



(above) Bill Lawrence speaking to students in the Sadler Center on Thursday night, January 29, 2009



(right) Zach Keifer '07, Randall Taylor '09, Kevin Heraldo, Bill Lawrence '90, Erica Westmoreland, and Troy Davis in the Media Center

Advancing a uniquely inspired audio-visual culture at William and Mary

Bill Lawrence '90 visits W&M



Class of 1990 Alumnus, Bill Lawrence, creator and writer of both "Spin City" and "[scrubs]," returned home to William and Mary in January. During his three days on campus, Lawrence visited 3 classes - one English course on Screenwriting and two theatre courses - hosted a luncheon with student filmmakers, attended a Career Center event on careers in the media arts, and spoke in front of a packed house at the Sadler Center's Commonwealth Auditorium. He also managed to make time to share a pint with his brothers in Kappa Alpha and cheer on the Tribe basketball team against Towson. Lawrence eagerly answered any and all questions that students had for him.

The Bill Lawrence Filmmaking Competition



The winner of the competition, as chosen by Bill Lawrence, is: Magic Dream House by Team 1963. Congratulations to team members Adam Stackhouse, Reina Chamberlain, Samantha Fien-Helfman and actors Kelley, Matt, and Ben!

The other finalists are:
*Just Blueberries and Chad: Short Straw (or Little H)
*One Way Productions: Sunny Side Up
*Part-Time Productions: Sean Hits His Stride
*Vagabond Anarchists: Hark Upon a Tale

The 5 finalist teams won a private screening with Bill Lawrence, and a script of Scrubs Premier or Finale (signed by Bill Lawrence).

The winning team won a script of the Scrubs Finale (signed by cast), Scrubs Season 7 (signed by Bill Lawrence), and \$100.

Remember to catch these films on TribeVision on March-May '09!



Video Production

Professor: Sharon Zuber

The flagship of the Media Center's repertoire of classes is Film 306: Video Production, taught by Professor Zuber. Sharon Zuber brought this unique experience to William and Mary to provide students with an understanding of the filming process and a hands-on production experience to compliment the traditional Film Studies curriculum.



Student Joey Converse stated, "Professor Zuber's Film 306 class on video production was my favorite class I've taken thus far in college. We learned the basics of lighting, sound, editing, etc. The culmination of the course was a five-minute film over which the production groups were given 100% creative license. Throughout the course, the Media Center was more than generous in lending their equipment and time to

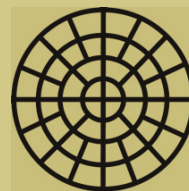


show us how to operate the equipment. The staff was friendly and professional in every way. I'm thoroughly thankful to Professor Zuber and the Media Center for truly making me a better filmmaker and am eager to return to the studios next semester." Look for this semester's and past semester's videos on iTunesU.

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Swem Library's Media Center is the place for integrated media production & post-

production services on the campus of William & Mary. Located on the **ground floor** of Swem Library, the Media Center fosters **meaningful** teaching and learning experiences by advancing a passionately crafted, inter-disciplinary **audio-visual culture** within the library, throughout the curriculum and across the campus.

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us on



Have you ever thought to yourself, "I don't know what's happening in the Media Center at this exact second?" Of course you have!

To stay "connected in real-time" look for our Twitter feed. Our username is SwemMedia. If you follow us, then we'll follow you ;)

Don't Miss:

- The Tournees Film Festival: February 6 - February 27, 2009
- Central Asian Cinema on International Markets: February 5 - February 19, 2009
- 24 Speed Screening: February 22nd, 5pm in Washington Hall
- Recycled Video Screening: Earth Day, 2009
- Global Film and Migrations Film Festival
- Spring Film Series at the Muscarelle Museum of Art

Statistical Snapshot

Studio reservations: **2591**
 Busiest days of the week: **Mondays and Fridays**
 Busiest month: **November with 976 reservations for studios**
 Number of patrons using online reservation system: **413**
 Number of times video cameras checked out: **240**
 Number of digitization/duplication requests: **83**
 Number of consultations by Media Center Staff: **213**

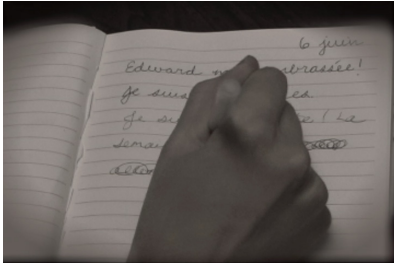
fall2008

NEW

Coming Spring 2009: Troy Davis Goes to Cuba

French Cinema

Professor: *Maryse Fauvel*



French 310: French Cinema, taught by Professor Fauvel, "specifically concentrates on the rich history, stylistic diversity, and vast thematic range of French cinema while including discussions of multiple identities and social groups within France and the Francophone world." Over the course of the semester, students created original short films inspired by acclaimed French directors. Carrie Schroll, a student in the class, noted, "Mme. Fauvel's class was a great way to get an introduction into film watching and film making. The creation of the film at the end of the class was a highlight of my college experience. The Media Center was so helpful and it was an eye-opening and fun experience to learn how to use cameras, microphones, lights, and the editing software."

American History to 1877

Professor: *Brett Rushforth*



This past Fall we had a new class come in to use the Media Center from the esteemed Department of History. The class, History 121: American History to 1877, taught by Professor Rushforth, was given a project to explore connections between historical events and a theme of liberty and equality through the use of a video presentation.

According to Rushforth, students were challenged to present a piece of history in a "different medium of communication, and that some of them were allowed to demonstrate talents that would not be reflected in more traditional assignments." A student in the class, Elinor Evans, commented on the project stating, "it was a really good assignment as it allowed me to experience the Media Center and the work that you do - honestly an experience that I probably otherwise wouldn't have had!"

Electroacoustic Music

Professor: *Greg Bowers*

A returning class to the Media Center, Music 281: Electroacoustics, taught by Professor Bowers, explored the use of alternative tools to create music. Through the use of recorded audio and digital input, students were able to compose music without ever picking up a musical instrument. William Gabler, a student in Electroacoustics, stated, "all I can say is zowie! It's better than Shamwow! I started out knowing nothing about music editing and finished with a whole portfolio of personal compositions and computer skills with four

or five programs. I started spending time there just for fun and all my friends are jealous." Caroline Jackson, also a student, commented, "I feel incredibly lucky to have this state of the art equipment available to me as a William and Mary student. Whatever multimedia endeavor you are attempting, they have what you need to accomplish it. The technicians are always friendly and helpful, and if you don't know the answer, they will take whatever time needed to sit down and troubleshoot with you until you work it out."



Ringin' Far and Near

The Media Center and Special Collections Research Center collaborated on an exhibit about on-campus music. "Ringin' Far & Near" follows the College's past music history: from the time musicians played on the top of the Wren building to current rock bands jamming in Lodge One. One of the Media Center's favorites segments of the "Ringin'" exhibit is its coverage of acappella groups. On a lucky day, you might be able to catch one of these groups recording in studio one!



You can access the "Ringin' Far & Near" exhibit podcasts on our iTunesU site. A Special Thanks to the wonderful staff of the SCRC along with the many musicians who contributed to the exhibit.

Cuban Cinema

Professor: *Ann-Marie Stock, Troy Davis*

A new class at William and Mary, Cuban Cinema, taught by Professor Stock and the Media Center's own Troy Davis, provided students "the opportunity to experience Cuba through the lens of Cubans." In hopes of better exploring Cuban culture and the Cuban people, Cuban Cinema explored the films of major Cuban filmmakers. Students had the opportunity to create their own original works in a similar style. Professor Stock noted that "students are engaged in original research and making discoveries and they're not just writing papers that go in a file drawer, but they are actually packaging this in a way that it can be useful to others."



Easter Egg Hunt

In the summer of 2008, Susan Evans from the re.web development team asked the Media Center to produce an "Easter Egg" for the new W&M site? For those of you unfamiliar with the term Easter Egg, it is an intentionally hidden surprise (albeit video, audio, picture) that can be found navigating a webpage. The Media Center staff immediately pounced on this opportunity and produced a 2-minute short of statues talking to one another. The old, hip statues make references to facebook, iPods and "Air Guitar for Dummies" books. You can view that Easter Egg on our video site swem.blip.tv.

Be on the lookout for our latest easter egg, which should be out (and hidden) in late March.

Can't find the Easter Egg on the College's site? Here's a clue, it's on the homepage and on a logo...

Software Update iWork '09

iWork is a suite of user-friendly applications similar to the Microsoft Office Suite. Pages, a word processing and publishing package; Keynote, a presentation program; and Numbers, a spreadsheet application.

Graphic design made easy! iWork can be found in all of our studios.

SPRING '09 FILMMAKING COMPETITIONS @ W&M

24 Speed

24 hours to make a film. Every second counts. William and Mary students ... are you up to the task of producing a short film in a limited amount of time?

swem.wm.edu/services/media/24

Recycled Video

Sponsored by Swem Library, W&M Film Studies Program and the Mercury sGIG, this contest is designed to promote the reuse and recycling of existing public domain video content in the creation of new derivative works.

swem.wm.edu/services/media/recycled

Off the Page: Beyond the Research

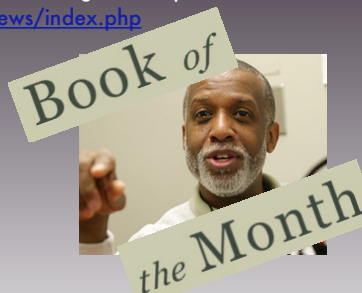
In the Fall of 2008, Swem Media Center continued the collaboration with University Relations. This involved co-producing a series of videos on research at the College as well as recordings of campus authors. Watch and listen to the interviews at the WMNews website: www.wm.edu/news/index.php



Dean of University Libraries, Connie McCarthy, speaks on the balance of tradition and cutting edge philosophy at Earl Gregg Swem Library.



According to Dennis Manos, vice provost for research at the College, "we are definitely playing in the big leagues." Manos talks about the ISC and the research imperative at W&M.



Mason School of Business Professor, Ronald Sims, discusses his recently released book, *Executive Ethics*.



Want to see and hear more from Swem Media Center? Check us out at some of the most popular places on the web.

<http://swem.wm.edu/go/media>