a dozen languages, and has clients in more than 20 countries.

## SCAT Profile: Jane Slotterback

Jane Slotterback has dedicated half of her life to helping students in the School of Communications and Theater.

Literally.

The SCAT academic advisor celebrated two milestones this spring: her 50th birthday and her 25th anniversary as an employee of Temple and the School of Communications and Theater.

Jane, who holds a BBA in Marketing and a Master of Education, both from Temple, started her Temple career managing the photo lab for the Journalism Department. In 1984, the decision was made to expand the Department to Ambler, and Jane was transferred there to teach photography, oversee the lab and advise students. In 1986, Jane came back to Main Campus as a full-time academic advisor. Currently, she divides her time between Main Campus and Ambler, where she is coordinator of SCAT advising for

SCAT's growing Ambler population.

Twenty-five years of working with SCAT students has provided a wealth of memories for Jane.

"Some of the most memorable things were the funny things that happened in the photo lab," she said. "One Olympic year, we held 'Darkroom Olympics,' which included sponge hockey. We also had great theme parties at the end of the semester. Everyone in SCAT, from the Dean down, would attend."

Asked about the challenges of the job, Jane noted that "every day is different. I never know what will be waiting for me when I walk into the office."

Advising has also provided rewards, such as "helping a student through some rough times, when he was really struggling, and then seeing his beaming face as he received his diploma." Jane also enjoyed "watching as the light went on

when a student suddenly got how the parts of the photography puzzle fit together."

In addition to advising, Jane is responsible for the SCAT Advising Center's web page. "I like that I can use my photographic/computer skills, which keeps me looking for new ways to be creative."

What does the future hold for Jane? "I'd like to expand my understanding of digital media," said Jane. "And also get Harleys and go touring with my husband and dog (he'd be in a sidecar!)."

For now, though the Harleys are on hold while the Temple tradition continues — Jane's daughter, Becky, started as a Temple freshman this fall.



Jane Slotterback

## Annual Kirsch Lecture & JPRA Awards Ceremony Held

Terrie M. Williams, founder and President of the Terrie Williams Agency, was the Dorothy Italie Kirsch lecturer at the annual Journalism, Public Relations and Advertising department's Awards Ceremony, held on April 19, 2001.

The Dorothy Italie Kirsch lecture series was established by 1936 journalism graduate Dorothy Italie Kirsch and her husband to foster a "can do" attitude among Journalism, Public Relations and Advertising students. She believes that "hearing the insights and perspectives of leading communications specialists offers a unique chance for students to see the breadth of opportunity that awaits them."

The Terrie Williams Agency is one of the country's premiere public relations and communications firms, with clients that include Time Warner, Inc.; HBO; AT&T; Essence Communications and Miramax Films. Prior to starting her own firm in 1988, Terrie Williams developed the public relations department at Essence Communications, the firm that publishes *Essence*, the country's preeminent life-style magazine for African-

American women. She was the youngest vice president in the company's history.

Williams' message to the JPRA students gathered in Tuttleman Hall focused on perseverance, compassion and the obligation to "give something back."

"Success and achievement mean nothing unless you bring someone along with you," said Williams. "Sometimes we think that by helping someone 'light their candle' we will diminish our own light. But there's enough light for everyone...what matters is using our brightness to light other people's lives."

Williams gave the audience three rules to live by:

- each one must teach one;
- when much is given, much is expected;
- if I get there before you, I am obligated to bore a hole and bring you through.

"Do your job the best you can with compassion and humanity, and leave this world a better place," Williams told the students.

Following the lecture, the 2001 JPRA Awards were distributed. Awards totaling more than \$29,000 were given to 78



Terrie M. Williams

students in 35 categories. The awards recognized academic achievement, professional promise, leadership, service and involvement in co-curricular activities, both on- and off-campus.

This year's awards program was coordinated by JPRA Professor Ed Alwood, with assistance from Professor James Marra's Creative Services Workshop.

## A note from Sherri Hope Culver

Sherri Hope Culver

A few months ago, I had the honor of representing SCAT at Temple's annual Founders Dinner. During the evening, awards were given to distinguished alumni/ae. Holding the baton high for the School of Communications and Theater was awardee Janet Greco. Janet is currently the CEO of InfoMedia, an industry leader providing TV program and content information for publishers...internationally! In fact, the company itself is located in Luxembourg. For Janet, that little experience of a semester abroad turned into a career path that finds her now running this global company.

It seems fitting to highlight Temple's international alums on the heels of my last *InterCom* article that spoke of the strong local SCAT community. During my years at Temple, I remember hearing about the programs abroad from other students and wondering if I was ready for that kind of challenge. Of course, that was before my post-graduate solo traipsing across Europe. Who knew? It was also before the Internet had

taken over our lives and made international communication as easy as sending an e-mail.

Once again, Temple's reach extends far and wide. And, once again, I'm reminded of the value of taking leaps. Big ones. Transcontinental ones. Leaps that put a flutter in your stomach and a blemish on your face. That nervous feeling that only comes from tackling a new challenge.

A leap to do a semester abroad when we were in college is now a leap to a new job or a volunteer opportunity, a journey back to school or an embarking into parenthood.

Congratulations to Janet and all the other awardees. May your career leaps inspire us to take leaps of our own.



Sherri Hope Culver, SCAT Alumni Association President & WYBE-TV General Manager

## Temple Issues Forum Responds to Tragedy

Within hours of the September 11 terrorist strike on New York and Washington, the Temple Issues Forum (TIF), under the direction of Speech Communication Professor Herb Simons, mobilized to develop and present a day-long forum on the attack, "The Terrorist Bombing and Beyond," which was held in Kiva Auditorium on September 13.

The Temple Issues Forum is a faculty initiative dedicated to airing public debate and discussion at Temple on issues of widespread concern to the University community.

Initially conceived by Professor Simons as an opportunity to bring the University together as a community, the program grew from a planned 2 1/2 hour session to an all-day event lasting from 8:30 am - 4:00 pm. Simons enlisted the help of Vice Provost for Undergraduate Studies Steve Zelnick to gain support from University administration and arrange for facilities and technical assistance. He also called on concerned faculty members, including Film and Media Arts Chair Paul Swann, to help organize the panels.

The forum was coordinated to follow the Thursday class-time schedule and class participation was encouraged. The purpose was "not to out-do the news media with displays of our expertise, rather...to reflect on this as a campus community, drawing from our expertise, but providing students with lots of time to air their

views," said Professor Simons.

Speakers and panelists included department chairs, faculty, counseling center staff and students. The topics and panelists were:

*The Roots of U.S.-Middle East Conflict:* Ruth Ost, University Honors, Moderator; Arthur Schmidt, History, Julia Erickson, Sociology.

*The Changing Nature of National Security:* Terry Halbert, Business Law, Moderator; Richard Immerman, History, Geoffrey Herrera, Political Science; Janice Mattern, Political Science.

*How Have the Bombings Changed America's View of Itself?:* Didi Anyaebunam, Captain, Temple Debate Team, Moderator; Khalid Blankenship, Religion; Joseph Schwartz, Political Science.

*Media's Responsibility:* Paul Swann, Film and Media Arts, Moderator; Andrew Mendelson, Journalism, Public Relations and Advertising, Zizi Papacharizzi, Broadcasting, Telecommunications and Mass Media.

*Coping with Stress:* John DiMino, University Counseling Center, Nada Al-Timimi, University Counseling Center.

The panelists first discussed the various issues, and then took questions and comments from the students, faculty and staff present in Kiva Auditorium. Participation in the forum was high. "We nearly packed the house at 8:30 and 1:00," said Professor Simons. "We were over the limit at 10:00 and 11:30 and had to turn people away." He credited Harriet Goodheart, director of the News and Media Relations Office,



Herb Simons, (rear) Khalid Blankenship

TIF secretary Angie Woods and Steve Zelnick with an outstanding job of publicizing the event on short notice. "The News Bureau and TIF secretary worked late to get out the publicity. Zelnick came in at 6:45 am to personally tape fliers to elevator doors."

Simons also commended the faculty who helped organize the event, citing Paul Swann, Ruth Ost and Morris Vogel, acting dean of Liberal Arts, among others. "They came through beautifully," he said. "The quality of faculty presentations and student questions and commentary were excellent. With help from President Adamany, Provost Ira Schwartz, Steve Zelnick, and many others, Temple truly came together as a community on September 13."

Professor Simons was especially proud of an e-mail he received from "a grateful parent":

"My daughter, a freshman at Temple, e-mailed me about the planned events for today. I'm truly gratified to see members of Temple's faculty providing such a forum for the Temple community to receive solace and be able to share thoughts and feelings about the horrific occurrences of this week. This reaffirms for me the fact that choosing Temple was the right decision. Thanks to all who helped make such a forum possible."



Students attending the Temple Issues Forum



## Spotlight on SCAT's Adjunct Instructors

by Jen Mintzer

InterCom continues its series on our adjunct professors. These individuals—all professionals in their fields—bring unique talents to SCAT's classrooms and provide our students with real world experiences and perspectives.

### Diane Bones Journalism, Public Relations, and Advertising

Diane Bones deals with the FBI on a regular basis.

No, not the Federal Bureau of Investigation... the "Funny Basic Idea."

This is the basis for the two-credit Humor Writing class that

Bones has been teaching for the Journalism, Public Relations and Advertising Department every fall for the last 16 years. In this class, students learn the fundamentals of cartoon gag writing, short humor writing and monologues.

It's the Funny Basic Idea that Bones' students need to focus on to be successful in her class. "Before they write anything, I tell them they need to at least have an F.B.I.," Bones said.

Bones encourages her students to document these ideas as they go through their lives in a small spiral notebook that she supplies her students at the beginning of each semester. Students keep newspaper clippings and note odd sayings they hear or anything else that strikes them as being humorous. These ideas later become the basis for the essays and cartoon gags that they develop in class. "By learning the fundamentals of humor writing, it helps them become better writers in general," Bones explained.

Bones, a La Salle graduate with a bachelor's degree in English, actually got her introduction to teaching humor in a rather serendipitous way. Many years ago, while volunteering at the Radio Information Center for the Blind in



Philadelphia, Bones used to read the *Evening Bulletin* one night a week over the radio so that blind people could be kept abreast of the latest news in print. Another volunteer, a man who worked as a cartoon gag writer and who taught the Humor Writing class at Temple, made Bones' acquaintance. Always an avid humor lover, Bones would teach the class for him when he went on vacation. As the man got to retirement age, he suggested that Bones take over teaching the class. She jumped at the chance.

In addition to teaching, Bones works as a full-time freelance writer, though not always writing humor. "I don't do a lot of humor writing because I have to pay the bills," explained Bones. "You know those health-related newsletters you throw away and never read? I write those," Bones said with a laugh.

Not all of Bones' writing goes unnoticed. She was asked by a noted Philadelphia fitness guru to ghostwrite his column for *The Philadelphia Inquirer*, which she did for several years. "My line was always, 'I write for him, he exercises for me,'" Bones said. Though she never got a byline, she says it was fun and good exposure.

In addition to enjoying teaching and writing, Bones also is very active in terms of volunteering. As well as offering her time to the Radio Information Center for the Blind in the past, Bones has spent time volunteering for organizations such as ActionAIDS and Calcutta House, a hospice for AIDS patients. As Bones' brother died of AIDS in 1987, the cause is close to her heart.

Bones lives in Roxborough with Dave Kehl, her husband of one year. She says he is an all-around good guy with a solid

sense of humor. "For example, if I ever become annoyed with him, he'll shoot back, 'Hey, Ms. Humor Writing Teacher, lighten up!'"

### Bella Friesel Broadcasting, Telecommunications, and Mass Media

Over the course of her life, Bella Friesel has lived in Washington, DC, Nantucket and South Philadelphia. Yet it is the suburban town of Elkins Park, PA, where she has resided for the past eight years—the very same town she grew up in. "It is a very interesting experience to have grown up and now live in the same town as an adult," Friesel said.

The Elkins Park location is a convenient one for Friesel. Since 1989, Friesel has served as an adjunct professor for Temple's Broadcasting, Telecommunications and Mass Media department. She has also taught classes at Montgomery County Community College for the past six years.

Currently teaching an introductory course in video production and editing at Temple's Ambler campus, Friesel seems truly to enjoy her job. "My favorite aspect of teaching, especially in production classes, is watching students who, at the beginning of the semester, don't know how to hold a camera and by the end of the semester are shooting really good video images technically and aesthetically, telling stories with pictures and editing. It is truly amazing!" Friesel said.

"To create something accidentally may work temporarily; however, to make conscious choices about overall camera style and structure in relation to content and ideas is the mark of a thoughtful image maker. I'm interested in having students

become responsible for what they are making and communicating," Friesel said.

Friesel's philosophy actually comes from her own school days. "Because of my undergraduate and graduate education, I have a profound respect for the artistic and creative process, along with the technical and theoretical."

Friesel graduated from George Washington University in 1983 with her bachelor's degree in photography. Four years later, she began the MFA program in Radio-Television-Film at Temple and officially graduated in 1996, after finishing her delayed thesis.

What attracted Friesel to the MFA program was its approach to filmmaking. "At that time, Ben Levin was the director of the MFA program. I was very interested in documentary filmmaking with an independent approach. I took several grad classes before I was accepted into the program. These classes were taught by Ben Levin, Jim Ambandos and Paul Swann. I found them all to be fascinating professors. I loved the style of their teaching: open, creative and exciting," Friesel said of her teaching inspirations.

Friesel shares her passion for photography with her husband, Walter Plotnick, who went to the Tyler School of Art and works as a photographer as well. "We have very different styles. He does mostly all studio photography, shooting things from food to pharmaceuticals—really cool still-lives. I've assisted him or done some styling for him on the side," Friesel said.

In addition to spending time with her husband, Friesel also enjoys the company of her eight-year-old daughter, Ariel. "She's a sparkle!" Friesel said of her only child. She also enjoys cooking with Ariel, watching films, attending the Lambertville Flea Market on Sunday mornings and, when in New York, taking walks through Central Park. "You can really see and experience Frederick Law Olmstead's landscape architectural genius."

Friesel enjoys her time teaching and

thanks BTMM Chair Betsy Leebron for her "support, professional expertise and advice." Friesel added, "Betsy runs the best and the tightest ship...she has created a stellar department that graduates successful students who actually get jobs in their field!"

### Howard Shapiro Journalism, Public Relations, and Advertising

Howard Shapiro has just returned from swimming with dolphins.

He wasn't on vacation – he was on assignment.

As the travel editor for *The Philadelphia Inquirer*, Shapiro has actually traveled all over the world on the job. "I've gone to Australia before the Olympics, Israel for the 50th anniversary, France, Sweden, most of Canada ...Las Vegas and Orlando many times," Shapiro said, citing only a few of the places he could recollect off-hand. In addition to all of this travel, Shapiro still finds time to teach a class for the Journalism, Public Relations and Advertising Department called "Editing the News" each semester, as well as a summer graduate course in non-fiction writing.

Originally from the central Pennsylvania town of Altoona, Shapiro's connection to Temple goes back to his own student days. Trying to decide between going to the Newhouse School of Public Communication at Syracuse University or Temple University for his undergraduate degree in journalism, Shapiro eventually decided to study at Temple.

Primarily, Shapiro chose to come to Philadelphia because, at the time, he thought the city atmosphere would be better suited to his career goals. "If I was going to be at a paper, I wanted it to be a big metropolitan paper," Shapiro said.

In 1970, Shapiro graduated from Temple with his B.S. in Journalism and started at the *Inquirer* "the day af-

ter [his] last final."

During his 30 years at the *Inquirer*, Shapiro has served in a number of roles, including working the transportation, education and demographics beats, and serving as the assistant city editor and the deputy New Jersey editor. He also spent seven years as the cultural arts editor. "The arts staff is incredibly talented...but it's a real challenge to work with critics all day long," Shapiro said with a chuckle.

Shapiro enjoys his current position as travel editor best of all. "It was the only job at the paper that combined everything I wanted to do," he said, citing that he gets to write, edit and even take his own photographs.

He parlayed his love of writing and editing into an adjunct professorship at SCAT almost by accident. "I got a call one day in 1974 from a former professor I had, asking if I wanted to teach a class called 'Exploring the Media,'" Shapiro said. Shapiro was initially hesitant because of the minimal age difference between him and the students he would be teaching, but he agreed to take on the class despite his reservation.

He was glad he did. Shapiro found he enjoyed the personal interaction with the students. "When you write a story, you're never there [when it is read], but when you teach, the feedback is immediate," Shapiro said. When not traveling, writing or teaching, Shapiro enjoys reading mystery novels, short wave radio and what he says is his "guilty pleasure"—the crossword puzzle. He also enjoys spending his free time with his wife and two daughters at their Mount Airy home. On occasion, they even get to accompany him on his travels, most recently on his assignment at Discovery Cove at Sea World in Orlando. "It's a great job...I get to go home now and write about swimming with dolphins," Shapiro said with a smile.



## JPra Hosts 57th Annual Temple Press Tournament

by Jen Mintzer

On Friday, April 6th, 2001, the 57th Annual Temple Press Tournament got underway with high school journalists from 19 area schools bustling inside Ritter Hall's Walk Auditorium to begin a day of workshops, contests and seminars run by some of the region's top media professionals, as well as Journalism, Public Relations and Advertising faculty. Competitions included categories such as News Writing, Speech Reporting and Editorial Cartooning, and workshop topics covered areas ranging from Media Ethics to Web Publishing to Photojournalism. The event also included the presentation of the JPRA Department's "Free Speech Award," which honors area journalists whose work exemplifies a dedication to the First Amendment and a commitment to community well-being.

The day began with brief welcome speeches by SCAT Dean Concetta Stewart and JPRA Chair Karen Turner. Stewart and Turner then presented the Free Speech Award to reporters Mark Bowden of *The Philadelphia Inquirer* and Linn Washington of *The Philadelphia Tribune*. Washington is also a member of the JPRA faculty, teaching News Writing and News Reporting.

Washington and Bowden were honored because they refused to turn over their notebooks to the court as evidence against Brian Tyson, a man accused of first-degree murder. Both reporters had interviewed Tyson and had published news stories concerning his case. They cited the Shield Law, which upholds a reporter's right to protect confidential sources, in their defense.

The State case against Washington and Bowden worked through the appeal system while the case against Tyson continued. The reporters' case reached a head on the day Tyson was to take the stand. A judge ordered both reporters in contempt of court and imposed a mandatory \$100 per minute fine until the end of the trial. The total fine reached \$40,000 and Tyson was found guilty of third degree murder. Both cases are now on appeal.

Mark Bowden, a writer for *The Philadelphia Inquirer* for the past 18 years, has reported widely in the United States and abroad. In accepting the Free Speech Award, he addressed the packed auditorium with enthusiasm. "In a free society, the free flow of information is as important as any law enforcement objective," Bowden said. Though he said there was "nothing heroic" in what he did, he expressed the good fortune he felt in living in the United States. "I live in a country where the worst that could happen to journalists is to get fined in court or spend a night or two in jail. Obviously in a lot of countries throughout the world, journalists could be shot," Bowden emphasized.

"It's important to understand that, as a journalist, you need to be free to go to the jailhouse or to the White House to gather information. As soon as law enforcement agencies use you as a tool to do their investigation, it begins to close down your access to information," Bowden said.

In his speech, Linn Washington echoed Bowden's remarks and got a few laughs from the early-morning crowd as well.

"Journalism is a great life...I love this job," Washington said. "It's given me the opportunity to travel all over the world, all around the country, and occasionally you get a chance to perhaps go to jail and meet people like burglars and robbers and murderers and crack heads," he said with a laugh.

On a more serious note, Washington stressed the importance of the laws that allow him to practice journalism. "The founders of this nation wanted to stress the independence [of journalists] to be a monitor of what happens in the government and in our society," Washington said. He stated that journalists are meant to play a "special role" in independently examining the activities of the government without fear of reprisal. "I couldn't do half of what I did if I lived anywhere other than America," Washington said.

Washington commended the high school journalists in the audience for attending the Temple Press Tournament



Mark Bowden, (l) Linn Washington (r)

and for their commitment to "this thing we call journalism." He left the students with these words of encouragement: "If you learn only one thing today, I hope it is this — what you do helps people. It can help change society, it can help illuminate things...or it can help one individual."

### JPra Scholarship Announced

Joseph Richter, head of Ottaway Newspapers, Inc., the community journalism division of Dow Jones, announced in May that the Department of Journalism, Public Relations and Advertising would be the recipient of \$25,000 to endow the Dave Brace Scholarship in Community Journalism. The news was conveyed by JPRA Professor Ed Trayes, long-time friend of Brace and coordinator of the Dow Jones Newspaper Fund Editing Internship Program held each summer at SCAT.

Dave Brace was Vice President for News at Ottaway and for many years spent considerable time with the Dow Jones interns during the summers. He gave the Dorothy Italie Kirsch Lecture at the JPRA Awards Ceremony in the spring of 1997, during which he reminded the students of the importance of community journalism.

Dave Brace passed away this spring following heart surgery. He was 55 years old.

## "Lew Klein Alumni in Media Awards" Scheduled

The School of Communications and Theater will hold the annual Alumni in Media Awards ceremony on Friday, December 7 at a luncheon at noon in the Great Court of Mitten Hall. As in the past, the Alumni in Media awards will honor SCAT alumni who have excelled in the media, but this year's event will add a new dimension. Thanks to a very generous gift from H.F. "Gerry" Lenfest, President and CEO of the Lenfest Group, the awards ceremony will be endowed and named for Lew Klein, President of the National Association of Television Program Executives Education Board and an adjunct professor at Temple for 50 years. Lew will also be the first recipient of the "Lew Klein Excellence in Media Award," a new award which will be given each year to a "non-Temple alum

who has shown a sustained level of excellence in the media."

This year's group of SCAT alumni honorees has also achieved an outstanding level of excellence in the media. They are:

**Claire Coleman Schweiker**, JPRA '53, the original Miss Romper Room and wife of former US Senator Richard Schweiker;

**Norm Fein**, JPRA '60, Executive Vice President for Rainbow Media with CableVision;

**Merrill Reese**, JPRA '64, the "Voice of the Philadelphia Eagles";

**Myles Martel**, Speech MA '67, Ph.D.'75, President of Martel Associates;

**Lauren Lipton**, JPRA '72, editor and reporter for KYW Radio;

**Vince Manze**, RTF '73, President of the NBC Agency;

**Marc Solomon**, Theater '75, Executive Vice President for Post Production and Visual Effects, Warner Brothers;

**Bob Saget**, RTF '78, comedian, actor, director, producer, currently appearing in the new show, "Raising Dad" on WB.

Please help us honor this year's awardees and Lew Klein by attending the luncheon ceremony on December 7. Individual tickets are \$100 and tables are \$1,000. Ads and congratulatory notes for the program book are also being accepted; a full page is \$1,000, half-page is \$500. Proceeds from the event will go to the "Lew Klein Fund for Excellence," which will support all five departments in the School of Communications and Theater. To make reservations, please call 215-204-7523. We look forward to seeing you on December 7.

## Multimedia Performance Opens Fall Semester

by Jen Mintzer

The first week of the fall semester was quite busy for Heather Raikes and Sarah Drury.

Raikes, the New Media Producer-in-Residence in the School of Communications and Theater, showed her multimedia performance piece *Cosine* on August 30th, August 31st, and September 1st in TV Studio 1 in Annenberg Hall. FMA Professor Drury exhibited her interactive performance/installation called *Voicebox: The Karaoke of Common Song* on August 29th, 30th, 31st, and September 1st in TV Studio 2.

*Cosine* is an immersive multimedia performance that depicts and facilitates a journey of transformation. "Toward the discovery of a fluid, interactive performance form, the audience is guided through the piece, which unfolds in a digitally facilitated multi-sensory labyrinth on the wings of a butterfly," Raikes wrote. "In essence, the performance is a cross between a dance performance, a rave, a media immersion and an education experience."

Audience members were guided through a media projection environment configured in the form of a labyrinth. The space was inhabited by dancers clothed in vividly-colored costumes and body paint and filled with multiple sources of projected video imagery. A multi-layered collage of sound and music permeated the environment and literally spiraled around the audience via three-dimensional sound design.

"The journey ultimately represents and seeks to facilitate the movement of Einstein's discovery that reality can be understood in terms of both matter and energy, both the particle and the wave," Raikes said.

Likewise, Drury's exhibit was a new experience for the viewer. *Voicebox* is an alternative karaoke machine — a specially wired microphone that streams the performer's voice with the voices of others: divas, chanters, poets and everyday singers. In this paradoxical media space, the performer's voice leads him/her to inhabit both the voice and image of others,



played out in a complex audio/video environment. "*Voicebox* uses the karaoke framework to comment on contemporary mediated experience and to mourn the decline of communal singing," Drury said.

## Brian Tierney Gives Maxine Edelson Elkin Lecture

Brian Tierney, President and CEO of Tierney Communications, cited by *Philadelphia Magazine* in its February 2001 "Best Places to Work" issue as #1 in its category, gave the 4th Annual Maxine Edelson Elkin Lecture on April 9 in Annenberg Hall.

The lecture series, hosted by the Department of Journalism, Public Relations and Advertising, was founded by Michael Elkin to honor his wife, Maxine Edelson Elkin, a 1968 JPR graduate who died in 1995. Mrs. Elkin was national public relations manager of Robert Morris Associates, a national trade group of commercial bank loan and credit offices headquartered in Philadelphia. She was highly committed to community services and worked closely with the Greater Philadelphia Food Bank and the Philadelphia Chapter of the American Cancer Society.

Tierney, who was profiled in a separate article in the same issue of *Philadelphia Magazine* (and credited with helping George W. Bush win the presidency by rallying the undecided Catholic vote to Bush's side) gave an entertaining and informative lecture on "Lessons of a Public Relations Expert: Politics, Entrepreneurism and the Corporate World" to an enthusiastic audience of students and faculty from the JPR department.

A 1979 graduate of the University of Pennsylvania who also holds a J.D. degree from the Delaware Law School of Widener University, Tierney began his career with the Republican National Committee as a field person for state legislative campaigns.

"I did research to come up with a campaign strategy to get 50% of the vote plus one—then you win the election," he said.

He worked in public service until 1984, when he left the federal government to found Tierney & Company Public Relations, a successful start-up company which was sold to Foote, Cone & Belding in 1986. He stayed with the company until 1989, when he again struck out on his own to found The Tierney Group, an

integrated communications company offering advertising, public relations and corporate communications with offices in Philadelphia and Harrisburg. In 1994, Foote, Cone & Belding named Tierney President and CEO of its Philadelphia office, which was re-named Tierney & Partners. In July, 2000, The Tierney Group and Tierney & Partners came together as Tierney Communications, part of True North Communications, the seventh largest worldwide marketing organization.

"Everything you do in public relations comes back to strategy," Tierney told the attentive JPR students. "What is the message, who are you trying to reach, what do you want them to think, feel, hope, dream... then you come up with the tactics."

Tierney recounted how he started out his own with only three people, competing against much larger agencies. "I surveyed rates, and charged \$10 more. I wanted to be Tiffany's, not Zale's. I had oriental rugs, beautiful chairs, fresh flowers. We were the faster, tougher, smarter agency, going up against lumbering, older companies."

Tierney, whose clients include IBM, Deloitte Consulting, Dun & Bradstreet, The Philadelphia Orchestra and Verizon, among others, outlined for the students five things that mark leaders: creativity, hard work, confidence, passion, and values.

"Look at things in different ways—don't stay within comfortable bounds," he said. "Don't accept defeat. Be confident enough to hire good people. If you're a 9, hire a 10. Be passionate about your work and trust your values. Trust the



Brian Tierney, JPR Professor Jean Brodey

things that endure...when you give trust you get trust back."

He reminded the students that opportunities come from different directions. "You need to be in the game and always be open to listening," he said. "Be involved, be visible, and get your 'brand awareness' up there...and treat people the way you want to be treated."

## CORRECTION

The URL for Journalist's Compass was incorrectly printed in the Winter Issue of

INTERcom

(Apologies to Angy Peterson and Ed Traves.)

The current URL for Journalist's Compass is:

<http://jcompass.temple.edu>

## Dream Becomes Reality for JPR Grad

by Jen Mintzer

Solomon Jones is a lucky man.

Recently married in July of 2000 and expecting a baby in October, the 33-year-old Jones has a lot to look forward to. The success of having his book, *Pipe Dream*, published makes his life all the sweeter.

Jones, a 1998 Temple graduate with his bachelor's degree in journalism, is currently a staff writer for the *Philadelphia Weekly*, where he writes news features, in-depth stories and investigative stories on a variety of subjects. He has traveled as far away as Ghana to research the history of the Atlantic slave trade, and as near as Philadelphia's Mill Creek neighborhood to be reminded of the grim realities of the drug trade. "In each story, I believe I discover another piece of myself," Jones said.

*Pipe Dream* is another piece of the puzzle. It is the fictional story of four drug addicts in North Philadelphia who are pursued by the police for a murder they did not commit. "The book takes an honest look at the complicated issues surrounding the drug culture, including police corruption. Along the way, it plumbs the depths of the addicts' physical and emotional poverty. And then, just as honestly, it turns society's mirror on itself," Jones said.

Jones came up with the idea for *Pipe Dream* partially from his own experience. "I think it grew out of my past experience with drug use," he said. "This book, which I initially thought would be a short story, took on a life of its own once I began to write. I believe it was a catharsis for me—a chance to take an honest look inside myself and write down what I saw."

This self-examination began back in 1995, when Jones wrote the first draft of *Pipe Dream* while working as a desk clerk/concierge at a downtown condo-

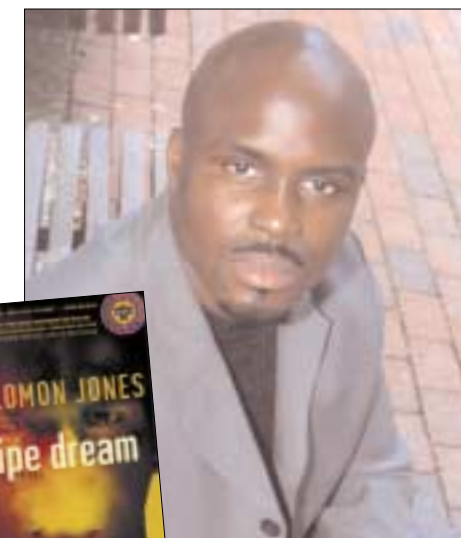
minium. "I used to bring a computer to work every night to do my homework because I was a full-time Temple student. During the summer break, I didn't have any classes, so I started writing. I finished the first draft of *Pipe Dream* in nine months."

By 1996, Jones sent his book to a publisher and received his first rejection letter. He picked up writing again in 1997 and took another year to polish the book. In total, he received 50 rejection letters, most of which were form letters from literary agents who never read the book and based their rejection on a query letter. Regardless, Jones saved them all and persisted onward.

"At times, it was very discouraging, but through it all, I learned about the publishing industry, about marketing and promotion, and most importantly, about myself," Jones said. "I learned that a novelist's tenacity is as important as his or her writing ability...because if you are not tenacious, your writing, no matter how good, will never see the light of day."

This tenacity will serve Jones well when it comes to getting his next book published. Though it is still a work in progress, Jones is hopeful about his current novel. Tentatively titled *The Bridge*, it is about a detective's relentless search for the murderer of a little girl in a North Philadelphia housing project.

In setting both *Pipe Dream* and *The Bridge* in North Philadelphia, Jones ultimately hopes to reach out to the community from which he came. "I hope to use *Pipe Dream* to help others change their lives. I have already spoken with the Philadelphia Committee to End Homelessness—which works mostly with homeless, drug-addicted men—about donating a portion of my



Solomon Jones

book proceeds to that organization," Jones said.

Jones also hopes to set up a scholarship fund for young men from North Philadelphia to attend Temple University. "Were it not for my experience at Temple University, I'm sure my life would be quite different," said Jones. "People I met, classes I took, skills I learned, were instrumental in allowing me to successfully pursue my goal of becoming a writer."

### ATTENTION FORMER TEMPLE DEBATERS

Remember the glory days with Coach Dr. Ralph Towne?

After a long hiatus, **DEBATE AT TEMPLE** is back! The Temple Issues Forum Debate and Discussion Club, housed in Speech Communication, is attracting students from around campus. The club needs your help, our ideas, your counsel.

Please tell us who you are and how we may contact you. Contact Dr. Aram Aghazarian at [arama@vm.temple.edu](mailto:arama@vm.temple.edu) or go to the SCAT website, [www.temple.edu/scat](http://www.temple.edu/scat) and click on the "Debate is Back" scroll under "What's News."

FACULTY NEWS *briefs*

**Howard Myrick** (BTMM) was recently reappointed by Governor Thomas J. Ridge to the Pennsylvania Public Television Network Commission (PPTNC), an independent agency of the state government that oversees the interconnection of the eight public television stations and the network hub station in Hershey, comprising the statewide network.

PPTNC appropriates funds for operations and programming for the stations, which are WHYY and WYBE (Philadelphia), WITF (Harrisburg), WQED (Pittsburgh), WPSX (Penn State), WLTV (Allentown/Lehigh Valley), WQLN (Erie), WVIA (Scranton) and PPTN (Hershey).

"As an educator, I find it most exciting to work with people who understand that today's public TV stations are no longer 'plain old broadcasting stations'; rather they are telecommunications centers converging with new digital interactive technologies offering capabilities far exceeding the old 'audiovisual aids' applications that too many educators still remember. Pennsylvanians are fortunate, indeed, to have a Public Television Commission and state legislators willing to support such initiatives as the Link-to-Learn; project, a technology based program launched by Governor Ridge," said Dr. Myrick.

Dr. Myrick also had an article published in the Spring issue of *Television Quarterly, the Journal of the National Academy of Television Arts and Sciences*, entitled "Television's Role in Election 2000," which describes "a debacle of history-making proportions," and offers recommendations on how to avoid future broadcasting disasters.

**James Marra** (JPRA) recently served as Executive Editor for the book, *Advertising and the Business of Brands* published by The Copy Workshop of Chicago. Dr. Marra also authored the book's final chapter, "You and Your Career," which features job-finding tips from former JPRA students.

This past year, Dr. Marra also co-edited the books, *The Writing Tutor* and *A Stu-*

*dent's Introduction to Charles Darwin* published by Kendall/Hunt Publishing Company.

During the spring term, Dr. Marra's Creative Services Workshop class completed advertising and public relations work for the JPRA Department's student awards ceremony, PNC Wiring, The W.I.S.E. Center (a women's cancer support group) and Dynamic Resources.com.

Students in his advertising copywriting class participated in a competition where the class' student teams proposed campaign concepts to the Greater Philadelphia Tourism and Marketing Corporation and its advertising agency. The concepts were for advertising and promoting the X Games hosted in Philadelphia this summer.

**Peter d'Agostino** (FMA) received New Media project grants from the Pennsylvania Council on the Arts, and Temple's Collaborative Research Fund (with Professor Maurice Wright, Esther Boyer College of Music).

He had an exhibition mounted from January – March in New York at the New Museum of Contemporary's MediaZ Lounge which showed digital media works from the Harvestworks Artist-in-Residence Program. The works included N-S (North-Sul) which was conceived by Professor D'Agostino as a website project to explore collaborative aesthetic, social and technological interactions between artists in the U.S. and Brazil, Philadelphia and Brasilia. The work was produced with support from a Fulbright grant at the University of Brasilia. Professor d'Agostino presented this and other new media projects, including student work, at the Drexel University Symposium, "Dialectics of Interactivity: Art and the Public" in February.

In March, Professor d'Agostino had presentations of a joint project, "East-West: time/space and the World Wide Web" with Professor Takahiko Iimura (Tokyo Polytechnic University), who is one of Japan's leading media artists

working in film, video, CD-ROM and the web. Iimura's visit to Temple was part of the NewTechLab Forum's International Media Arts Series. Professor d'Agostino and Iimura held lecture/screenings at Mulhensberg College, Allentown, and Berks Filmmakers, Albright College, Reading.

In April and May, Professor d'Agostino was a part of "Automedia" a group exhibition at Berry Center for the Arts, Ramapo College, NJ. Automedia is a term coined to describe video art shot in or from a car.

**Nancy Morris** (BTMM) published a book, *Media and Globalization: Why the State Matters* (Rowman & Littlefield, co-edited with Silvio Waisbord). *Media and Globalization* shows why the state matters to media and telecommunications industries in a globalizing world: governments control and regulate these industries in important ways and states remain central arenas for policymaking and international agreements. Using case studies from around the world, the book sheds light on the extent of state power in the face of transnational pressures and explores policy, economics and culture as they factor into media globalization. Reviews called the work "of singular importance to the analysis of media and globalization as we feel our way into the twenty-first century."

**Jack Klotz** (BTMM) was invited to participate in the Philadelphia Chapter of the National Academy of Recording Arts and Sciences (NARAS) "Grammy in the Schools" program in March. Klotz presented a workshop on Digital Audio.

**Heather Raikes** (Producer-in-Residence) won a \$2,000 support grant from the University Research Office for her proposal, *Cosine + Juke Box*.

**Andrew Mendelson** (JPRA) won the AEJMC Baskett Mosse Award for Faculty Development for his summer photo camp. The award was presented at the annual convention in Washington, DC in August.

**Edward Alwood** (JPRA) received the Nafziger-White Dissertation award at the AEJMC convention in Washington, D.C., in August. In addition, his dissertation, "The Hunt for Red Writers: The Senate Internal Security Subcommittee Investigation of Communists in the Press, 1955-56," has been selected as a winner of an Honorable Mention Award in the 2001 American Journalism Historians Association Doctoral Dissertation Prize competition. The presentation will be made this fall at the AJHA annual meeting in San Diego.

**LeAnn Erickson, Michelle Parkerson, and Sarah Drury** (FMA) participated in screenings of their works in programs honoring women filmmakers in March.

"Behind the Lens: An Evening with Women Filmmakers" was a benefit for Women in Transition, an organization that provides services to women endangered by domestic violence and substance abuse. The evening was hosted by Sharon Pinkenson, Executive Director of the Greater Philadelphia Film Office. LeAnn Erickson screened *Hello from Grandma*, in which an imagined garden is created around the experimental film's soundtrack, an audiotape "letter" from the artist's maternal grandmother sent to the artist's mother in the early 1970's.

*Beyond the Obvious: Feminist Media Artists and Their Work* was a film series held in conjunction with Women's History Month.

On March 12, LeAnn Erickson screened *From One Place to Another: Emma Goldman Clinic Stories*, an experimental short and animation work-in-progress.

On March 19, Michelle Parkerson screened *A Litany for Survival: The Life and Work of Audre Lourde* and *Odds and Ends: A New-Age Amazon Fable*.

On March 26, Sarah Drury screened *Columbus Discovers America, The Moving Story of Johnny Appleseed, Virginia Dare's Vision, Clementine, Helen Knows*

*She's There, Fifteen Difficult Love Songs: Selections*.

The series ended on April 2 with a discussion with the artists moderated by FMA's professor Jeanne Allen.

**Herb Simons** (Speech Com) has published *Persuasion in Society*, (Sage, Inc., with J. Morreale and B. Gronbeck). The book was released in May.

**David Ingram** (Theater) had a lead role in the U.S. premiere of *It's All True*, presented this spring by the InterAct Theatre Company at The Adrienne. The play, written by Jason Sherman and directed by Seth Rozin, chronicled the controversial production of Mark Blitzstein's musical *The Cradle Will Rock*, staged by Orson Welles and John Houseman.

**Lisa Panzer**, (Blitman Librarian) was a participant in Thieves Theater's *Fly by Night* marathon production in which six directors, six writers and 18 actors have 24 hours to come up with a play for an 8 p.m. curtain the following day. The scenario: at 10 p.m. on a Friday, each actor brings in one prop for the prop pool, and each writer is given one noun and one verb, a cast makeup (e.g., 1 man, 2 women) and 12 hours to complete a 10-minute script. At 10 a.m. the following morning, each director picks a script and cast—chosen blindly from the pool of actors—and gets 45 minutes rehearsal time on stage. At 5 p.m. the individual productions get 20 minutes tech rehearsal and at 8 p.m. the shows go on! This was a challenge even for Lisa, who has extensive theatrical experience.

**Joe Leonardo** (Theater) directed two critically acclaimed musicals during the summer. The first, *At Wit's End*, presented at the Florida Stage, was an original musical described as a "semi-sweet, half screwball parody...which centers on the arrogant drama critic Alexander Woollcott and his jealous machinations behind the founding of *The New Yorker* magazine."

The production has received 11 Carbonell nominations (Florida's version of the Tony) including a nomination for Joe as "Best Director."

The second musical was a challenging, in-the-round staging of *Miss Saigon* at the Marriott Theater in Lincolnshire, Illinois, outside of Chicago. One review called the production "Stupendous!" and went on to say: "It is a lesson on how to be creative without relying on heavy set pieces. Every directing student in the world should see it."

**John Lent** (BTMM) was the Chair of four panels which discussed Asian Popular Culture. Topics included: Comics, Cartoons and Animation in Asia; *Shouja, Redi Komi, Hello Kitty*: Gender and Asian Comic Art; Asian Popular Culture: Filmic Dimensions; and Asian Popular Culture: Other Dimensions.

**Lee Carl**, (Professor Emeritus, JPRA), has published his first novel, *The White Squirrel*, (Northern Liberties Press), "a story of mystery, love, mental illness, human frailty and the bonds between a parent and child." The book was launched at a reception in September, hosted by Old City Publishing at the Sadler Gallery in Philadelphia's Northern Liberties section. Professor Carl discussed his novel and gave a short reading. His second novel, *Under the Burdock Weed*, is scheduled to be published in December. Lee Carl is a former chairman of the Journalism, Public Relations and Advertising department, and former director of the public relations sequence in the department. He taught at Temple for 25 years.

## I N M E M O R I A M

**Robert M. Greenberg**, Acting Dean of the School of Communications and Theater from 1995-1999, and an integral part of the School's administration since 1981, died on Thursday August 2, 2001, after a long battle with cancer. He was 58.

A native of New York, Dr. Greenberg grew up in Brooklyn and Queens. He received his B.A. in English and American Literature in 1964 from Columbia University, his master's in English Literature in 1972 from the City College of New York, and his Ph.D. in English and American Literature from the Graduate Center of the City University of New York.

He joined the faculty of Temple University in 1979. Two years later, he was named assistant dean of the School of Communications and Theater. In 1988, he became the School's associate dean, and was appointed acting dean in 1995, a position he held until 1999.

Despite the demands of serving as an academic administrator, his passion for literature remained steadfast. He continued to teach and publish during his administrative tenure at SCAT, and moved to Temple's American Studies Program as an associate professor in January, 2000.

Dr. Greenberg is the author of *Splintered Worlds: Fragmentation and the*

*Ideal of Diversity in the Work of Emerson, Melville, Whitman, and Dickinson* (Northeastern, 1993), a study of fragmentation and the enabling ideal of diversity in four major mid-nineteenth century American writers. He authored a critical-biographical monograph on the poet Robert Hayden that appeared in both the Scribner's American Writers series (1981, rev. 1990) and in Scribner's African American Writers (1991).

More recently, Dr. Greenberg published an essay on the theme of transgression in the fiction of Philip Roth (Twentieth Century Criticism, Winter 1997) and two critical essays on V.S. Naipaul, the Trinidad-born, East Indian novelist. *Anger and the Alchemy of Literary Method in V.S. Naipaul's Political Fiction* was published in the Summer 2000 issue of *Twentieth Century Literature*. An essay on Naipaul's nonfiction about the Caribbean will appear in the 2001 issue of *Prospects*.

At funeral services held on August 6, moving tributes to Dr. Greenberg included those made by Miles Orvell, Temple English and American Studies professor and longtime colleague; and Dr. Greenberg's daughters, Jenny and Susanna. He was remembered for his intelligence, compassion, wit and courage.



**Robert M. Greenberg**

In addition to his daughters, Dr. Greenberg is survived by his wife, Nancy. A memorial for Dr. Greenberg will be held on Tuesday, October 30, at 3:00 pm on the Main Campus in Shusterman Hall. The family requests that anyone wishing to make a contribution send it to the Temple University Robert M. Greenberg Memorial Fund, c/o The Development Office, 606 University Services Building, 1601 N. Broad Street, Philadelphia, PA 19122.

**James Ambandos**, who was one of the first faculty members in SCAT's film program, died in New York on July 11, 2001. He was 79. He was remembered as a "truly outstanding professor...one of those rare individuals who was innately gifted as a communicator."

Professor Ambandos joined the Temple faculty as a visiting lecturer in 1971. He was named an associate professor in 1973 and remained at Temple until his retirement in 1994. He taught everything from introductory freshman core courses to graduate film production courses and completely redesigned the Screen Writing sequence.

Prior to coming to Temple, Professor Ambandos, had completed a two-year assignment in Tehran, Iran working under a State Department contract with Syracuse University. He also taught Film Script Writing at the School for Visual Arts and served as the Distinguished Playwright in Residence (replacing

Paddy Cheyefsky) at the City University of New York.

His career as a filmmaker dated from 1949, when he worked as a writer-director of documentary and educational films at Penn State. He entered television production in New York in 1956, first as an actor, and subsequently worked for all of the networks as a writer/director/producer. Two shows written by Ambandos for *The Robert Herridge Theater*, (CBS, 1958-59) won Emmy Awards.

Professor Ambandos was a World War II veteran who was awarded the Bronze Star while fighting in Belgium, Germany and Italy. He is survived by his wife, Francine, and his daughter, Andrea.



**James Ambandos**

## I N M E M O R I A M

**Timothy J. Lyons**, who was chair of the Department of Radio-Television-Film in the 1970's, died on April 20, 2001. Professor Lyons was the former President of the University Film and Video Association and former President of the Society for Cinema Studies. He was the long-time editor of the *Journal of Film and Video* and, over the past decade, editor of the *Journal of the International Documentary Association*. He was described as a "dean, chairperson, scholar, faculty member, father and friend by his many friends in the associations who will greatly miss him."

**Eugene Shaw**, Professor in the Department of Journalism from 1981 until his retirement in 1996, died on December

31, 2000, at the age of 76. Professor Shaw was a Jesuit priest who was ordained in 1960. He received his Ph.D. at Stanford University in 1967. Prior to coming to Temple, Professor Shaw taught at the University of Tennessee, the University of North Carolina, Fordham University and Marquette University. When he retired from Temple, he returned to Milwaukee to serve in pastoral ministry. He was remembered for encouraging journalists to understand the important role religion plays in public life.

**Bruce Underwood**, Chair of the Journalism Department in the late 1960's and early 1970's, died on February 1, 2001, in Texas. He was 86. A native of

Brownsville, Texas, Professor Underwood earned his B.S. in Journalism from Southern Methodist University in 1934, a master's in Education Administration from Stanford University in 1954 and a Ph.D. in Journalism from the University of Missouri in 1965. He was a Lyndon B. Johnson Research Fellow in Mexico from 1962-64 and was awarded one of the first Fulbright-Hays Lectureships, to the Universidad de Navarra, Spain. In addition to teaching at Temple, Professor Underwood held appointments at the University of Houston, Cornell, Pan American, Pace and Iona. He had also served in the United States Air Force, receiving his commission in 1944 and retiring from the reserve as a Lieutenant Colonel.

**Jonathan Mednick**, producer/director of several internationally known documentaries, including the feature film, *The Perfect Candidate* and the currently running PBS series *American High*, suffered a sudden brain aneurysm and died in New York in June. He was 43 years old.



Mednick received an MFA in Radio-Television-Film in 1988 and was a Conwell Fellow in the film program. He was the co-founder of a production company in New York called Other Pictures, Inc., and had taught film at NYU, the University of Iowa, Wesleyan, and the University of Central Florida.

*American High*, a 13-episode series that documents the lives of 14 high school students during their senior year at Highland Park High School in suburban Chicago, is scheduled for three complete showings on PBS during the next two years. Mednick was profiled in the Spring 2001 issue of the *Temple Review*.

**Paul S. Swensson**, a Professor of Journalism at Temple, from 1968 until 1971, died from congestive heart failure at Abbott Northwestern Hospital in Minneapolis on April 12, 2001. He was 93.

Prior to joining the Temple journalism faculty, Professor Swensson had been Executive Director of The Newspaper Fund, Inc., later to become The Dow Jones Newspaper Fund, Inc., of Princeton, New Jersey. He had been director of The Fund from 1961 until 1968.

Professor Swensson left Temple to become Associate Director of The American Press Institute, which moved from Columbia University in New York City to Reston, Virginia, during his four years with API. In 1975 he retired from API and returned to Minneapolis.

Paul Swensson was nationally known as a proponent of journalism education and upgrading the talent pool of reporters and editors nationwide. His work with API focused on the training and development of more experienced journalists.

With The Fund he established a number of program initiatives that were aimed at improving the diversity

of America's newsrooms.

After retirement, Professor Swensson continued to serve on the board of The Dow Jones Newspaper Fund, Inc., and remained active with a variety of journalism associations and publications. One of these was his long-term relationship with the *Pottsville Republican*, Pottsville, Pennsylvania. He critiqued the paper and for decades advised members of the staff until the time of his death.

Professor Swensson was born on November 11, 1907, in Woburn, Massachusetts. He grew up in Aurora, Illinois, Detroit, Michigan, and Mound, Minnesota, where he finished high school. In 1928, he graduated from Gustavus Adolphus College, St. Peter, Minnesota. His alma mater in 1960 presented him with an honorary doctor of humane letters degree.

Mildred Johnson Swensson, his wife, died in 1996. The couple had been married 63 years.

Professor Swensson is survived by two children, Kay Cerkvenik of Minnetonka, Minnesota, and Kenneth Swensson of Anaheim, California.

There are five grandchildren and three great-grandchildren.

## SCAT Reunion, Los Angeles Style



Ed Fischer, Dean Stewart, Ellie Fischer, Jay Leno, Debbi Ebbert

The annual Los Angeles reunion of California-based SCAT graduates was held on May 11, with more than 150 alums in attendance. The event was held at Warner Brothers Studios and co-hosted by Warner Brothers executives Marc Solomon (Theater '75), Vice President of Post Production and Visual Effects and Bill Daly (RTF '77), Director, Feature Post Production.

A special bonus on the trip west was a visit to the Tonight Show with Jay Leno, arranged by Joe Medeiros (RTF '75) who happens to be Jay Leno's head writer.



Alums Jon Curry, John Connelly, Kim Rhodes



Alums Jason George, Jennifer Davis, Sarah Watland, and Brian McCarthy



Joe Medeiros  
Ed Fischer



Dean Concetta Stewart at the Tonight Show Green Room

## ALUMNINEWS update

If you recently have been promoted, received an award or achieved personal success, we'd like to hear about it! (Form on p.24)

### 1960's

**Peter Bushyeager** (RTF '69) is Vice President of Corporate Responsibility for the New York Life Insurance Company in New York City, where he manages the company's philanthropic and volunteer activities. He was formerly Vice President of the Prudential Foundation of the Prudential Insurance Company.

**Lyn Kessler** (Theater '68) is a vocal artist who owns Eclectic Enterprises in Boston.

**Daniel Lynch** (JPRA '69), a former newspaper editor and columnist for the *Albany Times Union* and radio talk show host on Albany, NY's WROW, ran as an independent candidate for the 107th Assembly District of the New York State Legislature but lost to the incumbent. He is the author of six books.

**Richard Singer** (Comm '68) was named regional manager of the Sinclair Broadcast Group, which operates 58 television and 52 radio stations nationwide. He is based in Pittsburgh.



### 1970's

**Charles Antalosky** (MFA, Theater '73) appeared as Burgess in *Candida* at the Arden Theater.

**Susan Baltake** (JPRA '73) recently relocated back to the East Coast and has formed Grove Street Solutions, a marketing communications company. She was in California for 13 years, running political campaigns on behalf of progressive candidates and causes and was most recently Assistant California State Treasurer.

**Helen M. Cauley** (JPRA '77) recently authored *Relocating to Atlanta and Surrounding Areas*, a definitive guidebook for getting settled into the city and environs. She also coauthored the latest edition of the *Insider's Guide to Atlanta*. In addition, she continues to freelance three weekly columns for the *Atlanta Journal-Constitution*.

**Robert Colella** (JPRA '76) recently started his own company, Robert Colella Business Writing Services. His writing services include advertising, direct mail, sales promotion literature, public relations and corporate communications. He also writes screenplays. Prior to starting his own company, Colella worked for several major publishing companies and corporations.

**Diego Cruz** (JPRA '78) was re-elected for a second term of the Channel 6 ABC WPVI-TV Minority Advisory Board. He is an active writer for Spanish Philadelphia's press and contributes special feature articles for *La Actualidad*, *Community Focus*, and *El Hispano*, all of which are weekly Spanish language newspapers reaching over

250,000 readers in the Delaware Valley. In January, he covered President George W. Bush's Hispanic Inauguration Gala, held at the Omni Hotel in Washington, D.C. His latest project involved the coordination of the 30th Anniversary of the Puerto Rican Panorama, which recognized the nation's oldest bilingual public affairs program. Panorama appears in the *Guinness Book of World Records*.

**Robert Houck** (RTF '73) is the multimedia editor at Bloomberg, the global information services, news, and media company in Princeton, NJ. He was formally an announcer, writer and editor for *Dow Jones*, and a newscaster for the ABC Radio network in New York.

**Naomi Jacobson** (Theater BA '79, MFA '82) appeared in the American premiere of *Heaven* at the Woolly Mammoth Theater in Washington, DC.

**John Kircher** (RTF '70) has joined The Music Paradigm, an interactive executive business program based in New York that uses a symphony orchestra to draw parallels with business challenges. He was formerly managing director of national program marketing for the PBS Sponsorship Group in Washington, DC.

**Gary Kunkelman** (MA, JPRA '76) was named managing editor of *Berks County Living*, where he directs editorial operations. A resident of Wyomissing, PA, Kunkelman's new position caps off a 30-year career in communications.

**Richard Leiby** (JPRA '78), a staff writer at *The Washington Post*, was named one of 13 Michigan Journalism Fellows at the University of Michigan, Ann Arbor. Fellows pursue sabbatical studies, supported by a \$40,000 stipend. He will focus on how narrative and literary techniques can be applied to investigative journalism. He also has won the Mike Wallace Fellowship in Investigative Journalism.

**Joseph McKendrick** (JPRA '79) is a regular columnist to two leading new economy journals, *Electronic Commerce World* and *Enterprise Systems* magazines. His monthly columns explore management and technical issues shaping the growth of organizations in the new economy. He also is a research consultant and author specializing in information technology and organizational development.

**H. Brian O'Neill** (RTF '71) is President and Creative Director of O'Neill Associates, a marketing and creative services resource for broadcast, cable, and new media industries.

**Mark Pollock** (RTF '73) managing director of Pottstown, PA Cable TV for the past 17 years, was nominated for the Pottstown Area Chapter of the Pennsylvania Hall of Fame. He has produced and

directed more than 275 football games, 440 basketball games and 70 wrestling matches, as well as 100 other sporting events for public television.

**Barbara Potts** (Theater '72, JD '79) has joined the Philadelphia law firm of Blank Rome Comisky & McCauley as a partner. She was formerly the managing partner of Singley Potts & Booth, and had earlier served as the first deputy city solicitor for the City of Philadelphia.

**Gary D. Scalise** (RTF '76) is the owner/principal of Professional Quality Systems, a management consulting firm.

**Matthew Segal** (RTF '71) was promoted to North Carolina franchising manager for McDonald's. He is based in Raleigh. After completing 28 years in the U.S. Army Reserve, he was awarded the Legion of Merit by the Department of the Army.

**Frances Grandy Taylor** (JPRA '79) is a features writer in the "Life" section of *The Hartford Courant*. She is also a board member of and mentor for *Metro Bridge*, a newspaper for Hartford students sponsored by the *Courant*.

**Gary Tocci** (JPRA '79, JD '87) is a partner in the Philadelphia law firm of Schnader Harrison Segal & Lewis and a member of their labor and employment practice group. He recently spoke at the Pennsylvania Payroll Basics seminar.

**Louis Vilardo** (RTF '75) was named regional Vice President of Private Asset Management for the investment management firm of Neuberger Berman in their newly opened Philadelphia office.

**Marc A. Werlinsky, Esq.** (JPRA '72) is assistant counsel at the Pennsylvania Department of Transportation. He is co-author of *Pennsylvania: Driving Under the Influence*, published by West Group.

**Elena Yearly** ('79) is a consultant specializing in strategic planning, marketing and finance for senior living and healthcare organizations. She recently joined the Washington, DC, office of ZA Consulting. She has also served as an adjunct professor at George Washington University.

### 1980's

**Richard Ambrosino, Jr.** (JPRA '87) was named managing partner of e3strategies, a Trenton, NJ-based communications firm specializing in public relations, marketing and business development. Formerly, he served as senior Deputy Director of communications for Governor Christy Whitman and as Director of Business Affairs for the New Jersey Department of Environmental Protection. Ambrosino also served as deputy campaign manager for Whitman's reelection campaign in 1997.

**Jeffrey Buchman** (RTF '84) is Western Regional Director, Sales, for Moore North America. He manages all sales and customer support functions for the Western Region, including digital print so-



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lutions, e-commerce, logistics, print & mail, and e-print technologies. He relocated to Northern California in 1999 with his wife and three children, Jake, Skyler and Jamie.

**Payson Burt** (Theater '82) just finished as fight director on August Wilson's *King Healdy II* at the Mark Taper Forum. For the Los Angeles premiere, Payson worked with the playwright and Director Marion McClinton.



**Michael Callahan** (JPRA '85) was named deputy editor of *Redbook*, which has a 2.2 million circulation. He was previously a senior editor at *Mademoiselle* and the managing editor for the men's magazine *P.O.V.* He is a five-time winner of the Society of Professional Journalists' Outstanding Magazine Writing Award. As a Temple student, he served as managing editor of the *Temple News*. He is based in New York.

**Joseph Capperella** (JPRA '86), franchise marketing director for RE/MAX, a real-estate company based in New Jersey, ranked No. 1 in franchise marketing sales among RE/MAX's franchise sales representatives nationwide.



**Steve Capus** (JPRA '86) has been named executive producer of the *NBC Nightly News*, anchored by Tom Brokaw. Capus started as a part-time news writer at WCAU in 1986, and then moved to KYW from 1987-92. He joined cable's NBC News Channel in 1992, and moved to NBC in 1994, where he was supervising producer for *Today*. He joined MSNBC in 1996 and was executive producer for *The News With Brian Williams*.

**Paul A. Czech** (RTF '84, JD '92) a Philadelphia-based attorney in private practice, manages Betty Whitetrash, a heavy metal quartet which released its debut CD *Five Finger Discount* (Re Up) in late 1999.

**Theresa M. Diamond** (RTF '89) is Director of Public Relations at Shriners Hospital for Children, located at the Temple University Health Sciences Campus. She was recently appointed to the Philadelphia Public Relations Association's 2000 Board of Governors as secretary and VP for communication.

**Tina Dorfman** (JPRA '81) is assistant director of media relations at Westchester Medical Center, a 1,000-bed advanced care academic medical center in Valhalla, N.Y. She was recently involved in the production of *Doctor's Diaries*, a 13-part reality-based TV series taped at the hospital that is airing nationally on The Health Network.

**Scott Downs** (RTF '88) is the Retail Advertising Manager for the York Newspaper Co. Based in York, PA, it publishes *The York Daily Record*, *The York Dispatch*, *The York Sunday Times*, and *The Weekly Record*. Downs serves as president of the York Hospital Auxiliary and sponsorship chair for the hospital fete.



**Mark Eyerly** (JPRA '81) was appointed Director of Communications and Public Affairs at the William Penn Foundation, working in three major areas: children, youth, and families; natural and physical environment; and arts and culture. He recently became president of the board of governors of the Philadelphia Public Relations Association.

**Anthony R. Farina** (RTF '83) was named External Affairs Manager of DuPont Chemical Solutions, headquartered in Wilmington, DE. He is responsible for overseeing public affairs issues, including media relation, for the Chemical Solutions Enterprise strategic business unit and its 13 sites.

**Stacy L. Gordon** (RTF '87, MBA '99) joined Devon Direct Marketing & Advertising as account director on the Nextel Communications account. The firm is based in Berwyn, PA. Formerly, she was a Marketing Director at The Franklin Mint.

**Matthew R. Gomez** (JPRA '89) is manager of marketing and business development at DigitalOwl.com, an Orlando, FL-area Internet software company. He was previously a newspaper, magazine, and wire-service reporter and a radio host, and is currently pursuing a master's in corporate communication and technology.

**Jeff Hillegass** (RTF '88) is a producer for NFL Films.



**Joseph P. Jennings** (JPRA '83) is Vice President of Sales at Marketing Systems Group in Fort Washington, PA. He directs business development activity for the company's research products and services in the commercial, academic and governmental markets.

**Eugene Kane** (JPRA '80) is a three times a week metro columnist for *The Milwaukee Journal Sentinel*. He was recently awarded "Best Local Column" from the Society of Professional Journalists.

**Marilyn Kleinberg** (RTF '82) is President of Careers-n-Communications, Inc., in Cherry Hill, NJ. The company is a specialized search firm for marketing and PR professionals. She is a past president of the Philadelphia Chapter of Women in Communications.

**Kevin J. McNamara** (JPRA '89, MA/CAS '95) was recently promoted to associate VP for campaign and operations in Drexel University's Office of Institutional Advancement. He was formerly assistant Vice President for corporate and foundation relations at Drexel. He is also an adjunct scholar at the Foreign Policy Research Institute, has authored a book for children titled *The Presidency*, one of a series on

Your Government from Chelsea House Publishers. Pulitzer Prize-winning historian Arthur M. Schlesinger, Jr., was consulting editor for the series.

**Janice Miller** ('84, JD '88) was appointed VP, legal and business affairs of Universal Studios Hollywood and Universal City Walk Hollywood. She previously served as VP, business and legal affairs for Sega Gameworks and has worked in contract administration for Walt Disney Imagineering.

**Julie Morgenstern** (Theater '81), the principal of Task Masters, a NY-based enterprise that organizes offices and homes, has a new book, *Time Management from the Inside Out: The Foolproof System for Taking Control of Your Schedule and Your Life* (Henry Holt), which took the No. 1 sales spot in Amazon.com's sales rankings in September 2000.

**Peter Paul** (Theater/RTF '89) is an actor in Los Angeles who recently appeared in the Black Box Theatre production, *Boy, Girl, Boy, Girl*.

**Molly Peckman** (JPRA '86, JD '92) a trial attorney at the Philadelphia law firm of Montgomery, McCracken, Walker & Rhoads, was named chair of the Philadelphia Bar Association's Young Lawyers Division.



**David Pecoraro** (MFA, Theater '80) is serving as Production Manager, lecturer and Head of Stage Management at University of California-Irvine.



**Marc Rayfield** (JPRA '85) was named Station Manager at KYW 1060, the all-news radio station that is the top revenue grosser in Philadelphia radio. He joined KYW in 1992 as general sales manager and over an eight-year period, he has been responsible

for generating more than \$250 million in revenue at KYW.

**James Riordan** (Theater, MFA '87) is appearing in the role of "John Ruskin" in the critically acclaimed off-Broadway hit, *The Countess*, at The Lambs Theater.

**Patricia Romeu**, (RTF '82, MFA '88), was Supervising Producer for *School - The Story of American Public Education*, a PBS series which explored "America's noble experiment -universal education for all citizens." The four-part series, narrated by Meryl Streep, premiered in September and chronicled the development of our nation's public education system from the late 1770's to the 21st century.

**Steve Romanowski** (RTF '86) is the video coordinator for the Philadelphia Flyers. He records and edits all Flyers games as well as opponent's games for review analysis by the coaching staff.

**Craig Rosen** (Theater, '89) earned his MA at Emerson College and recently completed his Ph.D. in theater from the University of Colorado, Boulder. He has taught at various universities, including the University of Colorado and the University of Wisconsin/La Crosse. He served as a free-lance director and managed a theater tour and residency in

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Colorado, and recently relocated to Minneapolis as a free-lance director.

**Floyd Ruhmor** (Theater, MFA '88) was co-teacher for a class at Temple titled "Teaching Shakespeare through Performance." He continues to serve as director of the Chekhov Theatre Ensemble in NYC.

**Lauren Pound Somers** (JPRA '88, MJ '01) was recently named top scholar in the Master of Journalism program and inducted into Kappa Tau Alpha, the prestigious national journalism honor society. For the past five years, Somers has operated Communications Support, a home-based free-lance writing and editing business serving numerous organizations throughout the region.

Prior to launching Communications Support, she served as assistant press secretary for the Speaker of the Pennsylvania House and as media relations coordinator for the Pennsylvania Institute of Certified Public Accountants. 1998 recipient of the Maxine Edelson Elkin award from the JPRA department at Temple, where she has taught undergraduate journalism and public relations courses. Somers lives in Lafayette Hill, Montgomery County, with her husband, Craig, and their two children, Corey, 5, and Nicole, 2.

**Mark Tarasiewicz** (JPRA '89) is senior public relations associate for the Philadelphia Bar Association. He recently received the 2000 Luminary Award from the National Association for excellence in web design.



**Sherri Tucker** (JPRA '89) has joined WMGK/102.9 Classic Hits radio as an account manager. Prior to that, she was an account executive at KYW-3 in Philadelphia. She is the mother of two, a daughter, 9, and a son, 6.

**Tim Wenzell** (RTF '87) is an English instructor at Tergen Community College. He recently published a novel, *Absent Children*, through Writers Showcase Press.

**Les Winograd** (RTF '82) was named PR coordinator for Doctor's Associates, the franchisor of SUBWAY Restaurants, based in Milford, CT. He works with SUBWAY staff internationally: there are currently 14,000 restaurants worldwide. He also writes "Video Viewpoint," a weekly film criticism column featured on the SUBWAY website.

**Kelly Woodland** (JPRA '86) was appointed Program Analyst at the William Penn Foundation in Philadelphia.

**Scott Yazujian** (RTF '86) is a financial representative at the Center City office of the Philadelphia-based Fidelity Investments.

### 1990's

**Donna K. Allen** (BTMM '98), the former communications assistant at Girard College, was promoted to Media and Publications Specialist.

**Scott Armstrong** (MJ '95) is Creative Director at Devon Direct Euro RSCG. He plays a lead creative role on several national accounts, including Network Solutions (Verisign) and Sun Microsystems.

**Lisa Honig Beckman** (JPRA '94) earned an MBA from Rice University in Houston, Texas, and has accepted a position in brand management at the Campbell Soup Company in Camden, NJ.

**Jennifer Baldino Bonett** (JPRA '91) welcomed a son, Joseph Louis Bonett, in January. She now works as a freelance writer and editor, specializing in higher education and health care.

**L. Patty Bennett-Fox** (Theater MFA '91) is Props Master at the People's Light and Theater Company and recently attended the national conference for the Society of Property Artisan Managers (SPAM) at the Milwaukee Repertory Theater.

**Ramona Broomer** (Theater MFA '96) is teaching costume design at Alabama State University in Montgomery, Alabama.

**Danielle Cohn** (JPRA '95) is Director of Public Relations for the Philadelphia Convention & Visitors Bureau. She was recently appointed to the Philadelphia Public Relations Association's 2000 Board of Governors as VP for programs.

**Jaclyn D'Auria** (RTF '92) is the Comcast Newsmakers Anchor for Comcast Cable.

**Madi DiStefano** (Theater '96) appeared in the independent film *Bottom Feeders* and directed the Temple production of *Cloud 9* in November.

**Ilena DiToro** (JPRA '93) is a tax clerk at the IRS Philadelphia Service Center and a free-lance writer who published an article in an Australian lifestyle web magazine, *Tempo*. She has also launched her own web-based business, JustMoviePosters.com, selling film-related posters on the Internet.

**Christopher Ellis** (RTF '92) is Communications Manager for Comcast Cable Communications. He is responsible for maintaining the home page of an employee Intranet site for Comcast Cable, the third largest cable company in the United States. This includes gathering and writing news about the company, new products and services.

**George Flynn** (BTMM '98) lives in Los Angeles, where he is an assistant at Zucker/Netter Productions, working with the Feature Film Writer, Director, and Producer.

**Victoria Gallen** (Theater '99) received her Master's degree in English Education from Fairfield University.

**Craig R. Hamilton** (JPRA '90) was named executive director of development for WHYY in Philadelphia, which includes WHYY-TV 12, why.org, and other communication services. He was most recently director of marketing and communications for the Opera Company of Philadelphia.

**Paul Harrill** (MFA '99) an instructor in the arts department of the University of Tennessee at Knoxville, received the 2000 Aperture Short Film Grant, including a \$10,000 prize, for his screenplay *Gina, An Actress, Age 29*. The film also won

the "Best Short" juried prize at the prestigious Sundance Film Festival, held in Utah in January.

**John Stephen Hoey** (Theater MFA '92) designed the lighting for *Spin* at the Wilma Theater and *The Jungle Book* at the Arden Theater.

**Kevin Hogan** (JPRA '91) was named Features Editor of *Business 2.0*, a consumer business magazine based in New York City.

**Kathleen Lambert** (Theater '91) is House Account Coordinator for FMC Corporation, an agricultural chemical global business management support firm.

**Judi Walsh Loughlin** (MJ '92) was promoted to Assistant Managing Editor, International at Dow Jones & Co., Inc. She supervises the city desk of *The Asian Wall Street Journal* and *The Wall Street Journal Europe*.

**Kala Lynn Moses** (Theater '96) is a Philadelphia-based actress who performed a one-woman show and conducted a series of workshops in Tucson, Arizona, in celebration of Black History Month.

**Tasha Juanna Renee Miller Muhammad** (JPRA '93) is self-employed as a writer/teacher/home care provider. She teaches and cares for children in her home, while continuing to write and do research.

**Michael Mulcahy** (MFA '97) is an assistant professor at the University of Arizona in the Media Arts department of the College of Fine Arts.

**Jamie K. Mulholland** (JPRA '91) was named Director of Marketing for the Atlantic City law firm of Cooper Perskie April Niedelman Wagenheim & Levenson.



**Carrie Nork** (BTMM '99) as an account executive/publicist at Cataldi Public Relations in New York. She plans and manages publicity for Metrochannels (New York tri-state cable network), American Movie Classics, WE: Women's Entertainment, Alize Beverages, Manic Panic, Soapcity.com (part of Sony Pictures) and many different celebrities. She generates publicity for clients in regional, national, and trade press in print, broadcast and online media. She continues to dance, performing in New York, Atlantic City and Philadelphia, and also models for televised Alize national promotions.

**Jason Nuzzo** (Theater MFA '98) appeared in his one-man show *Asleep at the Wheel* for the New York Fringe Festival. He is a member of the producing company, The Filling Station.

**Jennifer Rauch** (MJ '98) began her Ph.D. studies this year as Chancellor's Fellow at Indiana University-Bloomington's School of Journalism. Her writing and photography have recently appeared in the *Philadelphia City Paper*, *Inside AP*, *Temple Times* and other publications.

**Scott Rego** (RTF '94) is equipment manager for the Philadelphia 76ers and was recently the subject of a front-page article in *The Philadelphia Inquirer* about his responsibilities with the team "from socks to superstitions."

## ALUMNINEWS update

**J. Cooper Robb** (Theater '99) is working on an MA in Theater at Villanova University and continues to serve as theater critic for the *Philadelphia Weekly*.

**Patrick Rodio** (FMA '97) is an independent filmmaker who writes and directs. He is currently in production on a feature film, *Better Days*.

**Mary Beth Scallen** (Theater MFA '90) is entering her 10th year as a resident actor with the People's Light and Theater Company. She also writes publicity for the Theater, serves as artistic associate and teaches acting.

**Ed Shockley** (Theater MFA '95) is the artistic director of one of the largest professional guilds of playwrights and screenwriters in the country, the Philadelphia Dramatist Center. He has written 50 works for the stage, several of which have been commissioned by children's theater groups. Shockley is the founder and artistic director of the American Concert Theater, a regional performance group based in West Philadelphia. He is also an associate professor at the University of the Arts, where he teaches script-writing classes and is developing a play-writing program.



**Julie Anna Smith** (RTF '92) is a Business Development Consultant for the Bergen Brunswig Drug Company, where she serves as the liaison between the drug company and pharmacy buying groups.

**Michael J. Smith** (JPRA '93) was named Public Relations Manager of the northern division of ACTS Retirement-Life Communities, which includes eight facilities in Pennsylvania. He is based in West Point, PA.



**Barbara Van Dyke** (JPRA '92) is Public Relations Manager of BrainBuzz.com, an online resource of IT professionals and job seekers. She is based in Clearwater, FL.

**Christopher Wanjek** (JPRA '90) has been the senior science writer at NASA since 1998, and is based at NASA's Goodard Space Flight Center in Greenbelt, MD. Wanjek is also a freelance health writer.

**Alexandra Weinberg** (MJ '99) is Marketing/Media Manager for the Academy of Natural Sciences in Philadelphia. She was previously PR Coordinator at GPTMC.

**Derrick Williams** (FMA '98) is Assistant Media Planner at BBDO. He coordinates TV, print and Internet advertising for Pizza Hut.

**Diana Zoto** (Theater '95) is currently in graduate school at New York University studying Theater and English education.

### 2000's

**Thomas Champ** (JPRA '00) is an Account Executive at FCF Schmidt Public Relations, Inc. Headquartered in Plymouth Meeting, PA.

**Shareef Jenkins** (Theater '00) has relocated to New York City. His play *Fall into the Trap* appeared as part of the Philadelphia Fringe Festival and *The Three Mothers of Zachary* was performed off-off-Broadway by the 4Unity Theater Company.

**Bryce Lenon** (Theater MFA '00) appeared in the independent films *Seduction of the Will* and *Bottom Feeders*.

**Lisa Mercurio** (Theater '00) is the Assistant Stage Manager at the Delaware Theater Company.

**Jamie Reimann** (BTMM '00) is a media planner/buyer for Harmelin Media, the number one media buying agency in Pennsylvania and the number eight in the nation.

**Ryan Wolf** (JPRA '00) was one of two final contestants on *Boot Camp*, Fox's reality series in which 15 "recruits" participated in grueling exercises and competitions at a real Marine training camp over a period of several weeks. His efforts in what he described as a "nightmare" earned him the \$100,000 runner-up prize.

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