

TEMPLE TIMES

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Temple's monthly newspaper for the university community

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Attended by more than 2,500, Temple Made Live featured a vibrant spectacle of moving pictures projected onto the Paley Library and Bell Tower.

'I am Temple Made'

Elizabeth Manning

New brand strikes a chord with the Temple community

By Vaughn A. Shinkus
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It's Temple Made, and it's taking hold.

The university's new brand identity, launched this fall online, on billboards and on TV throughout Philadelphia, has provided a voice for students, alumni and other members of the community who identify with Temple's unique spirit, sense of pride and roll-up-your-sleeves attitude.

The impact of the Temple Made brand was on full display at the School of Media and Communication's Lew Klein Alumni in the Media luncheon last month.

"I am Temple Made," said Temple alumna and assistant journalism professor Amy Caples, one of several honorees who worked the phrase, unscripted, into their acceptance speech.

Other alumni have echoed that sentiment online, in social media comments and other messages. Posts carrying the #TempleMade hashtag or updates have been widely shared, liked and re-Tweeted on the university's Facebook and Twitter pages. And some

have openly endorsed the campaign's effectiveness.

"I've always been proud to be a Temple Owl, but this campaign seals the deal — and has boosted Temple University to heights I never could have imagined when I was a public relations student there," wrote 2010 graduate Jessica Lawlor in a blog post titled "Three reasons (the) Temple Made campaign works."

That's exactly the sense of pride the university had hoped to engender when it selected Philadelphia-based advertising agency Neiman to create the Temple Made concept. The brand is intended to reflect and harness the creativity and energy that's inherent to the Temple community.

"This is much more than an advertising slogan," said Nicole Naumoff, associate vice president for University Marketing. "It's a mindset — it's a mission. It's a way of describing our faculty, students

Temple Made continued on 2

Temple faces Hurricane Sandy together

Hurricane Sandy barreled through the Philadelphia region on Oct. 29 and 30. In the days leading up to the storm and during the event itself, Temple employees worked diligently to ensure the university was prepared and that students remained safe. Acting President Richard M. Englert expressed his gratitude in a Nov. 1 letter to the community.

For the last several days, our region has faced many challenges brought on by Hurricane Sandy. As recovery from the storm's impact continues, I want to thank you all for your outstanding contributions and patience at a time of great challenge. I am so proud of the way in which our students, our faculty and our staff prepared for and rode out this rather extraordinary weather event. Not all university locations were as fortunate as we were on main campus; Ambler lost power for a period, and the impact in Fort Washington continues to be felt. Even in the face of difficult circumstances, our staff has taken great care to ensure the safety of our students and community.

By announcing in advance that we would suspend normal operations, we hoped to give everyone a chance to prepare adequately for the storm and joined with Mayor Michael Nutter to reduce the volume of travel in the city. At the same time, we needed to ensure the safety of our students and staff members who remained on campus.

I am deeply grateful to all of our essential staff who braved the challenging conditions to remain

Englert continued on 3

Tyler's Glass Program receives \$1 million gift from Irvin Borowsky and Laurie Wagman

By Hillel Hoffman
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Temple University's Center for the Arts has announced that the Glass Program at the Tyler School of Art has received a gift totaling more than \$1 million from noted Philadelphia philanthropists and art collectors Irvin J. Borowsky and Laurie Wagman to promote the study and creation of glass art.

To honor the gift, one of the largest known given to a college glass program, Tyler's glass facility will be named the Irvin Borowsky Glass Studio. The donation also will support a visiting artists program called the Laurie Wagman Fund in Glass Art. In addition, Borowsky and Wagman are giving Tyler three works from their renowned collection of glass art. The studio's new name will make its official debut at a dedication ceremony on Nov. 9, 2012.

"This is an historic gift for Temple's Center for the Arts, the Tyler School of Art and its Glass Program," said Robert T. Stroker, dean of the Center for the Arts and vice provost of the arts. "Irv Borowsky and Laurie Wagman are visionaries. Once again, they have found a way to make a profound difference in the world of glass art. Their generosity will impact generations of future student artists."

Associate Professor Sharyn O'Mara, head of Tyler's Glass Program, underscored the importance of the visiting artists program supported by the Laurie Wagman Fund in Glass Art.

"The Visiting Artists Program is an incredible gift to our students and our program," O'Mara said. "This gives us the opportunity to bring internationally renowned artists to Tyler to share their experience and their work, and to inspire a new generation of glass artists."

Borowsky and Wagman, married since 1979, are both native Philadelphians. Borowsky is an innovator in publishing and printing. He launched the weekly television magazine that would become TV Guide and founded the North American Publishing Company. As a philanthropist, he is known for his support of interfaith initiatives and for founding the National Liberty Museum in 2000. Wagman is the founder and chair of the American Theater Arts for Youth, Inc., the educational organization created in 1970 that presents professional theater to school students nationwide as an extension of classroom curriculum.

Highly regarded as arts patrons and art collectors, Borowsky and Wagman are donating three distinguished works that represent critical developments in the American studio glass movement

Glass continued on 7



Irvin J. Borowsky and Laurie Wagman in their Philadelphia home.

Joseph V. Labolito

Faculty receive game day honors

Since the start of the 2012 football season, the Department of Athletics has honored Temple professors as Faculty of the Game at each of the university's home football contests.

Recipients are nominated by Interim Provost Hai Lung Dai and are presented with the award during halftime festivities at Lincoln Financial Field.

"The Faculty of the Game award emphasizes the vital connections between Temple academics and athletics by honoring those who have made extraordinary contributions to their fields," said Dai.

Franklin A. Davis, Laura H. Carnell Professor of Chemistry, was the first to be recognized, at the university's opening game against Villanova on Aug. 31. In recognition of his outstanding service to the organic chemistry community, Davis recently received the 2012 Paul G. Gassman Distinguished Service Award at the American Chemical Society Division of Organic Chemistry meeting.

A week later, during the Sept. 8 game against Maryland, Associate Professor of Educational



Tyler School of Art Professor Pepón Osorio, center, was honored during Temple's home football game against South Florida.

Ryan S. Brandenburg

Psychology Jennifer Cromley was honored for her accomplishments as a researcher and educator in the College of Education.

On Oct. 6, Pepón Osorio, a Laura H. Carnell Professor in the Tyler School of the Art, was honored during the Owls' home football game against South Florida. Best known for his large-scale arts installations, Osorio's work merges conceptual art and community dynamics.

The award was presented to three leaders in health sciences during the Oct. 20 game against Rutgers University. Kathleen Reeves, associate dean of student affairs and a member of the

pediatric faculty at the School of Medicine; Marla Davis Bellamy, director of strategic partnerships at the Center for Health Law, Policy and Practice and director of Philadelphia CeaseFire; and Crystal Gadegbeku, section chief of Nephrology at Temple University Hospital were recognized for their leadership of Temple's Center of Bioethics, Urban Health and Policy, which works to reduce health care disparities in an urban setting.

The award will be presented at the Owls remaining home games, on Nov. 10 vs. Cincinnati, and Nov. 23 vs. Syracuse. ♦

Rise in tech licensing revenues helps expand research enterprise

By Preston M. Moretz
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Over the past three years, Temple has seen licensing revenue from university-created technologies increase more than six-fold, from \$380,000 in fiscal year 2010 to nearly \$2.5 million in the fiscal year that closed on June 30.

In the current fiscal year, thanks to a recent European commercialization agreement between a local biopharmaceutical company and a global healthcare company involving a Temple-created cancer therapeutic, it is projected that licensing revenue to the university will surpass \$13 million.

What does this steady increase in tech licensing or commercialization revenue mean to Temple, and more specifically, its research enterprise?

"This revenue allows us to protect, develop and spin out new discoveries," said Stephen G. Nappi, director for technology development and commercialization. "We are now able to expand what we can provide into other areas, such as off-campus office and lab incubator space, spinoff company management support, and, in addition, we may be able to fund the development of certain technologies to establish proof-of-concept."

According to Nappi, commercialization revenues are split 60/40 between Temple and the inventors. The 60 percent retained



by the university is playing a key role in expanding Temple's research enterprise and is shared among the researcher's department or research unit, college or school, the Office of Technology Development and Commercialization and the university.

"The portion retained by the university, including the college and department allocations, are to be used to stimulate further research and innovation," said Nappi. "It is creating a revenue flowback to the areas where these technologies were invented."

From the nearly \$2.5 million received by Temple in the last fiscal year, the colleges, schools and departments where these technologies were created split more than \$500,000 in licensing-generated revenues.

The 20 percent received by the Office of Technology Development and Commercialization is providing the necessary resources to continue identifying, patenting, developing and commercializing intellectual property being created by Temple researchers.

"The money that is coming in has to support our efforts to protect Temple-created intellectual property," said Nappi. "There's a significant expense associated with filing a patent, but because of this revenue, we are able to expand our staff and resources to do that."

But Nappi said that the increase in licensing revenues has also allowed Temple's Office of Technology Development and

Commercialization to provide additional resources to develop and commercialize Temple technologies.

"From our perspective, it's not just the number of spin-out companies we create, it's working with these companies to make them successful," said Nappi. "These additional revenues allow us the opportunity to provide these start-up companies with the necessary tools to successfully move along the commercialization pathway."

As an example, last February, Temple for the first time leased office space in the University City Science Center's Port Business Incubator to assist new companies being spun out of Temple. Now, less than eight months later, Temple is expanding its space at the Science Center to include wet lab space.

"It was always our intention to expand that space, but because of an immediate need and the increase in licensing revenues, we were able to work with the Science Center to expand from just office space to combined office/lab space," said Nappi.

A start-up company created by Mohammed Kiani, professor and chair of mechanical engineering in Temple's College of Engineering, will be the first to occupy the expanded incubator space.

"This is a great example of how the tech transfer system works to stimulate research, support new business creation and enable commercialization," said Nappi. "These incubating companies bring funding back to the university and serve as licensing vehicles for our new technologies." ♦

TEMPLE MADE™

Colleen Hooper

Year: Ph.D. candidate, second year (earned MFA at Temple in 2011)

School: Boyer College of Music and Dance

Area of study: Dance



Home town: Philadelphia, Pa. (originally from Bear, Del.)

Why I chose Temple: "The strength of the program is that all the teachers have different ideas about what dance is and why it's important. It was clear there wasn't one point of view. I also liked Temple's urban location. I was looking for a world-class city with lots of cultural opportunities. Philadelphia is a wonderful, up-and-coming arts destination."

Transformative moment: "In my first meeting as a grad student, Dr. Kariamu Welsh announced that she was looking for someone to assist her in a course about dance and film. I just knew that it would be a good match for me. I applied, and she accepted me. It was a wonderful experience that opened so many doors for me. I love being a teacher. I love students. When you teach, you never really arrive — you're continually learning and exploring, and you're doing it together as a class."

"Dr. Welsh encouraged me to look into the Ph.D. program. I was able to receive a fellowship and continue dancing, because Temple is one of the rare universities where you can pursue a Ph.D. and learn about scholarship, reading and researching dance while continuing as a dance practitioner. I really enjoy dance; I can't imagine my life without it."



Luv Sodha

Year: Senior

School: Fox School of Business

Majors: Finance and accounting

Home town: Richboro, Pa. (originally from Mumbai, India)

Why I chose Temple: "When I came, I took a one-on-one tour with students in the Honors Program. That made me feel at home."

Transformative moment: "Being an international student, I didn't have the same access to federal loans and financial aid as many of my other classmates did. Temple was generous enough that I got a lot of merit-based scholarships."

"I took Dr. (Ralph) Young's Honors 'Dissent in America' class. It gave me the opportunity to think outside the dimensions of what we've learned at Fox. At the end of the semester, I gifted Professor Young a copy of the Bhagavad-Gita, the Hindu holy book. Prof. Young is what we call a guru — a teacher — in India. We say that a great teacher is at a higher level than god himself."

"What Temple has given me is a good starting path. From then on, I think it's my story to write. Temple has made the American dream viable for me. This country offers opportunities. As someone from the outside, I value that greatly."

TEMPLE MADE
news.temple.edu/templemade

Entrepreneurial. Multifaceted. Dynamic. World-ready. Temple students take advantage of every opportunity that comes their way. In a regular video series, they demonstrate what it means to be Temple Made.

To nominate a student for the Temple Made student video series, contact Hillel J. Hoffmann, assistant director, University Communications, at hjh@temple.edu.

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TEMPLE UNIVERSITY®

Temple Made

From page 1

and alumni and showing the world all the amazing things they are doing."

A unique aspect of Temple Made is that it also holds literal meaning: most aspects of the brand's creative execution have involved members of the Temple community. Television spots that appeared during presidential debates earlier this fall were directed and produced by Tyler School of Art and School of Media and Communication alumni, and soundtracks were composed by a Boyer College of Music and Dance alumnus. Many other alumni have collaborated on other aspects of the campaign.

Similarly, a massive event held in September brought out more than 2,500 members of the Temple community, some of whom ultimately were featured in a television spot filmed that night. Colorful images of Temple athletes, scholars and musicians flashed across the face of Paley Library and the Bell Tower, creating a

vibrant spectacle as students danced to music spun by Temple Made disc jockeys. The event led to 1,300 Facebook page views and 2,500 uses of the #TempleMade hashtag on Twitter in that one night alone.

In Philadelphia and beyond, the Temple Made campaign has been hard to miss. Billboards and displays have popped up in transit stations and along highways, promoting upcoming BIG EAST home football games and emphasizing the university's strengths in academics, innovation and research.

At the same time, print and online materials carrying themes such as "Self Made, Philly Made, Temple Made" are making their way to high school seniors. A new admissions-focused micro-website for prospective students launched last week, drawing on images submitted to Instagram by high school students and current Owls alike.

The current phase of the campaign continues through 2012 with a series of advertising placements emphasizing the university's academic strengths and \$100 million student scholarship fundraising initiative. ♦

Temple expands academic scholarship program

By Eryn Jelesiewicz
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Temple has launched a new academic scholarship program for incoming freshmen that offers more aid across more levels of achievement and brings the total amount of financial aid awarded by Temple to \$90 million per year. The program, which starts with the class entering in Fall 2013, is the latest in a series of moves by Temple to increase college affordability. In the past several months, Temple froze base tuition for the 2012-13 year and launched a \$100 million fundraising campaign for student scholarships.

“We are examining our entire financial aid strategy to find better

ways to keep college affordable,” said Hai Lung Dai, interim provost and senior vice president for academic affairs. In addition to merit-based aid, Temple is looking at need-based aid, as well as aid for transfer students and upperclassmen.

Through the new program, all freshmen students — both in-state and out-of-state — with a minimum high school GPA of 3.0 and SAT score of 1150 will receive the awards. Students who meet the requirements for the top category, President’s Scholars, will also receive three \$4,000 summer stipends for use on research or study abroad experiences.

All scholarships are valid for four years when students maintain a 3.0

GPA with continuous enrollment.

Previously, Temple’s academic scholarships were offered at two levels and ranged from \$2,500 to \$5,000 for in-state students and from \$7,500 to \$10,000 for out-of-state students. Now there are five levels that range from \$3,000 to full tuition.

Temple officials project that 40 percent of the class will be eligible for the new academic scholarships.

“By offering more academic scholarships, we’re providing direct aid to students, which helps to reduce the financial burden on families,” said Dai.

“A key part of the new program is offering more levels of eligibility for academic scholarships,” said William N. Black, senior vice provost

for enrollment management. “It demonstrates to families that we’re committed to access and affordability and signals our strong commitment to those especially accomplished students who choose Temple.”

In addition to financial aid, Temple offers students and families counseling and resources on money management and financial literacy. Before students have decided to attend Temple, the university reaches out at Paying for College presentations during the Experience Temple Days program. Last year, through its Money Matters initiative, Temple launched its online financial literacy center, www.temple.edu/bursar/financialliteracy.

Once they have begun their Temple

experiences, students can attend money management seminars and have one-on-one student loan and money management counseling available at both the Bursar’s and Student Financial Services offices. Future plans include creation of a virtual Student Loan and Money Management Center, initiating a new freshman seminar geared toward personal financial planning and management, expanded online tips for obtaining and repaying student loans, training staff to become certified as personal financial management counselors, and development of a peer mentoring program to increase student access to student loan and money management counseling. ♦

Trustees celebrate naming of Morgan Hall



Mitchell and Hilarie Morgan

At a naming ceremony last month attended by Board of Trustees members, senior officials and invited guests, the university honored Mitchell Morgan and his wife Hilarie for their support of Temple’s new residence hall complex under construction at Broad Street and Cecil B. Moore Avenue.

Held on a third-floor terrace overlooking Broad Street, the event celebrated the Morgans’ lifetime of generosity, including a recent \$5 million commitment, and officially named the fast-rising facility as Mitchell and Hilarie Morgan Hall.

Construction is continuing on the multi-level residence hall, which reached its top height this summer. When it opens next year, the 27-story building will include more than 1,200 beds, many of them with unparalleled views of Philadelphia from the northern side of Center City. The complex also includes an L-shaped, 10-story mid-rise residential structure, a dining facility and prime retail space along the busy Broad Street corridor.

Together, the buildings will add 660,000 square feet of new space to Temple’s Main Campus physical plant.

— Vaughn A. Shinkus

Englert

From page 1

on site — our outstanding Temple police and security personnel, health care staff at our clinical sites, facilities staff, technology staff, Housing and Residential Life leaders, and the many supervisors across our campuses. We are all deeply indebted to them for their tremendous service. I particularly want to thank our dedicated Resident Directors, Resident Coordinators and Resident Advisers, whose leadership ensured that our students were safe and well cared for, and also our dedicated health care professionals, who continued to put patient welfare first.

I was on main campus both Monday and Tuesday to see firsthand how well our planning and coordination paid off. I visited each student residence hall, talked with students and staff and witnessed just how well our teams made

sure that our campus facilities were safeguarded and in great condition for reopening on Wednesday. It is a real tribute to our wonderful community that we maintained all of our essential services so well.

While we can all be grateful that our campuses remained safe and relatively unharmed by Hurricane Sandy, we are aware that many people along the East Coast have not been as fortunate. Many members of the Temple community who have family and property in the most devastated areas still face a difficult time ahead as recovery continues. Our thoughts and prayers are with them as well.

Again, I offer my most sincere thanks to all who kept our students, our faculty, our staff and our campuses safe during the hurricane. Once again, in a time of crisis, our Temple family stood tall. I am so proud to be a colleague of such great professionals and students.

— Richard M. Englert, President

Monthly group helps faculty lead discussions on race

By Eryn Jelesiewicz
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Talking about race is hard, even at a place like Temple, where diversity thrives and all students are required to take a Race and Diversity course as part of the GenEd program.

That’s why, for the past three years, a dedicated group of Temple professors and administrators has gathered once a month to share their challenges, fears, solutions and ideas at “Can we talk? Teaching about race and diversity,” a discussion led jointly by the Teaching and Learning Center (TLC) and the Office of Institutional Diversity, Equity, Advocacy and Leadership (IDEAL).

“We all bring our own identities and beliefs, and it’s sometimes hard for both students and faculty to have conversations about race,” said Pamela Barnett, TLC associate vice provost and director. “Faculty are concerned about conflict and the classroom getting out of control. They worry about what students might say and how best to respond. They’re also afraid to say the wrong things themselves.”

At the monthly meetings, participants walk through these challenges together. Over the course of their meetings, they’ve talked about how the best way for students to learn is through strong engagement in the classroom; how conflict is sometimes necessary to foster such engagement and that there are many ways to successfully manage an open and interactive classroom environment.

It all started soon after Barnett and Donna Marie Peters, assistant professor of sociology, earned a certificate in diversity leadership that Tchet Dorman spearheaded through IDEAL. Peters suggested they apply their training to a series of TLC workshops on race and diversity.

“People said, ‘Let’s keep going; why should this end?’ So we just continued and it’s never stopped,” said Barnett.

Since then, a steady group of about 25 to 30 has met monthly during the school year. It’s a welcoming group that is constantly absorbing new members, said Barnett.

“We want all faculty and administrators to feel invited. The more voices, the better the work we can do,” she said.

Some of the participants have also gone on to take the 12-credit certificate in diversity offered by IDEAL.



Ryan S. Brandenberg

Students in Vanessa Lawrence’s class “African Americans: Equality and the Law” benefit from an open environment that makes it comfortable to discuss issues related to race and diversity.

Dorman, director of IDEAL, who co-leads the group with Barnett and Peters, explains why it works so well. “We’ve made a space where people can deal with their hopes, fears and struggles on teaching about race, sex and gender,” he said. “It’s an environment where we try to limit judgment of others, because we’re all there to learn and grow.”

At the first meeting of the year, the comfort of the participants was evident. They felt safe enough to share stories about the burden of the prejudices they grew up with, the fear that students wouldn’t consider them qualified to teach about race, their struggles to help students fit in at internships where they are the sole minority and how to respond to a student who offends others with their comments.

“We’ve heard instructors say they don’t know if they want to even start such a conversation,” said Barnett. “They’d rather just lecture and the minute controversy arises, shut it down.”

To which the participants have countered, “no”!

“Part of what we’re teaching students is academic discourse and how to learn from different perspectives and even conflict,” said Barnett.

Participants have shared a variety of strategies on how to create the right classroom environment:

- Have the guts to have the conversation.
- Help students see the connection between the course material and their different perspectives.
- If things get heated, take a break.
- Teach students how to listen and reflect back what they’ve heard.
- Set ground rules that allow everyone a chance to explain themselves.
- Make the assumption that everyone’s doing the best they can.

You can find just such an environment in Speakman Hall, where Vanessa Lawrence, associate professor at the Fox School of Business, teaches “African Americans: Equality and the Law.” During a recent class, students considered each other’s journal entries about times they had race-related experiences.

There was the student, an African American, who questioned the frequent selection of African-American performers for the Homecoming concert. Another student felt ashamed about getting off the subway when a man wearing Muslim dress got on. One student witnessed a teaching assistant turn to Asian students in class to ask them how to pronounce an Asian name. In each case, Lawrence gently prompted students to recognize assumptions and question their beliefs.

“College is this amazing place where everybody comes together. They live in the dorms together, they have class together,” said Barnett. “And then to have a class where they can actually talk about this diversity under the guidance of a faculty member? We want faculty members to be able to do it well so that it can be a transformative, enriching experience for all.” ♦

Fox School partners with Lexis Nexis to create campaign media index

By Brandon Lausch
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The Fox School of Business has teamed with LexisNexis to develop a new media index that tracks and scores social, broadcast and print media data for candidates in presidential, Senate, House and gubernatorial campaigns nationwide.

The index, called TEMPO, for Translating the Effectiveness of Media into Performance, analyzes media-related data for more than 900 candidates nationwide by using customized software and direct access to the extensive content resources of LexisNexis. The project represents one of the first and most comprehensive studies of different types of media, their effects on one another and how they ultimately influence campaigns.

Each candidate's TEMPO score is drawn from tens of thousands of data points derived from blogs, Twitter, Facebook, YouTube, web analytics from Alexa, and print and broadcast media mentions compiled by LexisNexis, as well as campaign websites. The data is based on a set of software agents that analyze social media as well as specialized queries into the vast LexisNexis database, which includes more than 20,000 news sources.

"While polls are useful measures of voters' intentions, activity on social media is a reflection of what voters are actually doing," said David Schuff, a Fox School of Business professor. "Activity in print and broadcast media is also a critical measure of voter exposure. By looking at them together, the TEMPO index can highlight the underlying dynamics of a race."

"The Temple Fox School TEMPO index provides, for the first time, a completely different tool to gauge media performance that is based on the actual activity and reactions of very large numbers of people," added Munir Mandviwalla, executive director of the Temple-based Institute for Business and Information Technology.

TEMPO index results are updated weekly at mediaindex.temple.edu and periodically supplemented with deeper analysis. Researchers have collected data on the presidential campaign since Jan. 1, the Senate and gubernatorial campaigns since July 19, and the House campaigns since Aug. 29.

In addition to regularly updating the TEMPO index for the presidential race until Election Day, researchers have been analyzing the relative influence of social and mainstream media on each other, as well as their combined effects on donations, poll results and election wins or losses.

"This project is a forerunner to our media ecosystem model, which will provide the tools to explore influences of social media, print and broadcast media, and campaign outcomes," said Fox Professor Sunil Wattal. "With this study, for the first time we will be able to make conclusions about the relationships between different forms of media and campaign outcomes." ♦

Spotlight shines on political science faculty as election approaches

By Kim Fischer
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During this fast-paced presidential election season, Temple political scientists have been front and center analyzing and interpreting campaign events for the local and national media.

They see it as an extension of their role as educators.

In recent weeks, Robin Kolodny, associate professor of political science, has commented for National Public Radio, Bloomberg and *Columbia Journalism Review* on the impact of Super PACs on the campaigns and the volatile market for campaign advertising.

She has appeared on NBC10's "Live @Issue" and participated on a panel with Dom Giordano of Talk Radio 1210 WPHT, *Delaware County Daily Times* editor Phil Heron and former Rep. Joe Sestak for "Election 2012," a town hall meeting broadcast live by Pennsylvania Cable Network from Temple's Shusterman Hall.

"Most in the press cannot be expected to be subject specialists, and therefore the reporting they do can't be meaningful if it is not placed correctly into context," said Kolodny. "My role when talking to a reporter is an educational one."

"What can be misleading is that when I end up with a quote or two in an article or a 30-second sound bite in a radio report, it hides the fact that I probably spent an hour on the phone with that reporter, which is something I don't mind at all. Some reporters will use me as a sounding board for future story ideas as well," Kolodny said.

Quotes and sound bites from political science professor Christopher Wlezien on the impact of the economy and the significance of individual campaign events — such as the conventions and the debates — on the election outcome have been seemingly omnipresent in the media. Over the last several months Wlezien has spoken with National Public Radio, Bloomberg, the *Washington Post*, *USA Today*, MSNBC, the *New York Times*' FiveThirtyEight blog and the *Philadelphia Inquirer*, among others.

Last month, Wlezien presented his election forecasting model at the



Temple political scientist Robin Kolodny (second from left) participated on a panel alongside former Rep. Joe Sestak, Dom Giordano of Talk Radio 1210 WPHT, and *Delaware County Daily Times* editor Phil Heron for "Election 2012," a town hall meeting broadcast live on the Pennsylvania Cable Network from Temple's Shusterman Hall.

National Press Club in Washington, D.C. As well, he served on the advisory panel for the development of Vote Compass, a new online educational tool aimed at helping voters determine which candidate for the presidency best embodies their views. *The Wall Street Journal* has made the U.S. presidential election edition of Vote Compass available on its website, wsj.com/votecompass.

His new book *The Timeline of Presidential Elections: How Campaigns Do (And Do Not) Matter* (University of Chicago Press, 2012), co-authored with Robert Erikson, has been referred to and quoted extensively by reporters both locally and nationally. And Wlezien had the opportunity to discuss the findings from his book at length on a recent broadcast of "Radio Times with Marty Moss-Coane."

"It's important to talk with the media to inform reporters and the public about what political science research actually shows. Sometimes we end up confirming reporters' suspicions but often we provide a corrective, and I think this is useful. It helps people see more clearly how the political world really works," said Wlezien.

But, Kolodny and Wlezien are not the only members of the political science department to find themselves in the spotlight and called on to expand their reach as educators during this election season.

When Republican vice presidential pick Paul Ryan publicly acknowledged a debt to novelist Ayn Rand, the *Philadelphia Inquirer* looked to Temple political science professor Joseph Schwartz to help interpret Rand's philosophy. And when the *Inquirer* wanted to explore why the poor were being largely ignored during the election, they turned again to Schwartz. Schwartz is the author of *The Future of Democratic Equality: Reconstructing Social Solidarity in a Fragmented America* (Routledge Press, 2009), for which he won the prestigious David Easton Book Award for 2011.

Kevin Arceneaux, associate professor of political science, spoke with NBC5 (Chicago) about what was to be expected from Paul Ryan's GOP convention speech. Arceneaux's research explores how political rhetoric and mass communication influence political attitudes and behavior. In August 2012, he received the Emerging Scholar Award from the American Political Science Association.

Michael Hagen, associate professor of political science, recently explained for WHYY/NewsWorks' listeners why states with Republican leaders, like Pa. and N.J., trend blue at the presidential level. Hagen conducts research on public policy and election trends and is co-author of the *The Presidential Campaign of 2000 and the Foundations of Party Politics* (2004). ♦

Straight from the experts...

■ Not only do outside political groups work together to "ward against over-saturation of the market," they also strive for consistency in messaging. "When independent groups truly do come up with their ads... independently, they can sometimes slightly contradict each other or make the public more confused about their message."

ROBIN KOLODNY,
Bloomberg

■ "They [voters] see things through their preference lenses, typically judging their favored candidate to be the winner [of a debate]."

CHRISTOPHER WLEZIEN,
USA Today

■ "What is attractive to conservative elites about (Ayn) Rand is that she gives them permission to gut social welfare, including popular programs like Medicare and Social Security."

JOSEPH SCHWARTZ,
Philadelphia Inquirer

■ "(Paul) Ryan's speech will be designed to allay the fears of conservatives who are a little leery of Romney. He'll want to convince people that he's not an extremist or an ideologue but fix in people's mind that, yes, he is a conservative."

KEVIN ARCENEAUX,
NBC5, Chicago

■ "It seems that a substantial number of the people who don't turn out in governors' elections [in New Jersey and Pennsylvania] are Democrats — a more substantial chunk than the chunk that is Republicans."

MICHAEL HAGEN,
WHYY/NewsWorks

Forum revisits influence of race in the presidential race

By Bri Bosak
For the *Temple Times*

Four and a half years ago, Barack Obama, then a candidate for the Democratic nomination for president, delivered his famous speech from Philadelphia's National Constitution Center urging Americans to move beyond our "racial stalemate" toward a "more perfect union."

Although he would go on to be elected the nation's first African-American president, the issue of race continues to be relevant this year as he campaigns for a second term.

"Today it's more subtle but no less prevalent," said Associate Professor of Journalism Karen Turner, who organized and moderated last month's Race in the Race town hall forum at Temple to explore the issue in depth.

Sponsored by the university's Academic Center on Research and Diversity, the event featured a panel

of 10 student leaders, who discussed major issues of the presidential election cycle, including how the candidates and the media have addressed race and diversity. Panelists included representatives of groups such as Students for Justice in Palestine, the Poetry Collective and Alpha Phi Alpha.

"The student leaders, representing the best of Temple, were well-spoken about race and diversity in the presidential race and were willing to share their views in a civil manner that promoted a conversation," said Turner. "With our diverse student population, we have a unique opportunity at Temple to have such dialogues."

"It really opened my eyes to different viewpoints of my fellow students," said Darin Bartholomew, vice president of Temple College Republicans.

Audience members also had a chance to share their perspectives. Attendees were encouraged to pose questions and to further the discussion



School of Media and Communication Professor Karen Turner, right, moderates the Race in the Race panel discussion in TUTV's Studio 1.

on Twitter by using the hashtag #RaceinRaceTU.

"These are issues that need to be raised and openly discussed," said Melody Lam, who represented the

Asian Students Association at the event.

The forum will air on Temple University Television on Nov. 5 at noon and 8 p.m. and on Nov. 6 at 4 a.m. ♦



Ike Johnstone, center, arrives at Lincoln Financial Field with TUH Physical Medicine and Rehabilitation physician Rick Nissley, left, and Keystone Quality Transport Supervisor Lenny Hill.

Temple Hospital staff makes a special moment possible

By Christopher Guadagnino
For the Temple Times

When retired Temple Police Commander Ike Johnstone found out that his son, Lance, was chosen to be inducted into the Temple University Athletics Hall of Fame, he was ecstatic. He learned that Lance would be honored at an induction ceremony at Lincoln Financial Field before Temple's BIG EAST matchup with the University of South Florida — and at Homecoming, to boot.

Johnstone has good reason to be proud of Lance, who is one of the top defensive players in Temple University football history. He owns the record for solo tackles in a career, with 288; ranks second in the school record book with 429 total tackles; and went on to play professionally for six years with the Oakland Raiders and five years with the Minnesota Vikings.

A few weeks before the big day, though, Ike Johnstone was admitted to Temple University Hospital for an infection.

"I was so depressed that I wouldn't be able to be there with my son and family on such an important day," said Johnstone.

But Johnstone was under the care of T. Sloane Guy, chief of Cardiothoracic Surgery at Temple University Hospital (TUH), who understood how important the event was to Ike and his family.

"Dr. Guy is a former football player

himself, and I think we developed a special rapport," said Johnstone. "I could tell during our conversations that he made up his mind that he was going to make it happen — and that gave me great hope."

Guy did indeed make it happen, by spearheading a multidisciplinary effort among TUH staff. Johnstone had already been discharged from TUH's Cardiovascular Unit and admitted to the Inpatient Rehabilitation Unit, so the next steps were to fine-tune his medical, rehab and nursing needs for his time away and to address transport logistics through Keystone Quality Transport, which agreed to transport Johnstone at no charge.

On Oct. 6, Ike arrived at Lincoln Financial Field in a wheelchair. His wounds were carefully dressed, protected and hidden under the shirt, blazer and slacks he wore. But there was no hiding his joy at being able to join his wife, Ann, and the rest of his family that morning.

During Lance's induction speech, as Johnstone looked on in tears, Lance thanked his father for "working on me from day one" to pursue his talent as a football player. "I didn't know if he would be able to make it here today. I'd like to thank Temple Hospital for making that happen."

"We've been looking forward to this for two months," said the elder Johnstone. "Dr. Guy gave me the will not to lose hope. Temple Hospital, you did it!" ♦

Fast food menus still pack a lot of calories, study finds

By Anna Nguyen
For the Temple Times

With increased scrutiny over the past decade by the mass media and several legislative efforts by local governments, you might think fast food has come a long way nutritionally. But has it really?

You can now find some healthier choices on fast food menus, such as oatmeal with fruit, fruit smoothies, side salads and grilled chicken sandwiches. However, a study led by Katherine W. Bauer, assistant professor in Temple University's Department of Public Health and Center for Obesity Research and Education, found that the average calorie content of foods offered by eight of the major U.S. fast food restaurants changed very little between 1997 and 2010.

In the study, results of which will be published in the November issue of the *American Journal of Preventive Medicine*, researchers analyzed menu offerings and nutrient composition information from leading fast food restaurant chains in the U.S. using archival versions of the University of Minnesota Nutrition Coordinating Center's Food and Nutrient Database.

McDonald's, Burger King, Wendy's, Taco Bell, KFC, Arby's, Jack in the Box and Dairy Queen were chosen because they had been in the database since 1997, each has defined set of offerings on the menu and all standard menu items are included in the database.

One striking finding was a 53 percent increase in the total number of offerings — 679 to 1036 items — over 14 years across the restaurants. Specific fast-growing additions to the menus include the number of entree salads, which increased from 11 to 51, and sweetened teas, which went from zero to 35.

The study authors did not find any large changes in the median calorie content of entrees and drinks. A gradual increase in



A study led by Katherine W. Bauer, assistant professor in Temple's Department of Public Health and Center for Obesity Research and Education, found that the average calorie content of foods offered by eight of the major U.S. fast food restaurants changed very little between 1997 and 2010.

calories was found in condiments and desserts. Meanwhile, a decrease in the median calories of side items was observed — from 264 to 219 — which may be due to the addition of lower-calorie side salads and some restaurants limiting the portion sizes of side items like French fries.

In the last years examined, 2009 and 2010, lunch and dinner entrees had 453 calories on average per item while side items had 263 calories on average.

"You might order a lower-calorie entree, but then you get a drink, fries and a dessert," said Bauer. "Calories can add up very quickly. A salad can be low calorie, but not when it includes fried chicken and ranch dressing. Sweetened teas are just empty calories."

Eating fast food becomes a concern when someone eats too much of it too often. Studies have consistently found associations between fast food intake and excess weight and weight gain among adults. A recent survey of adults found that 80 percent purchased fast food in the past month and 28 percent consumed it two or more times a week. On a typical day, nearly 40 percent of teens consume fast food.

"We're not saying you shouldn't ever eat fast food, but you need to

think about things like portion size, preparation method, condiments and the total caloric content of your meal," said Bauer.

In the near future, consumers will be able to see calories for all food items posted at restaurants and food vendors with more than 20 locations, as mandated by the Patient Protection and Affordable Care Act of 2010. McDonalds recently began posting calories on its menus.

"Using this study as a start, we'll be able to see if being required to post the calorie content of menu items — the primary aim of which is to inform consumers — prompts any changes by the fast food industry," said Bauer. "While some localities such as Philadelphia and New York City already require menu labeling, when the effort is rolled out nation-wide fast food restaurants may modify the calorie content of the foods they sell so consumers can see a smaller number on the menu board."

"Without massive changes by the fast food industry in the caloric content of food, the key is for consumers to try to educate themselves about calories and be aware that just because a restaurant promotes healthful options, does not mean that overall the foods sold are lower calorie," she said. "Over time, with increased exposure to calorie information on menus, people may start to understand how many calories they should consume each day."

Co-authors of the study are Mary O. Hearst, of St. Catherine University; and Alicia A. Earnest, Simone A. French, J. Michael Oakes and Lisa J. Harnack, of the University of Minnesota School of Public Health's Division of Epidemiology and Community Health. The study was funded by the Robert Wood Johnson Foundation through the Healthy Eating Research program and by the National Institutes of Health. ♦

Pharmacy School extends its global outreach to Vietnam

By Preston Moretz
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It's been nearly four decades since America pulled out of the Vietnam War. But the effects of the conflict continue to be felt among that nation's poorer populations, with more than 100,000 Vietnamese having suffered amputations due to silent land mines, as well as through infections, diabetic complications and other illnesses.

That's why five members of the Temple's School of Pharmacy traveled to the nation's southern region earlier this summer to bring a pharmacy component to an existing medical mission.

Clinical Professor of Pharmacy Practice Charles Ruchalski, who served as the faculty sponsor for the trip, and students Thao Nguyen, Montano Recinto, Chi Tran and Hang Nguyen teamed up with faculty and students from Mercer University School of Engineering in Macon, Georgia, for the month-long medical mission.

The team visited local medical clinics and hospitals, as well as

nursing homes, orphanages and Di Linh leprosy colony in Saigon, Can Tho, Dong Thap and Vung Tau. They treated more than 1,500 patients, assisting in the fitting of over 200 prostheses on amputees. They also donated more than 450 gift packages containing 5 kilograms of rice, noodles and other supplies.

"We did traditional pharmacy dispensing activities and patient counseling, but we also conducted more advanced clinical activities, such as checking vital signs, injecting medications, assisting with translation and, most uniquely, assisting with the fitting of prosthetics," said Ruchalski, who blogged about his Vietnam experience at crinvietnam.blogspot.com.

Ruchalski said that working 13 hours a day in 105-degree temperatures provided the pharmacy students with a unique opportunity to gain non-traditional experience.

"Sometimes, what the students traditionally think of as pharmacy is a temperature-controlled environment in the United States where you are

dispensing medication, counseling patients or performing clinical pharmacy activities," he said. "This had some of that, but it also had lugging kilos of rice, sawing a metal prosthetic or pulling on a patient's legs so a doctor can manipulate their spine."

The Vietnam medical initiative was brought to Ruchalski's attention by Thao Nguyen, who participated in previous missions while an undergraduate student at Mercer. She participated in the first Vietnam medical mission in 2009 and has gone every year since.

"The patients that I saw, the poverty that I saw, the work that we did there was very meaningful for me; it created a long-lasting impression on me," said Nguyen, who was born in Vietnam but moved to the U.S. in 1994.

Nguyen first proposed the idea to the School of Pharmacy's administration, and after receiving their support, approached Ruchalski, who quickly signed on as a faculty advisor.

Nguyen said she enjoys seeing the teamwork between the students, their interactions with patients and the



Clinical Professor of Pharmacy Practice Charles Ruchalski administers injectable medication to a patient at a clinic during a month-long medical mission to Vietnam.

willingness to be immersed in another culture.

"I think it's a great opportunity for the students to have hands-on experience and a great cultural experience as well," she said. "It's also a chance to see how healthcare works globally."

Ruchalski said Thao Nguyen and Recinto received advanced pharmacy practice experience and six credits for their participation in

the medical mission, while Tran and Hang Nguyen received introductory pharmacy practice experience and credit hours.

Ruchalski said he hopes to continue to offer the trip annually as "an altruistic opportunity" for Temple pharmacy students.

"This is only chapter one of what I hope is a very long book of future medical missions through Temple's School of Pharmacy," he said. ♦

Professor's new book explores Main Street mystique



Temple Professor of English and American Studies Miles Orvell has published a new book that examines the American fascination with Main Street and small-town life.

By Kim Fischer
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Main Street has fascinated Miles Orvell for years.

It began in his youth, he says, as he sat in his Queens apartment house engrossed with the charm of Midwestern small towns in '50s television shows such as "Ozzie and Harriet."

But Main Street has been on the mind of Americans for a long time, says Orvell, professor of English and American studies at Temple.

"Main Street has pervaded the discourse of American culture for more than 150 years, molding both the physical and mental spaces we inhabit," he said.

According to Orvell, the idea of the small town — a symbol of good neighbors, safe streets and softball — lies at the heart of the American ethos.

In reality, however, things are never as neat as they appear in symbolic terms.

In *The Death and Life of Main Street: Small Towns in American Memory, Space and Community* (University of North Carolina Press, 2012), Orvell analyzes the mythic allure of the small

town, as well as its contradictions.

"The story of Main Street is the story of the power of symbol to contain our highest ideals of community," he said. "And at the same time it reveals the crushing power of exclusion and convention."

For the book, Orvell traces well-known representations of Main Street in our cultural past and present in the works of Sinclair Lewis, Norman Rockwell, Willa Cather, Frank Capra and Margaret Bourke-White. He also looks at its many incarnations in real spaces, including Disney World, planned communities and shopping malls. Figuring prominently in his examination are familiar locales such as Levittown; Columbia, Md.; and the Richard Allen Homes in North Philadelphia.

Although Orvell's New York City upbringing was definitively urban, his inspiration for the book came from the two Queens neighborhoods he called home: Sunnyside and Forest Hills Gardens, both sites of historic early 20th century planned communities.

His current residence in Philadelphia's Chestnut Hill section serves as another jumping off point for his exploration of the death

and life of small towns. A late 19th century railroad suburb, Chestnut Hill reinvented its Main Street in the '50s, changing neon signs to colonial facades.

Orvell argues that after 9/11, Americans have a need for security and a sense of community that is manifesting itself in a desire for living, shopping and city spaces that recreate Main Street. "Translating the cultural metaphor into real spaces, however, can sometimes result in overly tidy manifestations that diminish the ideals at the center of 'community,'" he said.

"The best of Main Street is its inclusive community; the worst is its exclusion of those who are different," said Orvell. "We idealize the small town, but in reality it's a place of extreme social stratification."

"Seeing Main Street for what it is and has always been, stripping away the false facades, we can see it as a container of American contradictions, but one that might also inspire us to achieve a society that really is as good as it looks and as good as it wants to think it is."

Orvell is also author of *The Real Thing: Imitation and Authenticity in American Culture, 1880-1940*. ♦

Students explore world culture through monthly restaurant trips

By Bri Bosak
For the Temple Times

For students participating in Temple's Memorable Moments program, cultural immersion is a dish best served monthly.

Offered by Temple's Office of Student Activities, the program introduces students to new cultures and traditions by sponsoring a trip to a different ethnic restaurant each month.

In September — during the first Memorable Moments event of the year — 40 students got a taste of Burmese culture while dining at Rangoon, a Burmese restaurant in Philadelphia's Chinatown.

"And it was delicious," said freshman communication studies major Merideth Ketterer.

The cultural lessons began before the students even reached the door. On the bus, they learned about Burmese history, including the influence that China and other Southeastern Asian countries have had on the culture of Burma — a nuance the students would recognize in its cuisine.

Once at the restaurant, they dined according to Burmese custom: at long tables, sharing large platters, family-style. Before the hungry students filed in, they received tasting sheets — checklists of ingredients they might taste in the dishes.

At each Memorable Moments dinner, a speaker offers details about the selected country and its cuisine, ensuring that students walk away from the tables with their heads as full as their stomachs. As a result, many develop an interest in a particular country that they continue to explore well beyond the program.

"My favorite part of the evening was when one of the restaurant workers came out and talked to us more about Burma's culture," said Ketterer. Speaking through an interpreter as the students finished dinner, the Burmese native offered details that were meaningful to the group. The caffeine in the spring ginger salad they had



Offered by Temple's Office of Student Activities, the Memorable Moments program introduces students to new cultures and traditions by sponsoring a trip to a different ethnic restaurant each month. For the first event of the academic year, 40 students got a taste of Burmese culture.

eaten, for example, makes it popular dish among Burmese students seeking a pre-study stimulant, he said.

The Memorable Moments program was conceived by the late Arnold Boyd, Temple's long-time Student Activities coordinator, in 2002. Restaurants must offer family style dining, vegetarian options and meet standards for economy and overall atmosphere.

To ensure that a student entering the program as a freshman will not repeat lessons on the same culture, a particular ethnicity is explored only once every five years.

"The most challenging aspect is picking a new country, and then a new restaurant each time," said Bryan Newman, graduate extern for Student Activities, who is responsible for planning each month's program. "It is great — the opportunity to meet new peers and try eclectic foods, all at zero cost to the student."

Students who wish to sign up for future Memorable Moments programs can do so through the Student Activities website, studentactivities.temple.edu. ♦

Fox IT students use e-portfolios to show off their qualifications



Employers participating in Temple's recent IT career fair used iPads to scan QR codes linking to online portfolios showcasing students' resume and work samples.

By Brandon Lausch
For the Temple Times

What better place for a career fair to go high tech than at one for IT-centric students?

Temple's Fox School of Business hosted its first IT Career Fair last month and, in another first, business students with majors and minors related to information systems carried business cards with QR codes for recruiters, who were equipped with iPads to scan the codes and access students' e-portfolios.

Also known as electronic resumes, e-portfolios allow students to manage their online identities and showcase experiences and sample work in a more dynamic format than a LinkedIn profile.

"We do a lot of career fairs and sometimes it's tough to keep track of who you met, and this helps put a face to a resume," said Paul Zaengle, vice president of U.S. Resource Management for global management

and technology consultancy Liquidhub, one of nearly 20 recruiters at the event. "It's my first time using e-portfolios at any career fair. It's easy to use, and the iPad integrates some cool technology into the career fair."

The e-portfolio initiative, overseen by the Institute for Business and Information Technology, includes custom design elements and a search engine for employers to find students by relevant criteria. There are 1,023 e-portfolios in active use.

Before the career fair, the IT services arm of the Association for Information Systems (AIS) student organization led the creation of customized QR codes to link directly to each participating student's e-portfolio and the distribution of business cards with the codes printed on the back. AIS members also trained employers in how to use the QR code reader on each iPad.

Management information systems major Yolandra Brown's e-portfolio,

combined with knowledge of Wordpress, helped her land an internship last summer.

"My e-portfolio also helps remind me of everything I've done before speaking with employers," said Brown, one of nearly 200 students registered for the career fair. "It gives me extra confidence."

Eric Soll, a systems architect at Dow, said his Temple interns last summer supplied e-portfolio links on their applications, and recruiters found it to be a "much more powerful way to connect that goes beyond a simple resume."

"It was especially interesting to be able to read papers the students wrote to get a better insight into their school work," Soll added.

For Zaengle, using an iPad to access the e-portfolios gave him an easy way to bookmark leading candidates to review their material later.

"I really am liking using this feature," he said. ♦

After stroke, creativity continues for dance professor

By Hillel J. Hoffmann
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The last thing dance professor Philip Grosser remembers from the day he had a severe hemorrhagic stroke in January 2008 was the sight of his cat looking back at him as he lay on the floor of his home.



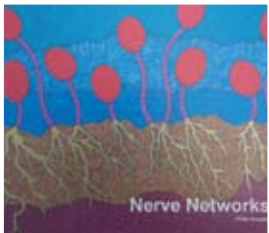
GROSSER

Life hasn't been the same for Grosser since. Nearly five years later, he still struggles to read and write. And for a time, he couldn't even speak. But one thing hasn't changed — Philip Grosser, a member of the Dance Department faculty in Temple's Boyer College of Music and Dance for 26 years, is a superb

choreographer and teacher.

Last month, audiences had a chance to see Grosser's choreography during a presentation of "A Body of Work: Choreography by Philip Grosser," a sampling of works created both before and after his stroke.

If there's a lesson to be learned from Grosser's stroke, it's that you can't stop a creative mind from creating. Unable to speak after regaining consciousness in the hospital due to a condition called aphasia, a language disorder caused by damage to language centers in the brain, Grosser immediately began to do what he had been doing in Dance Department staff meetings for years — draw. He drew the food he wanted to eat. And he began to draw colorful abstractions inspired by



Beau Hancock performing "The Wisdom of No Escape" by Philip Grosser. Inset: Philip Grosser's new book of drawings, *Nerve Networks*.

what he thought the damaged nerves in his brain might look like. This fall,

a collection of Grosser's drawings created in the years since his stroke, *Nerve Networks*, has been published.

"I think I've always been a visual person as well as a physical person," Grosser said. "Drawing is pure pleasure

for me."

Although the stroke left Grosser's motor skills intact, he no longer dances. With the help of intensive speech therapy with Nadine Martin, Francine Kohen and other faculty and staff at Temple's College of Health Professions and Social Work, Grosser has been able to teach and choreograph again. His speech is now nimble, although he sometimes

searches to find the right word. When he needs to read a document, such as an MFA student's final project, someone reads it to him.

To those who knew Grosser's choreography before the stroke, there has been another significant change.

"I'm a little bit more disinhibited than before," Grosser said. "My work is more overtly emotional. It's a little more raw. And it's better." ♦

Dance professor brings acclaimed series to El Barrio

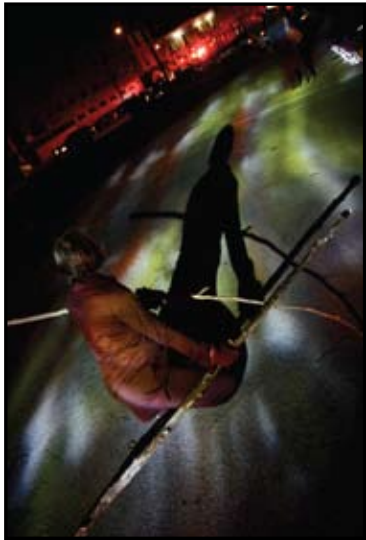
By Jazmyn Burton
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A stark, abandoned parking lot was transformed into an artistic carnival last month, as Merián Soto brought a performance from her acclaimed branch dance series to North Philadelphia's Barrio section.

The production, "SoMoS," showcased Soto's unique choreography — a meditative, somatic style that explores concepts of balance, consciousness and energy. The event was part of a larger movement to bring major performing arts events out of the theater and into the neighborhoods where people live.

"There is a planetary crisis of the imagination," said Soto. "We fail to imagine the solutions to the massive destruction of nature, the prevalence of war, our dependence on fossil fuel and the collapse of the education system. I see the parking lot as a blank open space. I wanted to trigger the audiences' imagination of what is possible, to jump start sensations which may be dulled."

The performance transformed a parking lot the size of a city block into a vibrant and immersive performing arts experience. Large tents were erected to shelter the audience from the elements as Soto's core of dancers performed. Shadows of the dancers and images of nature were projected inside each tent and



A stark, abandoned parking lot in North Philadelphia's Barrio section was transformed into an artistic carnival for a performance of Merián Soto's acclaimed branch dance series. The production, *SoMoS*, was part of a larger movement to bring major performing arts events out of the theater and into the neighborhoods.

on the dilapidated walls of buildings surrounding the parking lot.

The evening performance was presented in collaboration with Taller Puertorriqueño's "Café Under the Stars: Spotlighting the Arts in El Barrio" series. The parking lot in which *SoMoS* was set will be the site of Taller's future home.

"Taller is in the middle of a capital project to build a new state of the art cultural center in that location,"

said Carmen Febo, director of the organization, which provides cultural training alternatives to youth in the Puerto Rican community. "We felt that using the space to bring art to this community would plant the seeds for the new Taller as a cultural hub, as a place where people gather to celebrate the art of our community."

Bringing a large-scale performing arts piece to a parking lot at Fifth and Huntingdon streets is not without its challenges, said Soto.

"Practicing in the parking lot was grueling," she said. "It's dirty and noisy and the cement is rough and hard. In the summer it was excessively hot — now the wind makes it cold. But, at the same time, we were always intrigued by the project."

The Barrio performance is one of the first times Soto's production, which require dancers to perform choreography while balancing large branches, was performed in an urban setting. In 2005 Soto and Company developed "The One-Year Wissahickon Park Project," a creative research project of 16 performances in Wissahickon Park spanning the four seasons.

"It's beautiful to see such an expanse of sky and to connect with the neighbors when we're out there," said dancer Olive Prince. "The audience has the opportunity to wander through a world that presents a sensory experience on nature." ♦

Glass

From page 1

to Tyler from their private collection: "The Artist at Work" by Dan Dailey, "Overlay Series" by Harvey Littleton and "Artifact Still Life" by William Morris.

The Tyler School of Art's BFA and MFA programs — now universally recognized as among the nation's finest nearly 40 years after Professor Emeritus Jon Clark established glass as a major at Tyler — are located in a new, 10,000-square-foot facility on Temple's Main Campus in Philadelphia. The Glass

Program's state-of-the-art facilities (both in terms of creative resources and safety) include a hot shop for blowing and hot casting, a flame-working studio, a cold shop, a kiln room, a majors studio, a critique/installation room and private graduate studios.

Among the program's many noted graduates are award-winning glass artist Beth Lipman BFA '95; Ruth King BFA '81, artistic director of the Pilchuck Glass School; Amber Cowan MFA '11, who recently appeared on the cover of *Glass Line* magazine; and Jack Wax BFA '78, professor and head of the glass program at Virginia Commonwealth University's School of the Arts. ♦

Borowsky and Wagman speak about their gift

What attracted you to support Tyler?

Wagman: "One of the reasons we love and have supported glass is its vitality. There is an energy about glass that we admire. Temple really embodies that. Also, Temple has committed itself to an astounding facility for art. The Tyler School of Art is expansive; it's state-of-the-art. It says to Tyler's students, 'We respect the area where you work; we respect the artist.'"

Borowsky: "The fact that Temple is a state institution with a tradition of access was one of the strongest attractions for us. We believe in opportunity."

Sesame Street Workshop CEO talks with students at Fox School

By Josh Sankey
For the *Temple Times*

There's a new intersection in Philadelphia: Broad and Sesame.

Sesame Workshop President and CEO H. Melvin Ming, a 1967 graduate of Temple's Fox School of Business, returned to Philadelphia last month for discussions with students about his journey to the helm of the nonprofit educational organization behind the groundbreaking "Sesame Street," now in its 43rd season.

The visit, Ming said, was brought to students by the letter R: for relevance, reach and results, three points of emphasis for the Sesame franchise, which appears on all types of digital and social media and which often features A-list celebrity guests to attract parents to watch the show with their children for "magical" teaching moments.

Sesame's reach is unquestionable. The show reaches the vast majority American households through PBS and millions more children in more than 150 countries, including those with localized productions featuring different titles (such as Plaza Sésamo in Colombia), languages, curriculum and characters.

A Sesame video Ming showed at the event ended with this message: 1.8 billion children in the world. 1.8 billion reasons to keep working.

"There is a power in that young mind, and if we don't partner with it ... it will be to our detriment," he said.

Ming said Sesame's results — gains in literacy, understanding and respect, and emotional well-being among them — were witnessed in the audience of Temple students and their drive for empowerment through education.

"You are a treasure," Ming said. "Use what you have. You don't need much else."

A native of Bermuda, Ming came to Temple when his mother, Hester, browsed an American higher-education catalog. She landed on Temple, which sounded wholesome.

After graduation, Ming was drafted into the Army. He returned to Philadelphia two years later and



Sesame Workshop President and CEO H. Melvin Ming, a 1967 graduate of Temple's Fox School of Business, talked with students about his journey to the helm of the nonprofit educational organization behind the groundbreaking "Sesame Street," now in its 43rd season.

joined Coopers & Lybrand, now PricewaterhouseCoopers, and was the seventh African American in Pennsylvania to become a certified public accountant.

His career has included executive positions at NPR, the National Urban Coalition, the Museum of Television and Thirteen/WNET, New York's flagship PBS station. He joined Sesame Workshop 13 years ago as its chief financial officer. He then served as chief operating officer before his appointment as president and CEO in October 2011.

"I really enjoyed hearing about the role that we have in continuing education for the next generation and that all of the tools we need, we already have," said Simon Wong, president of the Business Honors Student Association, which sponsored the event along with other student and alumni groups such as the Temple University Black Alumni Alliance.

Ming's visit happened to coincide with a wave of publicity Sesame has received due to the presidential debates and campaigns, including an Obama ad featuring images of Big Bird. (Sesame Workshop released a statement emphasizing that it is a nonpartisan, nonprofit organization that does not endorse candidates or participate in political campaigns.)

When asked to name his favorite character, Ming replied: "With what Big Bird has done for us recently, I like him today." ♦

FeaturedEvents



Basketball tips off this month

The Temple men's and women's basketball teams begin the 2012-13 season this month. The women's team will play its opener at home on Nov. 9 against Montana, while the men play on the road at Kent State before hosting their home opener against Rice on Nov. 17. Season tickets are on sale now. Lower level seats for men's games start at \$20 per game for all 17 home games, with an additional promotion in which fans can buy three seats per game and get one additional seat free. Temple women's basketball season tickets start at \$50. Season ticket holders receive additional discounted pricing for the 2013-14 BIG EAST season. Visit owlstix.com or call 215-204-8499 to order.

Temple celebrates its global reach

The Office of Education Abroad will celebrate wide-ranging international work by students, staff and faculty during the day-long Global Temple symposium on Nov. 14 in Howard Gittis Student Center room 219. The event will highlight papers, panel discussions, posters, films, performances and exhibits organized around four pillars of university excellence: scholarship, teaching, creativity and service. Prizes for the best student work will be awarded. For more information, visit www.temple.edu/studyabroad/globaltemple/conference.

Temple Theaters presents 'The Marriage of Bette and Boo'

Temple Theaters will stage "The Marriage of Bette and Boo" from Nov. 14-Dec. 1 in Randall Theater. Written by Christopher Durang, the show begins with Bette and Boo's wedding, which is attended by their seemingly happy and supportive families. As the couple's marriage and family life is chronicled, however, it soon becomes clear that things are not working out quite as they had hoped.

For showtimes and ticket information, visit www.temple.edu/theater.

Calendar changes for Thanksgiving Break

The academic calendar reflects several changes this month related to Thanksgiving break. The university will follow a Thursday class schedule on Tuesday, Nov. 20, and a Friday class schedule on Wednesday Nov. 21. Temple will be closed on Nov. 22 and Nov. 23 for Thanksgiving Break.

CNN journalist fields questions from Temple students

By Jeff Cronin
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With both humor and gravitas, Anderson Cooper offered a peek into his life as a journalist last month during an hour-long Q&A session with students last month in Tomlinson Theater. The CNN anchor balanced stories of covering the revolution in Egypt and rape victims in the Congo with references to both Lady Gaga and Honey Boo Boo, offering a full perspective on what fills his 16-hour work days. The conversation followed the 2012 Lew Klein Alumni in the Media Awards, at which Cooper was honored with the Excellence in the Media Award. "Shouldn't you be studying?" Cooper asked the hundreds of students at the event as he took to the stage. "I hope you at least get credit for this." The students, from the School of Media and Communication and throughout campus, weren't shy with their questions — though many had written them down to prepare for the moment — quizzing him on everything from the impact social media has on objectivity to voter ID laws to how he manages his diverse career. "How do you wear so many hats?" asked one student. Noting her fedora, Cooper retorted, "Ironically, you're the only one wearing a hat in this conversation." The storied journalist told the students they should always "outhustle



CNN anchor Anderson Cooper enters Anderson Hall to the applause of students before an hour-long question and answer session in Tomlinson Theater.

everyone around you no matter what job you have." He said he landed his first anchor job at CNN because he was always available to fill in for people when they were out of the office. "That's why I don't take vacations now, because there are a bunch of schmucks waiting for my job," he joked. Well known for putting his all into his stories, Cooper was asked by another student if there is a line reporters shouldn't cross before becoming too involved. Cooper recollected a story from the middle of a violent protest in which a 10-year-old boy was hit in the head with a brick. While most people there fled the scene as he lay bleeding, his eyes starting to roll back, Cooper said he put his camera down and ran over to help this child.

"This is not altering the course of history," he said. "This is helping a 10-year-old kid." He cautioned the future journalists in the room that their mere presence can sometimes impact what they're covering; people will perform for the news cameras. "It's important to acknowledge that you're there," he said. Cooper believes that we're living in "a democracy of information," in which anyone can make their thoughts known to the world through social media, yet it's also a venue through which false information and opinions mimic news. "It makes it hard for people consuming [information] to figure out what is real and what's not. Reporting is more important than ever before." ♦

Temple's media impact celebrated

On Oct. 18, a line-up of alumni from the School of Media and Communication returned to accept the Alumni in the Media Award and be inducted into the school's Hall of Fame. This year's honorees were: **■ Fred Bauer '64**, producer, director and writer **■ Amy Caples '85**, assistant professor of media studies and production and a former anchor and reporter at CBS3/KYW Newsradio **■ Clark DeLeon '72**, columnist, *The Philadelphia Inquirer* **■ Kenn Venit '66, '68**, adjunct associate professor, Quinnipiac University, and adjunct instructor, Southern Connecticut State University **■ Dyana Williams '97**, on-air personality, 100.3 WRNB-FM Radio One **■** Winning the prize for the farthest distance traveled to attend the award ceremony, was **Jian Wang '08**, the first recipient of the new Rising Star Award. He is the vice director of the Daytime News Department for "Sound of China," China National Radio.

Temple will honor vets during Military Pride Month

By Laura Kuserk
For the *Temple Times*

Temple's Office of Veteran's Affairs has designated November as Military Pride Month, an opportunity for the university community to honor veteran students, faculty and staff who have served or are serving in the U.S. armed forces. As part of the month-long recognition, Temple will host Military Appreciation Day on Friday, Nov. 9. Ceremonies will take place at 11 a.m. in the Learning Center auditorium at Temple Ambler and in the Founder's Garden on Main Campus. The ceremonies will include the singing of the national anthem and a color guard representing all branches of military service. There will also be a wreath-laying service commemorating those who lost their lives in the line of duty.

Speakers at the Ambler event will include Col. James S. White, U.S. Army Retired, member of the Temple University Board of Trustees and executive vice president emeritus; Captain Antonia Greene, U.S. Army National Guard and Temple Ambler alumna and ROTC graduate; and David Ortiz, U.S. Navy Reserves and Temple Ambler student. Guest speakers at the Main Campus ceremony include World War II veteran Leonard Goldman, United States Army; Major General Wesley Craig, Adjutant General, Pennsylvania National Guard; and Marsha Four, executive director, Philadelphia Veterans Multi-Service and Education Center.

A luncheon provided by Sodexo will be held for all Temple veterans and current servicemen following the ceremonies in Bright Hall Lounge at Ambler and in the Johnson and Hardwick dining center on Main Campus. In addition to the formal events, faculty and staff are encouraged to



Temple's Nov. 9 Military Appreciation Day ceremonies will include a color guard representing all branches of military service.

Additional Military Pride Week Events

NOV. 6-9
■ Federal Summer Internship Interviews
The Office of Disability Services will host a federal recruiter from the U.S. Army at West Point to interview students with disabilities for full-time paid government internships next summer.

NOV. 7
■ Employer Panel
Noon- 12:50 p.m., Alter Hall, room 748
The Temple Veteran Association will host an employer panel for Temple student veterans of all majors and program levels. Participating companies include PNC Bank, Lincoln Financial Group, Target and Enterprise.

decorate their offices to demonstrate their pride and to offer coffee, donuts or other comforts to military students and veterans. "I think our veterans and service members are deserving of this type of recognition for all they have done

for our country," said Laura Reddick, Temple's associate director for adult and veteran-student recruitment. The November programs are an extension of Temple's commitment to active military and veteran students. Over the past several years, the university has established a robust infrastructure to help them achieve their educational goals and address issues that affect their lives. Temple has been nationally recognized for its support of veteran students, faculty and staff. For the fourth consecutive year, the university was named to *G.I. Jobs Magazine's* Military Friendly Schools list recognizing the top 15 percent of colleges, universities and trade schools that offer the most support to America's military servicemembers and veterans. The list is compiled through extensive research and a data-driven survey of more than 12,000 schools nationwide approved by the U.S. Department of Veterans Affairs. For more information about Temple's commitment to serving veterans, visit the Office of Veteran Affairs' website at www.temple.edu/veterans. ♦

Temple pursues bold energy conservation goal

By Laura Kuserk
For the *Temple Times*

Temple recently announced a bold new conservation campaign to drastically cut the amount of energy the university uses. The goal of the campaign is to reduce energy use per square foot of building space by 25 percent over the next two years. If successful, the campaign will advance the university's commitment to reducing both greenhouse gas emissions and operating costs. "By being smarter about our energy consumption, we can ensure that our resources are spent on educating our students rather than cooling and heating inefficient buildings," said Senior Vice President of Construction, Facilities and Operations Jim Creedon. "This campaign is about challenging our current assumptions about energy use," said Kurt Bresser, Temple's Energy Manager, who will lead the effort. "We will be looking at buildings and asking 'can we do better?'"

The university is currently developing an Energy Saving Strategies Plan that identifies conservation strategies and outlines large-scale efficiency projects. At the same time, the Office of Sustainability has created building-specific Energy Teams to promote energy conservation by identifying and implementing opportunities for energy reduction, encouraging and empowering fellow building occupants to conserve energy and spreading the word about the university's energy conservation goals and accomplishments. ♦



Temple aims to cut energy use by 25 percent over the next two years.