



the LINK

For the alumni of Indiana University of Pennsylvania Department of Communications Media

SPOTLIGHT ON NEW FACULTY

The department would like to welcome and introduce you to our newest faculty member...**DR. DREW DAVIDSON.**

Dr. Drew, as everyone calls him, joined our staff in the fall semester of 2002 as an Assistant Professor teaching Digital Instructional Technology, Research in Communications Media, Emerging Trends in Communications Media and Digital Game Development. He received his PhD from the University of Texas at Austin in 2001 and his M.A. and B.A. from the University of North Carolina at Chapel Hill, also in Communications Studies.

Dr. Davidson is very interested in exploring how games and multi-media can be used for educational purposes, as well as for entertainment. He enjoys creating new opportunities and challenges for students to design and develop integrated and engaging high tech, rich media experiences for education, entertainment and e-commerce. He hopes his "experience, expertise and enthusiasm" will help him do just that. His expertise has brought the gaming industry to IUP and Western Pennsylvania.

Dr. Davidson is also the Founding Director of the [Applied Media and Simulation Games Center](#) (AMSGC) at IUP. The AMSGC is dedicated to exploring current and emerging multimedia technologies to enhance communication experience and environments. It is the "interdisciplinary juxtaposition of entertainment and education, teaching and technology, critical thinking, conceptual foundations and concrete skills."

Dr. Davidson has fully integrated himself into



Dr. Drew Davidson is Communications Media's newest faculty member.

the Communications department and is comfortable here at IUP. He is the current faculty advisor to the National Broadcasting Society (NBS) and has acted as advisor to WIUP-FM as well as having his own show on the station.

Welcome Dr. Drew and your family to Communications Media, IUP and Indiana!

To get in touch with our newest faculty, please call 724-357-5967 or you can email him at drew@iup.edu.

Inside this issue:

Networking	2
Careers	2
Spotlight on Alumni	3
Our mission	4
How we've changed	4

A New Graphics and Multimedia Lab



[Dr. Dennis Ausel](#) teaching COMM 471, Electronic Imaging in the new lecture room of the lab.

Do you remember sitting in the basement of Stouffer Hall in a small, cramped graphics lab? That is merely a memory as Communications Media expanded the facility in 2001. The lab boasts new computers, scanners and digital cameras...even new furniture!

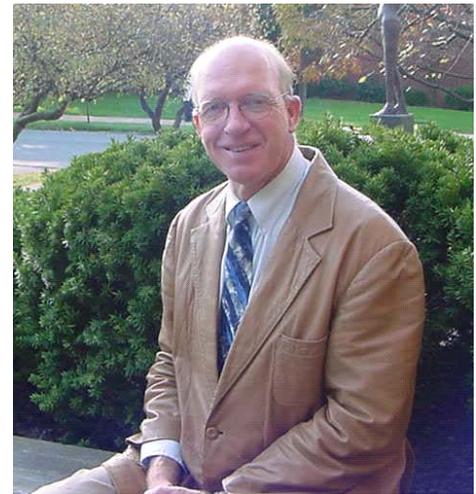
[The Graphics Multimedia Lab](#) now consists of two rooms. The lecture room has an overhead projector system that is hooked up to the computer to display the computer screen for easy demonstration of software and applications. The computer room has 24 different work stations that provides a variety of software applications, black-and-white and color printing capabilities, color scanners, and a negative film scanner. The facility is used for instruction in graphics, as well as multimedia production.

In the continued efforts of the Department of Communications Media to keep it's students competitive after graduation, students are taught software applications such as Macromedia Fireworks, Adobe® Photoshop®, Adobe® Illustrator®, and Macromedia Authorware, the industry standard for multimedia production.

Networking Opportunities

Communications Media would like to offer you the chance to be part of a network consisting of more than two thousand names to help re-establish or build professional and personal relationships. With your cooperation we would like to be able to offer mentors, "pen-pals" and message boards.

The success of this program depends on you! You must let us know if this is something that you would be interested in participating in by contacting [the Link](#). You can also let us know what you are up to so we may recognize your accomplishments in an upcoming issue.



Dr. Kurt Duddt, Chairperson, Department of Communications Media

Careers in communications....or not

Many alumni of Comm-Media knew exactly what they wanted to do when they graduated, and they went for it. Some probably decided to go with the flow and find a job...any job...and simply hope for a career to come from it.

In either case, it is interesting to know what some of our alumni are doing. Publishing, Media services and design, photography, TV, radio, programming, production, administration...the list goes on and on. Not only have our graduates found jobs in what one would consider

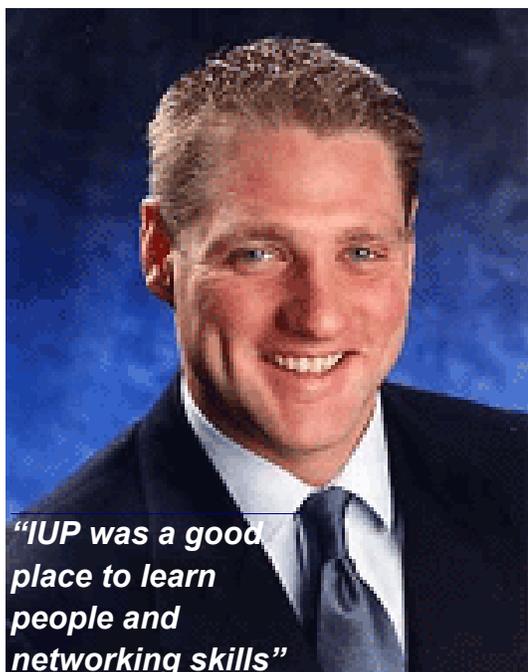
the 'traditional' communications media type careers, but in many different industries.

Some of the job titles held by our alumni are: President, Project Manager, Product Manager, Traffic Manager, Teacher, Photojournalist, Communications Specialist, Account Manager...what should we call you?

IUP Communications Media grads have made a name for themselves across the country and maybe in your neck of the woods!

IN THE NEWS...OUTSTANDING ALUMNI

Rich Dinning—'97



"IUP was a good place to learn people and networking skills"

Rich Dinning...you may remember him from his affiliation with WIUP-FM or WIUP-TV, or perhaps through partying with his fraternity, Phi Sigma Kappa. A lot has changed for Rich since graduating from IUP in 1997.

He has been with the [Baltimore Area Convention and Visitors Association](#) for two years now, beginning his career as a Membership Sales Manager and later being promoted to Membership Development Manager.

Describing his organization as a marketing and economic development organization for the city of Baltimore, his duties are varied and numerous. Not only is he responsible for membership recruitment and retention from area businesses and organizations, he also develops community relations projects and plans special events. Rich maintains the Member2Member Discount Program where

member organizations offer other member organizations discounts on products and services.

When asked how his education from IUP Communications Media has helped him in his current job he explained that it gave him the people and networking skills and confidence to be able to go into a new, unfamiliar place and easily start up conversations with anyone.

Rich still describes himself as an avid fan of Pittsburgh sports, something that doesn't go over well in his new city, Baltimore. He enjoys playing football, too, and does so in a social football league. He has taken up skydiving and enjoys traveling, most recently to Fairbanks, Alaska.

Rich is available for contact via email at rdinning@baltimore.org or you could call him up at 410-659-7136.

Danielle Janicki -'96

An active member of WIUP-TV production and IUP news, Danielle Janicki, Class of 1996, just couldn't get TV out of her system! She set a career path for herself at IUP and utilized the facilities and programs offered by Communications Media to make those dreams into a reality.

After interning with Time Warner Cable in the summer prior to graduation, Danielle was offered a job with the small, Pittsburgh based office. Creating marketing packages for the cable company was her main responsibility, but quickly Danielle was on to bigger things. [Showtime!](#)

Hired nearly six years ago by Showtime as a Sales Manger, Danielle was quickly promoted to Senior Sales Manager with the company. Although her territory of sales is constantly changing, she currently covers Western Pennsylvania, Western New York and North East Ohio.

Danielle's responsibilities include going to cable companies and making sure the employees understand exactly what Showtime is and training those employees on what Showtime can offer their customers. She is also

responsible for all managers that service Adelphia Cable accounts, including the Adelphia Cable Call Center right here in Indiana County.

She says there were many important ways IUP helped her become successful today. She attributes this to her involvement with WIUP-TV, the internship program and the course, Career Planning in Communications Media. She credits Career Planning as helping her to create a competitive resume and ideas on how to approach the job hunting situation. "The internship was the most important thing because it gives you contacts."

Danielle is currently living in Monroeville with her husband, Jason, also an IUP Alumni to whom she's been married for 4 1/2 years.

Contact Information:

Danielle Janicki
Senior Point of Sale Manager
Showtime Networks Inc.
Phone: 412-380-9644
Fax: 412-380-9646
Danielle.Janicki@showtime.net

"My internship was very important because it gave me important contacts"





For the alumni of Indiana
University of Pennsylvania
Department of
Communications Media

Room 121 Stouffer Hall
1175 Maple Street
Indiana, Pa 15705

Phone: 724-357-2492
Fax: 724-357-5503

VISIT US ON THE WEB

HTTP://WWW.COE.IUP.EDU/CM

Our mission

As a professional and theoretical emphasis area of higher learning, the Department of Communications Media of IUP is committed to the creation, preservation, expansion, and transmission of knowledge.

The department has the responsibility to include within its concern the needs of the profession as a whole and the society at large as its resources allow.

In meeting these responsibilities the department is committed to preparing students for communications professions. In doing so, it offers quality undergraduate programs in which students learn to design, produce, and evaluate media messages.

OH HOW WE CHANGE...

What began as the Department of Learning Resources and Mass Media to serve pre-service teachers and other students requiring mass media courses slowly became the Department of Communications Media in 1978.

It was only 25 years ago that IUP began offering a Bachelor of Science in Communication Media, but in those years the Department has strived to keep it's students current with emerging technologies and trends in the field of Communications Media.

Many of the core courses haven't changed much. Those first graduates who had classes such as Survey of Communications Media, Communications Graphics, Television Production, and Radio Production have a lot in common with our most recent graduates. And rather than taking courses like Slide and Filmstrip Production, recent grads may have had Multi-Media Production.

In years past students may have followed a radio or television track, and while those courses are still readily available, current and re-

cently graduated students are able to take courses in Consulting Practices, Issues in International Communications, Electronic Media Programming and Sales, or Emerging trends in Communications Technology. Keeping IUP communications students competitive in the job market and current with the industry is very important to the department.

Realizing experiential education is very important to gaining real-world experience, internships are still a major facet of the department. To better prepare students for the realities of finding a worthwhile internship students are required to take Career Planning in Communications Media. This course helps students create resumes and offers "skill-building and strategy-seeking experience for the internship program and later career entry and growth."

The availability of a variety of courses, faculty advising, and other resources has helped the department achieve a very big part of it's mission: "preparing students for communications professions." For close to 25 years IUP has done just that, graduating over 2000 majors and countless minors in Communications Media.



Thank you Communications Media!

The Link is published by: The Department of Communications Media, 121 Stouffer Hall, Indiana University of Pennsylvania, Indiana, Pa 15705-1087. Phone: (724)357-2492, Fax: (724)357-5503

Graduate Assistant: [Stephanie Webb](#)
Newsletter Editor

Communication Media Faculty: [Dr. Kurt Dudt](#)
Contributing Editor