

'Middle Tennessee Record' is now on YouTube

from Staff Reports

Stories from "Middle Tennessee Record," MTSU's monthly video magazine, now are being posted on YouTube as a convenient way to share the information with students, colleagues and friends.

"Both the July and August programs have been posted on YouTube, and the September MTR will be up at the first of the month," said John Lynch, producer of the program and director of marketing technologies in the Office of News and Public Affairs.

"Previously, viewers needed RealPlayer software to view the stories online. Viewers had problems with the earlier software, and the new YouTube method will make the video available to more people with less hassle."

If you've been away for the summer and need to catch up with MTR, a list of the August stories posted on YouTube—and their URLs—follows. Feel free to forward the links to faculty, staff, students, alumni, friends and family and urge them to share the links, too! You also can find the main MTR link at www.mtsunews.com.

Here's MTR for August:

• **Mass Comm gets HDTV upgrade** (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/HDTV.html)—The new high-definition HDTVs are showing up in many homes and businesses. To keep MTSU's graduates on the leading edge of this new technology, the Department of Electronic Media Communication has been upgrading its production facilities.

• **Videogaming** (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/video-games.html)—Remember Pong, which came out in 1972? Nintendo's new Wii gaming system adds a whole new dimension to gaming, but there are potential health problems.

• **Pork Ribs, Microscopes and the Smithsonian** (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/alicja.html)—Grad student Alicja Kutyla has received a prestigious fellowship from the Smithsonian Institution. She's also been examining pork ribs that Dr. Hugh Berryman blasted with a pistol.

• **MIMIC** (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/MIMIC.html)—MTSU recently acquired some electron microscopes that can boost magnification 1 million times. Those microscopes and other equipment were unveiled recently at the MTSU Interdisciplinary Microanalysis

and Imaging Center, or MIMIC for short.

• **Return to Cambodia** (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/Cambodia.html)—Last summer Sarong Vit-Kory returned to Cambodia, her family's homeland. The photo essay she produced about her experience won an award from the International Student Exchange Program.

• **Tornado Drill: How'd We Do?** (www.mtsu.edu/~proffice/MT_Record/mtr0708_Aug07/Tornado.html)—Public Safety Chief Buddy Peaster talks about what was learned from the recent tornado drill.

To watch any of the previous editions of MTR, visit www.mtsunews.com. Watch for details on the September MTR in the Sept. 10 edition of *The Record*.



Faculty, staff: Share your expertise with media! Join NPA's 'TR Team'

from Staff Reports

Faculty experts, the faces and voices of MTSU, help put the university front and center in the media every day. The Office of News and Public Affairs wants reporters, editors and producers to seek out our faculty's expertise on important issues, which in turn showcases MTSU's abilities and accomplishments.

Our faculty and administration members are nationally and internationally recognized in their fields, making them a clear choice for explanations, opinions and commentary when hot news topics arise.

But without the faculty's willingness and ability to share their expertise and experience with media, those reporters, editors and producers will shop elsewhere.

"MTSU has become the go-to university in the area for expert commentary because (a) we make ourselves accessible to media; (b) we drop what we're doing and accommodate a reporter's needs; and (c) we provide rock-solid faculty expertise that is substantial and reliable," said NPA Director Tom Tozer.

"To the extent that we can accommodate their needs, we want the media community to feel welcomed and at home right here. That keeps MTSU where we need to be: in the media mix with other universities vying for valuable but limited ink and air."

That's why NPA is seeking MTSU experts to

join the "Today's Response" team. "TR" is a media tip sheet that NPA sends out every weekday to more than 170 print and electronic media members, offering expert commentary on timely news topics. Lending your credibility and knowledge to an issue—and interacting with reporters in person, on the phone or on-camera—is a great addition to a curriculum vita. And, Tozer added, "institutionally speaking, it's a necessity."

As MTSU launches a new academic year, NPA is encouraging faculty veterans as well as newcomers to become and remain involved. When you receive a "Today's Response" pitch from Tozer or NPA's Gina Logue, please respond, if you are able.

"For every 10 pitches, we receive four to five media 'hits' in the form of a print story, radio interview or occasional TV spot," Tozer said. "That's an amazing return that keeps on giving by keeping MTSU front and center."

If you're not already involved in "Today's Response," visit www.mtsunews.com to familiarize yourself with it, then send your name and areas of expertise to news@mtsu.edu—or fill out and fax the form above to

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MIDDLE TENNESSEE
STATE UNIVERSITY

Faculty!
We need your expertise for "Today's Response!"

Name: _____

Rank: _____

Department: _____

Office phone: _____ E-mail: _____

Cell phone (if we can give it to media): _____

Your specific area(s) of expertise/work experience: _____

Would you like to be included in our Speakers Bureau?

Please return this form to Gina K. Logue in CAB 209,
fax it to extension 5714, or e-mail your information to gklogue@mtsu.edu. Thanks!

615-898-5714—to be included on the experts' list. If you're a veteran TR participant, we hope you'll continue to respond!