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# Main Hall to Main St.

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Connecting Campus and Community

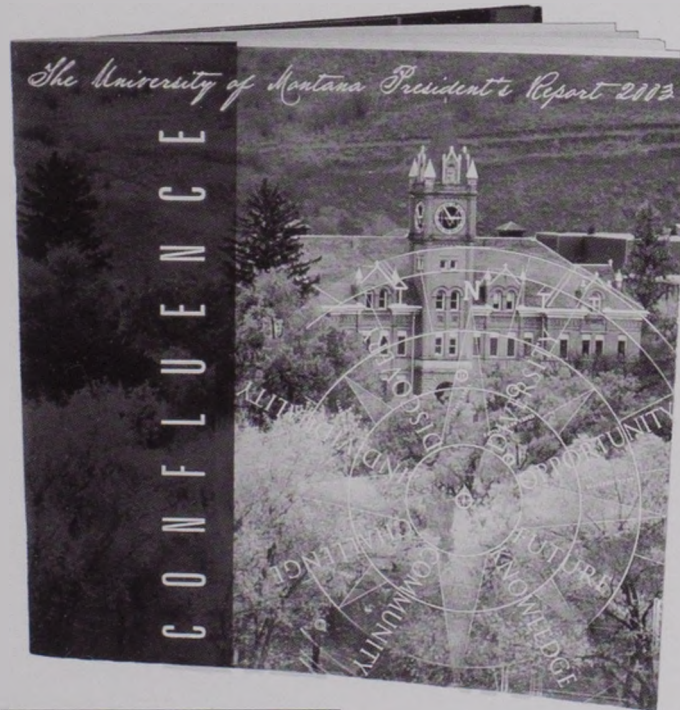
July 2004

## President's report wins national publishing award

The University of Montana's annual report has won a Beacon Award for Excellence in Education Marketing from the Association for Educational Publishers.

The award honoring "Confluence," UM's 2003 President's Report, was presented during AEP's annual conference June 9 in Alexandria, Va. The University learned in April that it was among four finalists for the national award. More than 1,400 entries were submitted for consideration in various categories, and 119 winners were selected.

The report highlights diversity on the Missoula campus with five short profiles of students and employees, as well



as UM's top achievements of the 2002-03 academic year.

The AEP recognition marks the fourth award the 2003 President's Report has received in national and regional competitions this year. In February the report earned a gold award in the Admissions Marketing Report's Admissions Advertising Awards Competition and two silver awards from the Council for Advancement and Support of Education's District VIII.

The report, which includes an introduction written by President George Dennison, was produced by University Relations team members Todd Goodrich, Rita Munzenrider, Cary Shimek and Patia Stephens. It was designed by Karen Slobod, a UM graduate student in fine art.

## UM hits Montana fairs

Curious about your state's largest university and its satellite campuses? Then go to the fair. UM will host booths at four of Montana's largest fairs this summer. The booths will offer a variety of University information, including admissions brochures, catalogs, athletic schedules, sports posters, UM publications and more. And don't forget about the games and the chance to win Griz footballs, tattoos and pencils.

The fairs also will offer appearances by Monte, UM's 2002 National Mascot of the year. Other UM celebrities also may stop by.

UM representatives and alumni volunteers will be at the July 30-Aug. 7 Montana State Fair in Great Falls, the Aug. 10-15 Western Montana Fair in Missoula, the Aug. 13-21 MontanaFair in Billings and the Aug. 18-22 Northwest Montana Fair in Kalispell.

Monte will appear at each fair except Missoula, but the times for Great Falls aren't set yet. But UM's crowd-pleasing bear will be in Billings from 1 to 3 p.m. Tuesday, Aug. 17. He also will appear in the Kalispell parade before performing at the fairgrounds from 3 to 5 p.m. Friday, Aug. 20.

## University's radio-television department rakes in awards

UM's radio-television department will have to find more room in its trophy case after a series of awards this summer.

A student-produced documentary titled "Settling the Tab on Montana's Alcohol Culture" received the E.B. Craney Award for outstanding noncommercial television program of the year from the Montana Broadcasters Association and Greater Montana Foundation on June 19.

It was only the fourth time a student documentary has earned the award. UM's Student Documentary Unit, led by Professor Bill Knowles, has been in production for 18 years.

Also on June 19, an episode of the department's "Business: Made in Montana" program earned a Student Emmy Award from the Seattle-based National Academy of Television Arts and Sciences (NATAS)-Northwest Chapter. Three of UM's student-produced programs were nominated for the award.

In addition, Andy Atkins-Van Lieshout, a junior studying radio-television from White Sulphur Springs, earned a \$2,000 NATAS scholarship. Earlier this summer, Atkins-Van Lieshout also learned he will receive a \$2,000 Great Falls Broadcasters Association scholarship. His classmate Sarah Cowan, a senior from Havre, earned a \$1,000 scholarship from GFBA.

# UM offers unique entertainment management program

An innovative new program at UM may lead students from the Rocky Mountains to the Hollywood Hills.

Last semester, six students became the first to receive certification from UM's Media and Entertainment Management Program, the latest offering from the University's School of Business Administration.

"This is the only program like this in the country," said Scott Douglas, the visiting instructor who organizes the specialized course. "Our students receive a priceless education from real industry experts."

Students take classes in venue management, artist management, new media, and touring and promotion. Offerings may lead to careers as agents, tour managers, concert promoters, film producers and more.

The idea for the program came from prominent UM alumni who have become major players in the entertainment industry. In 2001 they promoted and held a Mannheim Steamroller Christmas concert in Billings, which provided seed money to get the unique University program started. Many of the alumni also volunteer their time as instructors.

Douglas said UM provides classroom space and campus expertise to support the program, but it's largely self-supporting since students raise money through hands-on events they plan and market themselves. They held their Spring Thaw concert April 30, and next year's class

will produce another Mannheim Steamroller concert this coming November in Missoula.

Douglas said the program limits enrollment to 35 students who have to write an essay and undergo a personal interview to be admitted. Subjects are

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**"Participants must get an A or B, or they flunk. That's reflective of the entertainment industry, which does not reward mediocrity."**

—Scott Douglas  
program organizer

dealt with during intensive, all-day classes on select weekends.

"Our students don't have to be business majors, but they have to be willing to go the extra mile," Douglas said. "Participants must get an A or B, or they flunk. That's reflective of the entertainment industry, which does not reward mediocrity."

Nearly 40 entertainment industry professionals have been instructors since the start of the program in 2002. They included Mike McGinley of SRO Consultants, who does tour accounting for more than 100 major clients — including Sting, Paul McCartney, Sheryl

Crow and the Rolling Stones. Another speaker was Brian Knaff, president and cofounder of Talent Buyers Network, which is the largest source of casino showroom entertainment in the country.

Douglas said the program's dedicated instructors and built-in network of industry insiders make UM's program special and difficult to emulate at other universities. It also provides students with valuable contacts when they are ready to enter the entertainment field.

Shannon Boschee, a senior in marketing and art from Billings, was certified by the program. She said the course helped her land an internship with MetraPark Arena in Billings, and she also works for a theatrical booking agency. In addition, the program has provided her several job leads to pursue after graduation.

"This has been a great opportunity," she said. "It's great that they fly in instructors to give an outside perspective — especially since Montana isn't noted for its entertainment industry. I've always wanted to work in entertainment, and this should really increase my chances."

Lee Hayes, a Helena senior in business administration, also received his certificate. When asked why he thought the class was valuable, he said, "It's real. You are being taught by the best in the profession. They don't write a book. They tell you straight up that this is what happened yesterday and this is what's happening tomorrow. It's all very cutting-edge." 📺

## UM Calendar

**Summer camp—Aug. 1-6.** "On the Trail with Lewis and Clark: A Montana Natural History Journey," Elderhostel program, seniors 55 and older, \$295, registration required. Montana Natural History Center, (406) 327-0405.

**Fund-raiser—Aug. 7.** "Chair-ity" Auction, Daly Mansion, Hamilton. Information, (406) 363-6004.

**Open house—Aug. 13.** Blue Mountain Observatory, telescope viewing of the night sky begins one hour after sunset (approximately 10 p.m.), free. Information and directions, (406) 243-4299, <http://www.physics.umt.edu/BlueMountain/>.

**Concert—Aug. 15.** Missoula Symphony, Daly Mansion, Hamilton. Information, (406) 363-6004.

**Fall classes start—Aug. 30**

## Psych program renews accreditation

UM's doctoral program in clinical psychology has received a seven-year renewal of its accreditation from the American Psychological Association. The APA is the main accrediting body for the field of clinical psychology.

"The renewal is the longest period that the APA awards," said Nabil Haddad, psychology department chair. "I think this speaks well of the caliber of our program here at UM."

Accreditation is based on a rigorous review process conducted by three outside experts. The psychology department also completed a self-study in the summer of 2003 and went

through a site visit by the three reviewers in the fall.

Haddad said the site visitors commended the program for the quality of its training and noted excellent quality of faculty-student relationships.

In their report the site visitors said, "According to all available information, and particularly according to the students, the program faculty is accessible to students, perhaps to a degree uncommon in many PhD programs. It is obvious that faculty members spend inordinate time with individual students..."

UM's clinical psychology program has been accredited since 1965. 📺



The University of  
**Montana**

*Main Hall to Main Street* is published by University Relations at The University of Montana. Send questions, comments or suggestions to Cary Shimek, editor, Brantly Hall 330, Missoula, MT, 59812, or call (406) 243-5914. Photos are by Todd Goodrich, Holly Fox, Gary Jahrig, Rita Munzenrider and Patia Stephens are contributing editors and writers. The newsletter is online at [www.umt.edu/urelations/mainhall](http://www.umt.edu/urelations/mainhall).