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### C-SPAN bus visits UM to honor faculty member's winning essay

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**NEWS RELEASE**

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Sept. 16, 2004

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**C-SPAN BUS VISITS UM TO HONOR FACULTY MEMBER'S WINNING ESSAY**

**MISSOULA –**

University of Montana business faculty member Cameron Lawrence won a national essay contest and the entire campus gets to share his prize – a visit from the C-SPAN School Bus and the accompanying national exposure.

The 45-foot-long yellow bus will be parked on the Oval in front of Main Hall from 8 a.m. to 1 p.m. Monday, Sept. 20, while its crew of educators visit Lawrence's and several journalism and radio-television classes to talk about topics ranging from the cable industry to covering politics. UM students and faculty will board the bus to view educational videos, including one documenting political advertisements dating back to the 1950s.

The public is invited to attend a 12:30 p.m. ceremony, during which the cable network's officials will honor Lawrence as one of 25 national winners in C-SPAN's 25<sup>th</sup> anniversary essay contest. The brief event will take place on the Oval in front of the bus. The ceremony and other portions of the visit will be taped for broadcast later in the week on C-SPAN's "Washington Journal."

Earlier this year the network asked its viewers to describe how something they saw on C-SPAN motivated them to act, create or become involved. Lawrence's essay describes how C-

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SPAN propelled him on his personal journey from smoke jumper to University faculty member.

For his effort, Lawrence earned \$250 and was able to choose a destination for C-SPAN's traveling school bus and its film crew. Lawrence, an admitted C-SPAN junkie, elected to bring the bus to UM.

For more information about the C-SPAN traveling school bus, visit [www.c-span.org/classroom/schoolbus](http://www.c-span.org/classroom/schoolbus).

Following is Lawrence's essay:

*C-SPAN, which I learned about in 1991, has helped me to make a major transition in life. This transformative journey begins in the heart of the Rockies, winds its way through the halls of The London School of Economics and then finishes at The University of Montana.*

*This story has as a beginning the time that I affectionately refer to as "my misspent youth." From 1991 through 1996 I made my living by parachuting out of airplanes and into forest fires. While smokejumping was an overwhelmingly positive experience, it was also one that saw the loss of friends through violent means. It was after several colleagues died in 1994 that I knew I must return to college.*

*When I elected to return to the academy, I did so with a fully engaged mind and a singularity of purpose that was inspired by the writers featured on Booknotes. Booknotes sparked a passionate intellectual curiosity that was absent during my first, and admittedly,*

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*unremarkable foray into the academy. Upon returning to university life, this newfound passion enabled me to excel and, after several years of hard work, culminated with admission as a Ph.D. candidate to the LSE.*

*Now, as an aspiring professor at UM, it is my ambition to share the reverence for the power of ideas that Booknotes awoke within me. I owe a special thanks to the Booknotes' authors who unwittingly encouraged a young smokejumper in Missoula, Montana, to take intellectual leaps, instead of leaping out of perfectly good airplanes.*

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