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Monitor Newsletter March 11, 2002

Bowling Green State University

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MONITOR

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Jack Nachbar shows a special edition of *The Journal of Film & Television* that he co-edited. Nachbar is now senior associate editor of the journal, which is celebrating its 30th year in print.

Jack Nachbar earns a lifetime achievement award

When he accepts the 2002 American Culture Association Governing Board Award for Outstanding Contributions to American Culture Studies this week in Toronto, Jack Nachbar, professor emeritus of popular culture, says he will take double delight.

First, because he is proud and pleased to receive the highest honor given by the association he has been a member of for many years. And, second, because honored along with him will be his longtime friend and colleague Michael Marsden, a BGSU professor emeritus of popular culture and now provost of Eastern Kentucky University.

"I'm thrilled and honored to be recognized along with my old *compadre*. We were plotters together for a lot of years," Nachbar said.

Together, Nachbar and Marsden have done perhaps more than anyone to bring serious scholarship to the study of popular television and Hollywood movies. They founded the *Journal of Popular Film and Television* along with Sam Grogg Jr. 30 years ago, before television was generally considered a legitimate topic of scholarship, and have published articles by many of the top international scholars in the field over the years. While more than 100 journals on television have come and gone over the last quarter century, the BGSU publication has endured, which Nachbar says is among his most satisfying achievements, as has been the subsequent success and international pre-eminence of Bowling Green's Department of Popular Culture.

Today, more than 1,000 BGSU students take the introductory popular culture class each year.

Nachbar served as director of the film studies program for 15 years, and taught about 50 different film courses.

Drawn to BGSU in 1970 by the work of Ray Browne, professor emeritus of popular culture and founder of the original center, Nachbar joined the fledgling Department of Popular Culture as a doctoral student.

"We were much criticized at the time and even accused of undermining liberal education," Nachbar said of the new discipline. "But it struck me as common sense to study popular culture."

He received his Ph.D. in American literature and popular culture in 1974, writing his dissertation on movie Westerns.

His 1974 book *Focus on the Western* was a breakthrough piece on the genre, according to Marsden. "Jack has done pioneering work in a number of areas, but his work on Westerns really drew critical attention to them."

Speaking of his former student and protégé, Browne said, "I was always proud to have him. He's always been a success and wanted to help make our undertaking a success, too."

Another achievement dear to Nachbar's heart is winning the Master Teacher Award, which he received in 1996. BGSU's most prestigious award for faculty, it is given by the Undergraduate Alumni Association and voted on by students.

"Jack loves young people," said Tom Klein, director of the Chapman Learning Community,

(continued on back)

Computer Training Center offers 'special care' for BGSU community

Some computer problems call for "special care," which is what a new service offered through Continuing Education, International & Summer Programs provides. Begun as an offshoot of the BGSU Computer Center training classes, the Special Care service works hand in hand with Information Technology Services.

Project Team Leader Susan Huffine offers individualized or officewide help with everything from installing software to staff training to development of customized systems. An often-requested service is helping identify the appropriate software for clients' needs, she said.

On-campus users receive a discount for services, and there is also a "Frequent Customer" program. Huffine has worked extensively with the Office of Career Services, for example, to assess employees' computer needs and provide ongoing training.

"The whole process was really an example of 'best practices' in training," said JoAnn Kroll, director of Career Services. "Susan assessed the basic skill levels of each of the men and women of Career Services and then placed us in beginner, intermediate or advanced levels. She offered multiple sessions on the use of several applications and even created an online tutorial we could refer to later. It was a comfortable, safe environment to learn in and created a cooperative learning environment where we really honed our skills."

Special Care was begun in May 2000 by Carl Dettmer, associate director of the Computer Training Center, in response to clients' ongoing needs following computer classes at the center. Huffine began going out to the community, where one of her main clients became the Wood County Committee on Aging. "We've developed a long-lasting relationship," she said. She assists more than 30 clients on a regular basis, from consulting with computer purchases to creating customized databases for their company's operation.

"There has also been a great response from BGSU alumni," Huffine said. She has worked with alumni locally and as far north as Michigan.

To schedule an appointment or discuss how you might use Special Care services, contact Huffine at 2-7872, or by email at huffine@bgnet.bgsu.edu.



Treehouse Troupe to perform 'Pinocchio'

Gepetto (Anthony Chaffin) carves a puppet named Pinocchio (Max Demers) in a scene from "Pinocchio." The BGSU children's theatre company will perform the classic tale in the Joe. E. Brown Theatre on March 22-23, along with "Anne of Green Gables." For tickets, call 2-2719. The troupe will then take the show on the road to more than 20 area schools.

campus calendar.....

Nonprofit Organization
U.S. Postage
PAID
Bowling Green, Ohio
Permit No. 1

Monday, March 11
Spring Break begins.

Monday, March 18
Dissertation Defense,
"The Effects of the Level of
Computer Technology Use in
the Classroom on the At-Risk
Student's Grade and Atten-
dance," Rozalind Muir-Hezrig,
School of Leadership and
Policy Studies, 1-3 p.m.,
444 Education Building.

Women's History Month
Keynote Speaker, "Nurse with-
out Borders," with Mary
Lightfine, of Doctors without
Borders and a joint winner of
the Nobel Peace Prize, 7:30
p.m., 101 Olscamp Hall. At 7
p.m. the Miguel Ornelas Award
will be presented by the BGSU
President's Human Relations
Commission. Call 2-7227.

in brief

BGSU gets 'big' award for 'BiG' campaign

The BGSU enrollment campaign "Get the BiG Picture" recently won an important award from the Advertising Club of Toledo, a chapter of the American Advertising Federation (AAF). BGSU's campaign won the ADDY Business to Consumer Award for Mixed Media Advertising Campaign-Regional/National. The campaign encompassed television, radio, outdoor advertising, newspaper and print ads and ran throughout northern Ohio, beginning in 2001.

"From my perspective, it's the most important of all the ADDY's because it's the most complicated, going across all lines of communications," said account supervisor Joe Minnick, vice president for marketing/media services for Communicá, the Toledo agency which designed the campaign. The rest of the Communicá team included Pat Pencheff, Jeff Artz, and Chrissy Upham. BGSU team members were Kim McBroom, associate vice president for marketing and communications, Fred Connor, marketing manager, and Craig Bell, director of photography in the Office of Marketing and Communications.

"We see the effectiveness of the campaign in our enrollment numbers, which have been up the last two years, and we've had more people at the last two Presidents' Days," Connor said. "The message of the campaign really highlights our strengths as a university."

The ADDY Awards honor excellence in advertising and cultivate the highest creative standards in the industry. The local winners proceed to 14 regional competitions, and those winners proceed to the national finals.

Union is open for dining during break

For the first time in two years, campus diners can enjoy eating at the Bowen-Thompson Student Union during spring break. The union has announced its hours of service as follows:

- The Bowling Greenery will be open from 11:30 a.m. to 2 p.m. weekdays, and from 11:30 a.m. to 1:30 p.m. Saturday and Sunday, March 16-17.
- The Carnation Café will be serving from 7 a.m. to 3 p.m. daily, remaining open until 11 p.m. on Sunday, March 17.
- The Black Swamp Pub will be open on the weekend only; March 16-17, from 11:30 a.m. to 1 p.m., and again on March 17 from 3 p.m. till midnight.
- Zza's Pizza will serve weekdays from 11 a.m. to 3 p.m., and from 11:30 a.m. to 1:30 p.m. on March 16 and till 3 a.m. March 17.

Jack Nachbar (continued from front)

where Nachbar has taught since his retirement in 1997.

"He brings great passion to his teaching, along with a love of the common culture, respect for the individual and an anti-elitist value system. His grounding in his discipline is impeccable, yet he never takes himself too seriously. He also brings a sense of drama that's wonderful."

It was perhaps a natural that Nachbar was one of the two original faculty members invited

to join the Chapman Community. "Jack has a strong urge to get closer to the students and to integrate the disciplines," Klein said.

Nachbar's 1992 book, *Popular Culture: An Introductory Text*, which he co-edited with Kevin Laue, has been adopted by about 60 colleges and universities. It is one of 10 books he has co-written, along with numerous articles, several together with Marsden.

in memory

Warren Waterhouse, 90, professor emeritus of management, died Feb. 9 in Bowling Green. He taught at BGSU from 1959-77. (The first time this notice appeared in Monitor it contained incorrect information.)

Sara Derrick, 84, associate professor emeritus of applied human ecology, died Feb. 28 in Sandusky. She taught at the University from 1975-91 and directed the Child and Family Community Services degree program.

job postings.....

FACULTY

Partners in Context and Community. Instructor. Call Bob Midden, 2-0563. Deadline: March 22.

Music Education. Instructor. Call Mark Munson, 2-2188. Deadline: March 29.

Music Performance. Visiting Assistant Professor. Call John Sampen, 2-2498. Deadline: March 29.

Theatre. Instructor. Call Ron Shields, 2-6812. Deadline: April 2.

English. Instructor. Call Tom Wymmer, 2-7543. Deadline: April 15.

Sociology. Instructor (two positions). Call Gary Lee, 2-2292. Deadline: April 22.

Contact Human Resources at 372-8421 for information regarding the following:

CLASSIFIED

(Employees wishing to apply for this position may request a "Request for Transfer" form.)

The deadline to apply is 1 p.m. Friday, March 15:

Secretary 2 (C-20-Vc)—Libraries and Learning Resources. Pay grade 7.

ADMINISTRATIVE

Assistant to the Vice President for Student Affairs for Financial Administration (S-117)—Student Affairs.

Administrative grade 17. Review of applications will continue until the position is filled.

Managing Editor (S-01/069)—Social Philosophy and Policy Center. Administrative grade 12. Deadline: March 15 (search extended).

Health Promotions Coordinator (S-014)—Wellness Connection, Student Health Services. Administrative grade 15. Review of applications

will continue until the position is filled.

Staff Physician (S-015)—Student Health Services. Review of applications will continue until the position is filled.

Program Coordinator (S-01/069)—Bowen-Thompson Student Union (re-advertised). Administrative grade 14. Review of applications will continue until the position is filled.

Server Technician (V-016)—Information Technology Services. Administrative grade 12. Deadline: March 15.

Research Compliance Officer (02-018)—Office of Research Compliance/Graduate College. Administrative grade 14. Deadline: March 22.

Director, Counseling Center (S-020)—Administrative grade 18. Deadline: March 29.

Head Athletic Trainer (02-019)—Intercollegiate Athletics. Deadline: April 10.

Third Assistant Women's Basketball Coach (02-013)—Intercollegiate Athletics. Deadline: April 10.

Associate Director for Programs and Services (S-062)—Bowen-Thompson Student Union (re-advertised). Administrative grade 13. Review of applications will begin April 12 and continue until the position is filled.

Residence Hall Director (S-010)—Office of Residence Life. Administrative grade 13. Review of applications will begin April 12 and continue until the position is filled.

www.bgsu.edu/faculty_staff/

Monitor
.....online