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NEWS RELEASE

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The Scripps Howard Center for Media Studies established with a \$200,000 gift to *Campaign USI*

Dr. H. Ray Hoops, president of the University of Southern Indiana, today announced the establishment of the Scripps Howard Center for Media Studies thanks to the support of the Scripps Howard Foundation's \$200,000 gift to *Campaign USI*, the University's first capital campaign. Judith G. Clabes, president and CEO of the Scripps Howard Foundation, and Vince Vawter, publisher and president of the *Evansville Courier & Press*, joined Dr. Hoops for the announcement.

"The Scripps Howard Foundation considers it a great honor and privilege to be partnering with the University of Southern Indiana to develop this Center for Media Studies," said Clabes, a former editor of the *Evansville Sunday Courier & Press*. "For nearly 100 years, a Scripps Howard newspaper has been giving light so that the people of southwestern Indiana and the rest of the Tri-State might find their way. We're proud to have the opportunity to make that light shine even brighter through this gift."

Vawter, whose paper is an E. W. Scripps Co. paper, understands the challenges of the Information Age and knows journalists have to function in the digital world whether they are working on stories, images, and ads for a daily newspaper, a broadcast medium, or a web site.. He said, "Journalists, along with learning the century-old skill sets, must also traverse today's technological labyrinths and the Scripps Howard Center for Media Studies will go a long way in providing that opportunity in southwest Indiana."

The gift also will fund journalism and mass communication scholarships to recruit and retain highly-qualified students and to recruit and retain minorities. This is the largest gift ever to the USI School of Liberal Arts.

The Scripps Howard Center for Media Studies will prepare students of journalism and the mass communication fields of advertising, computer publishing, radio and television, and public relations in the digital technology now being used in today's communications professions. The center will be located in the \$15.2 million Liberal Arts Center, now under construction at USI and expected to open in the fall of this year.

Dr. James R. Blevins, dean of the school of Liberal Arts and present at the announcement, said, "The Scripps Howard Center for Media Studies will provide our students and faculty state-of-the-art software and equipment which will move us into the forefront of journalism programs. The center will be stocked with digital photography software and equipment, digital scanners, audio and video editing equipment, and modern web page software. We can merge classroom theory with the actual delivery of journalistic products. Upon graduation our students should have solid skills and a portfolio to show prospective employers in a range of fields including broadcasting, electronic media, advertising, and journalism. He added, "We plan to organize a

news service which will allow USI students to research and write stories appealing to the 18-to-34-year-old market, and we will offer these stories free via the Internet to news media within the Tri-State area."

Further initiatives include using the digital technology at USI to link middle school and high school teachers and students to the resources of the University and finally to the journalism profession.

The Scripps Howard Foundation is the corporate foundation of The E.W. Scripps Company. The foundation's mission is to advance the cause of a free press through support of excellence in journalism, quality journalism education, and professional development. The Foundation helps build healthy communities and improve the quality of life through support of sound educational programs, strong families, vital social services, enriching arts and culture, and inclusive civic affairs, with a special commitment to the communities in which Scripps does business.

In addition to the *Evansville Courier & Press*, the E. W. Scripps Company operates 18 daily newspapers; nine network-affiliated television stations; two TV networks, Home & Garden Television and the Food Network; a TV programmer, Scripps Productions; United Media, a worldwide syndicator and licensor of news features and comics; the Scripps Howard News Service; and publishes independent Yellow Pages directories.

The funding of the Center for Media Studies meets a featured objective of *Campaign USI* to secure instructional technology for the new Liberal Arts Center. The capital campaign closed December 31. Other major gifts to the campaign have funded the Helen Mallette Studio Theatre, the Clifford and Ruth Kleymeyer Lecture Hall, the Anna Lee Hamilton Music Studio, and the Cynderella Miller Foreign Language Laboratory in the Liberal Arts Center.

Results of the campaign are expected to be released by the end of the week.