

THE MEDIA SCHOOL
AT INDIANA UNIVERSITY



A GOOD BOOK IS THE PRECIOUS
FRIENDSHIP OF A WISE MAN.

FOR ALL

The Indiana University **Bicentennial Campaign**

FOR ALL WHO TELL OUR STORY

Storytelling is one of the most fundamental human practices.

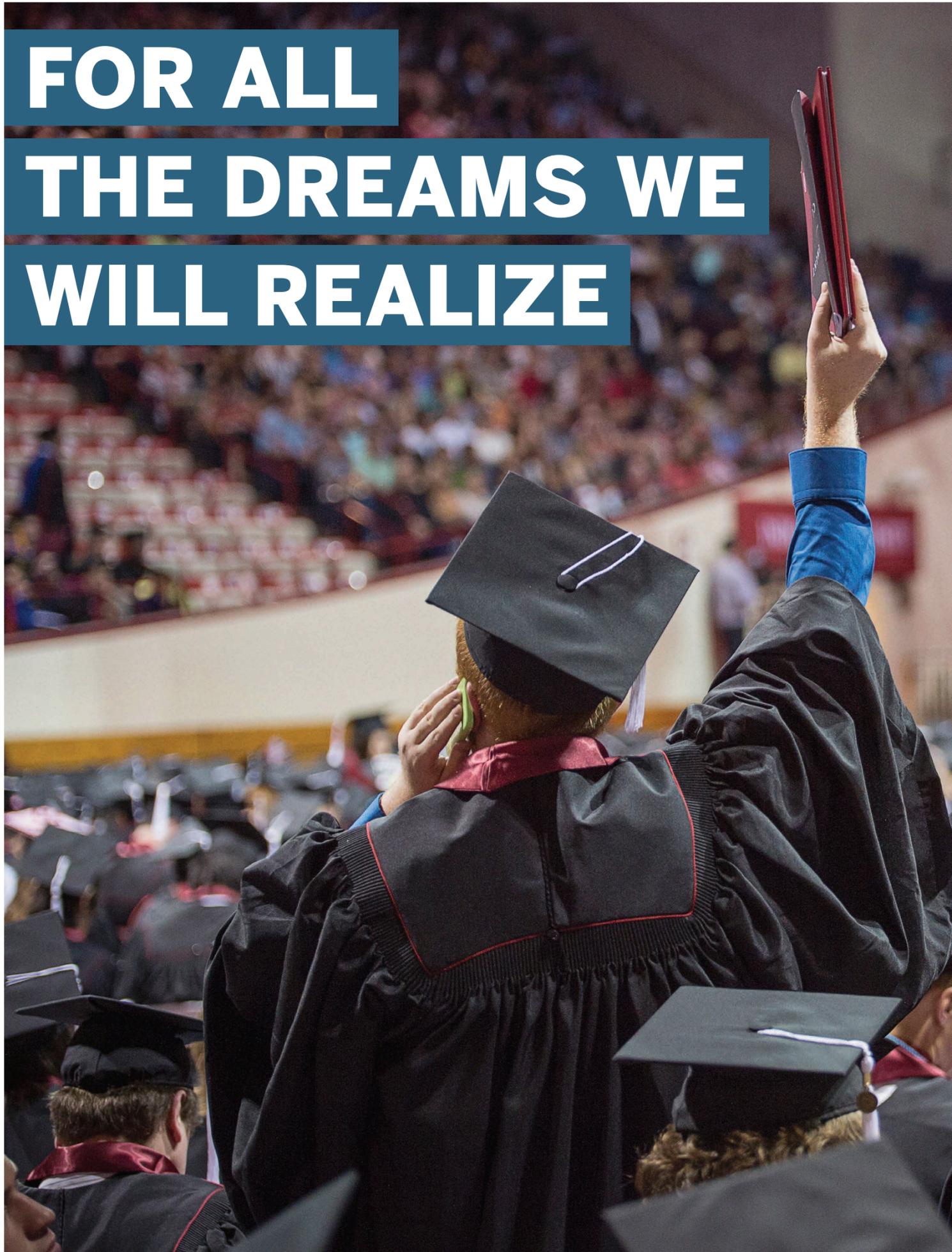
It's more than just an art form. Narratives tie us to our communities, our families, and the rest of the world. The Media School at Indiana University is rooted in this practice. But as the tools used to tell stories evolve and become more technologically complex, we must be prepared to change.

Founded on a decades-long tradition of communication research and instruction, The Media School brings the best minds to the modern iterations of storytelling, ensuring that our students are prepared for the many challenges they will face.

Our mission to attract the most promising students—and to give them the experiences and opportunities they need to excel—is attainable, but not without your help. **For All: The Indiana University Bicentennial Campaign** gives us the opportunity to raise the private support necessary to establish our school as one of the premier learning institutions for media and technology.

Together, we can continue to tell stories and spread meaningful messages that strengthen our communities. **Together, we can fulfill the promise of a more connected Indiana and, ultimately, a less divided world.**

FOR ALL THE DREAMS WE WILL REALIZE



GOAL #1: MAKE THE MEDIA SCHOOL A POSSIBILITY FOR ALL PROMISING STUDENTS

Media School students are poised to continue IU's long legacy of innovation and exploration in the evolving media landscape. They include some of the best and brightest young media minds: aspiring writers, journalists, advertising executives, game designers, documentarians and filmmakers, and undergraduates and doctoral candidates from Indiana and around the world.

But this diverse cast of learners and achievers relies on your help to make their college education possible. Often, financial aid and scholarship support are significant factors in determining the direction their lives take. When you support undergraduate scholarships and graduate fellowships, you play a crucial part in promoting these unique students and their talents and passions.

When Sarah Gardner was searching for the right school, she thought any program with a liberal arts foundation might be a good fit. But when she discovered that she'd been accepted into our Ernie Pyle Scholars honors program, IU immediately became the front-runner. Entrance into the program, which is named in honor of the famed World War II correspondent and IU alumnus, was the defining factor in Gardner's college decision. It represented a chance for her to distinguish herself academically and professionally.

"I knew the prestige of the Ernie Pyle Scholars program, and the opportunities it provided couldn't be matched anywhere else. Enrolling at IU was suddenly a no-brainer."

—Sarah Gardner
Class of 2019

Your decision to contribute helps students like Sarah make the choice to attend IU, where they will continue our legacy of storytelling, enhance the coverage of life-shaping events, and ensure that communities remain informed.



Sarah Gardner

→ IT STARTS WITH YOU ←

Undergraduate scholarships allow us to build a diverse community of talented men and women— aspiring professionals eager to pursue their passion for media.

Graduate fellowships attract the best and brightest scholars to our university to further research and creative activity and to develop media innovations.



FOR ALL THE OPPORTUNITIES WE WILL CREATE

“I interned with a small film production company in Prague, where I learned more about the media industry in general. However, it was talking to the people I worked with and understanding the differences between Czech and American film production that allowed me to figure out what I liked most about making media.”

—Grace Waltz
Class of 2016

GOAL #2: PREPARE STUDENTS FOR SUCCESS IN A GLOBAL ENVIRONMENT

In an increasingly connected and global society, those who will succeed must have a broad range of experiences that extend beyond the borders of the classroom, the campus and even the country. Our students need the opportunity to become citizens of the world and build cultural fluency to expand their media horizons.

The Media School has a higher percentage of students who study abroad or have internships in other countries than any other school on campus. By experiencing the culture, customs and professional conventions of other countries, students expand their knowledge of human existence and sharpen their storytelling edge. Travel abroad exposes our students to new thoughts, ideas and ways of life that will continually transform the way they make media.

Students who participate in the Summer in London program serve as interns for two months at British media organizations. Spring semester classes give students the opportunity to travel to locations such as Europe, South Korea, and China over spring break. In summer, students report on HIV/AIDS in Africa and study South American media in Chile.

We remain committed to providing this range of experiences for future generations of media professionals.

IT STARTS
WITH YOU

Taking classes and completing internships in other countries help students sharpen their production skills, understand human experiences in new ways that will improve their storytelling, and gain a sense of confidence that will prepare them for success.





FOR ALL WHO REMAIN AT THE VANGUARD

→ IT STARTS
WITH YOU ←

Program support allows us to innovate and improve our curriculum, giving our students opportunities to explore new skills and remain at the forefront of media knowledge and production.

GOAL #3: ENABLE CONTINUAL INNOVATIONS AND ENHANCEMENTS TO OUR CURRICULUM

Staying up-to-date on the latest media trends and industry information is vital to the success of our students. It is our job to hire the brightest faculty, offer the most relevant classes, and provide cutting-edge storytelling tools and technology to ensure our students aren't left behind.

In lecturer Craig Wood's practicum course, he passes on his past experience as an agency executive to aspiring communications professionals. Operating as Agency 7, the class partners with big-name clients like Whirlpool and Maytag, as well as local nonprofits such as the Bloomington Winter Farmers' Market, to provide advertising and public relations services. Instead of attending lectures and taking tests, Wood's students

use class time for team meetings, problem-solving, and brainstorming.

In the game design program at The Media School, we prepare students for high-tech careers with strong roots in the liberal arts. Because video games are interactive digital systems collaboratively built by artists, writers and musicians, our curriculum focuses on systems design, which has practical applications far beyond the realm of gaming. Game design students participate in a three-semester-long workshop class that turns their ideas for an original game into reality.

Other students learn new media and apply their skills in real-world settings in the journalism course Creating an Indiana Magazine. As part of the class, students report, write, photograph, edit and design 812 The Magazine, a publication that celebrates southern Indiana and is distributed throughout the region.

Students in lecturer Jim Krause's production classes learn to operate cameras and adjust lighting in the 2,800-square-foot Studio 5, a state-of-the-art facility that features professional-grade equipment.

In lecturer Bonnie Layton's latest course, students experiment with new technologies, including virtual reality, sensor journalism, and 360-degree video and photography. Students mesh these technologies with traditional storytelling foundations to enhance audience experience. They create websites and digital graphics using responsive design strategies and interactive data visualizations.

We need your help to continue to offer courses that push the boundaries of traditional classroom learning. Your support can ensure students leave IU prepared to tell stories through the most up-to-date methods and create new methods of their own.

“Our courses give students the skills to contribute not only to games, but also to interactive system design in medicine, education, government, advertising and many other areas.”

—Edward Castronova
Professor



GOAL #4: OFFER STUDENTS EXPERIENCES THAT ENRICH AND EXTEND CLASSROOM LEARNING

To find success in the media industry after graduation, it is no longer enough for students to get good grades and earn a degree. Extracurricular activities are a key facet of students' educational experiences at IU, and we help provide them with the opportunities to get involved.

Our Media School Living Learning Center and the Media School Ambassadors program introduce students to professional development and networking activities. Students who participate travel to media outlets in Chicago and New York City and connect with fellow students who share similar passions.

Student media, such as the Indiana Daily Student, Hoosier Games game-production club, American Student Radio and the IU Student Cinema Guild, give students additional practice in their craft and help build their portfolios. The Big Ten Network Student U program provides students interested in sports media the opportunity to produce broadcasts that stream live on the Big Ten Network.

Our acclaimed Media School Speaker Series brings guests to campus for free public lectures. Recent speakers include ESPN broadcaster and IU alumna Sage Steele, journalist and documentary filmmaker Jose Antonio Vargas and Radiolab host Jad Abumrad. While these speakers are on campus, they often visit classes, meet with student organizations and chat with students over lunch or in casual settings. When author and The Atlantic journalist Ta-Nehisi Coates visited campus, members of IU's student chapter of the National Association of Black Journalists had the opportunity to meet with him in a small setting.

"It's events like this that make me proud to be a Hoosier," said Leah Johnson, BAJ'16, then president of the chapter. She said she fully expected Coates to be remembered as one of the great African-American writers in U.S. history. "When he becomes that person, we can say we sat in a room with him."

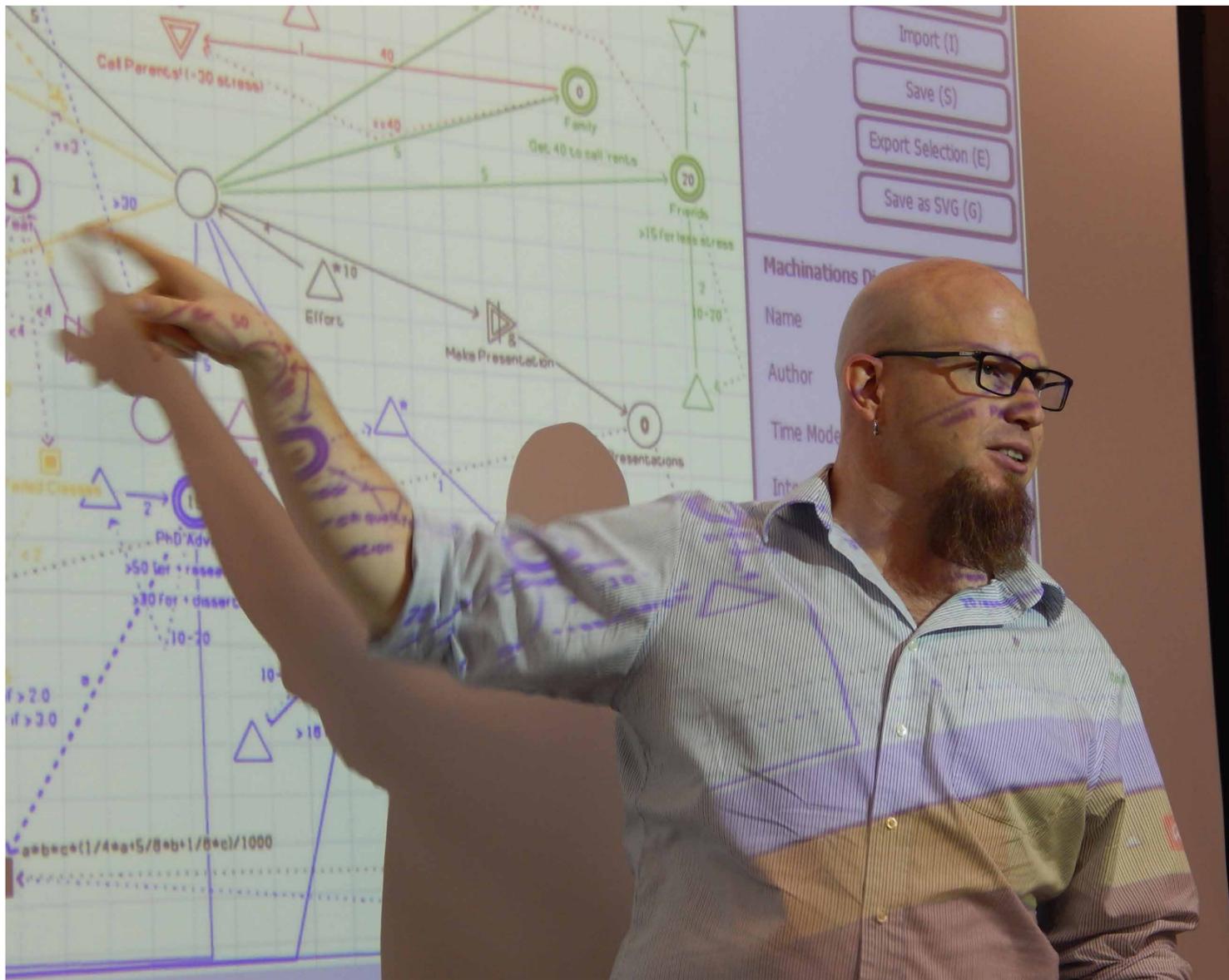
These are just a few examples of how students benefit from programs that rely on your support. Your funds provide opportunities to stimulate original ideas and contribute to the future success of aspiring media professionals.



IT STARTS WITH YOU

Experiential learning opportunities, including the Media Living Learning Center, Media School Ambassadors and our acclaimed speaker series, enrich and expand our students' education beyond the classroom.





GOAL #5: SUPPORT FACULTY RESEARCH THAT WILL TRANSFORM THE MEDIA FIELD

Our faculty members form the foundation of our school. They bring their own industry experience to life through innovative instructional strategies, research that informs their teaching, and pioneering work that advances and transforms their fields.

Research fellowships, endowed chairs and professorships attract these preeminent thinkers and teachers to The Media School and sustain their teaching and research activities. As our already impressive ranks grow, so will the impact our professors have on the lives of our students and the media landscape.

Through research at our several centers, which focus on areas ranging from the study of black film to physical responses to media, faculty members are producing scholarly work that affects public policy at home and overseas. Research conducted by associate professor Anthony Fargo for the school's Center for International Media Law and Policy Studies, for example, is helping to change criminal defamation laws in several Caribbean nations. Through reports produced at IU and through our partnership with the International Press Institute, we're helping protect freedom of expression around the world.

The Black Film Center/Archive is a repository for films and other materials by and about African-Americans. Professor Michael Martin and other affiliated faculty ensure the center serves as an academic, professional and community resource for research, while encouraging further creative film activity by independent African-American filmmakers.

With the resurging popularity of documentary filmmaking, our school aims to be the premier destination for those who wish to study and create this form of media. Our new Center for Documentary Research and Practice, led by associate professor Joshua Malitsky, will ensure The Media School is positioned to support this discipline, which is vital to political and social processes.

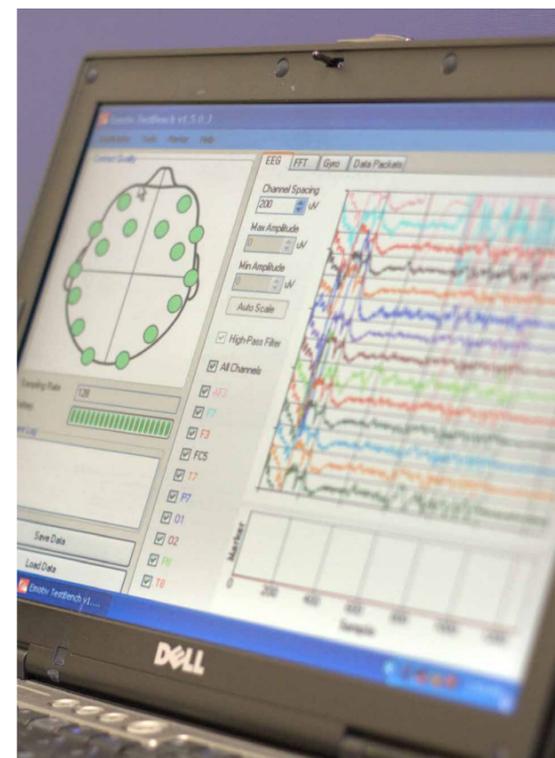
“Documentary has become one of the dominant forms of political, artistic, personal and, increasingly, academic speech. It informs so much of how we speak in and through new media culture.”

—Joshua Malitsky

Associate Professor, Director of the Center for Documentary Research and Practice

IT STARTS WITH YOU

Research fellowships, endowed chairs and professorships allow us to attract the very best faculty, whose teaching and research transform the media field and open new professional pathways for our students.





Ken and Audrey Beckley

GOAL #6: CREATE SPACES THAT INSPIRE THE BEST LEARNING EXPERIENCES, RESEARCH AND CREATIVE ACTIVITY

The Media School has a new state-of-the-art home in the completely renovated Franklin Hall. Here, students enjoy access to high-speed wireless networks, cutting-edge classrooms and collaborative spaces. Six computer labs, 16 editing suites, seven game design labs, a video production studio and a screening room will serve as incubators for student growth.

Former broadcaster Ken Beckley and his wife, Audrey, both IU alumni, have created an endowment that will support the new television studio in Franklin Hall. The Ken and Audrey Beckley Studio will serve as a

facility for TV broadcast news classes and production workshops, as well as IUSTV, the campus' student-run television station, for student coverage of basketball and football half-time shows and for a variety of other activities.

The Beckleys' gift, which also qualified for a university match through our bicentennial campaign, will allow us to continually update the equipment in the studio in the decades to come. As technologies continue to change at an unprecedented pace, we will face a continual need to keep our facilities and equipment current. Your contribution can help us ensure our students enter the workforce equipped to handle the latest technological advancements.



Artist's rendering of the Ken and Audrey Beckley Studio space, courtesy of Christopher Rhoton Design

FOR ALL WHO GIVE MEANING TO OUR MESSAGES

Tomorrow's media professionals—and every generation that follows—will determine when, why and how we all receive and interact with information. They will shape the stories that inform who we are and what we think. It's up to us to see them succeed today.

With your support, we will give the most promising students a chance to receive a world-class education. We will ensure they are taught by inspiring and influential professors whose own work is shaping media. We will send our students into our communities and to other countries to encounter new cultures and innovative ideas. They will have an edge in the production lab, newsroom, boardroom or classroom. Together, we can sustain the legacy of Indiana University and establish The Media School as a renowned destination for scholars, researchers and storytellers everywhere.

Together, we can fulfill the promise of a more connected Indiana and a more engaged society.



FULFILLING *the* **PROMISE**

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