

TRU *Life*

**DEMETRI MARTIN
WANTS YOU**

to watch his
new show on
Comedy Central

Page 12



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9



Design by Cameron Ballentine and Antionette Bedessie



Brian O'Shaughnessy/Index

Above: A bassist for Truman's jazz band concentrates on the music. Right: The entire jazz band performs at Baldwin Hall.

BY EMMA MUELLER
Staff Reporter

The bass-strumming, cymbal-hitting, saxophone-playing artists in Baldwin Hall left the audience toe-tapping and grooving to the beat.

Phi Mu Alpha hosted the 41st Annual JazzFest, a day-long competition Feb. 28 involving middle and high school students that ended with a performance by Truman jazz bands and a nationally known guest composer and bassist, Ben Allison.

Tim AuBuchon, assistant director of jazz studies and professor of music, worked with Phi Mu Alpha to plan the event but left most of the work up to the chapter. AuBuchon said he works to bring guest artists in and usually begins the booking process a year in advance.

"The artist component is really particularly valuable to Truman students because they get to play with a guest artist and hear them play and have clinics," AuBuchon said. "This year it's really cool because we have a whole group when usually it's just an individual."

The Downbeat Critics Poll has recognized Ben Allison since 2003 in categories including, but not limited to, "Bassist," "Composer" and "Arranger of the Year," and he is well known on the jazz music circuit.

"He plays almost all original music, and his group will play mostly his stuff," AuBuchon said. "He's really interesting as a composer because he really brings lots of different elements into his music."

Although JazzFest is an unintentional recruitment tool for the music department, it's also a boost for the University in general. Some high school students who attend JazzFest end up choosing Truman rather than other schools and, regardless of major, choose to participate in the jazz bands or ensembles, AuBuchon said.

"So it is valuable for us, but I think it's valuable for the campus in general for recruiting," AuBuchon said. "I'm not sure if everyone understands that. I know some people see it as a music department thing, but to have someone of this stature — Ben Allison, who's really important in jazz and voice right now with this New York group — it's really neat."

Junior Drew Williams, Phi Mu Alpha member and JazzFest chair, said he spent countless hours planning this year's event.

"In the fall, me and Professor AuBuchon ... get together and figure out funding for the chapter and how much money we can afford to spend on a guest artist," Williams said. "After that, we just have to do lots of really

random things. It's a gigantic amount of work. It's a year-round job."

Williams said Truman usually brings in 30 schools every year and each school competes in front of judges from Chicago, Iowa and Missouri. He said a lot of music of students that come to Truman previously attended JazzFest.

Freshman Brendan McGregor is a part of the Phi Mu Alpha planning committee and has attended JazzFest in the past.

"I've been to all of them since 7th grade, since my high school and my junior high came here," McGregor said.

JazzFest brings in about 500 to 600 middle and high school students every year. Getting students to see the campus is pivotal in helping them make their final college decision. McGregor said this gives the organization an opportunity to show potential students that well-known artists do make stops in Kirksville.

"The concerts on Friday and Saturday were great, and we had a really high turnout," McGregor said. "Ben's group really put on some memorable performances."



Truman advertisements receive facelift

BY MICHELLE MARTIN
Staff Reporter

As the new face of Truman, junior Nora Graves now graces the front of newly designed pamphlets, billboards and advertisements along with phrase, "Smart school. Brilliant choice."

This year, Truman is sending an updated, and some say a more attractive and accurate, image to prospective students, with the intention of showing the "Truman Experience."

Regina Morin, associate vice president for enrollment management, said that a few years ago, former University President Barbara Dixon commissioned the Art & Science Group to conduct research about why students choose or don't choose Truman. Dixon then assigned Truman employees and students to various working groups to improve aspects of student life based on the results. Morin leads the enrollment group.

"It's not a new image, it's more trying to tell the true story of what happens to a student at Truman and what Truman can offer to a prospective student," Morin said. "I think we're achieving that a little better than we did a year ago."

The enrollment group tackled common misconceptions shared by incoming and prospective students, such as the idea that Truman students work too hard and don't have any fun in the small town of Kirksville, she said.

"Because we're in this rural location and

we're not in a metropolitan area, there's so much richness that has to happen here," Morin said. "The interactions that you have inside the classroom — from it being so high-ability and so creative — [carry] over outside the classroom. That creates this rich experience that, honestly, I don't think could happen otherwise."

The new logo communicates the idea that Truman students not only are smart, but also are satisfied and having fun, she said. In a new marketing technique, Graves' face now appears on TV crawls, where the image "crawls" across the bottom of the screen during a TV program.

"That concept of a single student with just the right expression and the notion that your journey starts here, and the 'Smart school, Brilliant choice,' those are really the themes that we ran through most of the information that

we had," Morin said.

Improved Truman marketing arrives at an optimal time. As the economic crisis is causing almost half of all students nationwide to attend a two-year rather than a four-year school, higher education institutions are forced to make do with less, she said.

Morin said Truman's efforts to excel even under such circumstances have fueled the new way Truman markets itself.

Heidi Templeton, director of public relations, said she is working with staff and students to create "The Truman Experience," an eight to 10 minute video project to recruit potential students. The project will feature several short videos, each highlighting a student from a different discipline talking about their own time at Truman.

The final product will appear as an interactive feature on the Web site, Templeton said.

Also new in marketing are radio ads for Truman in St. Louis and Kansas City, she said. These various new forms of advertisements stem from an increased need to recruit students, since research predicts fewer Missouri high school graduates will attend Missouri colleges and universities.

"We have already been having lots of discussions about our marketing efforts and making sure we're very targeted in our marketing because there's going to be smaller numbers of students to be recruiting," Templeton said.

Graves, whose picture now appears on various advertisements, said she was photographed randomly while performing exercise experiments for a class in Pershing building.

Although Graves doesn't usually drive past the billboards picturing her own face, she has changed her homepage from the Truman Web site, she said.

"It's really creepy to log on and have your face there every time," Graves said.

She said the new pamphlets look more advanced and artistic than in the past, and that she hopes new students will see the qualities she loves about Truman.

"It really is not the stereotypical small-town feel," she said. "I think most people who go to school here are very open and friendly and that's one of the things that I hope would make being an incoming student great."



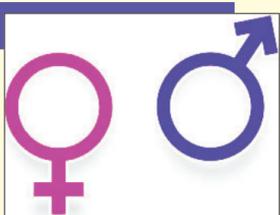
Photo courtesy of Truman publications department

Around the 'Ville

Mar. 5

7 p.m. to 9 p.m.
Femininity

Monologues and a hot topic panel
SUB Alumni Room
Free



Mar. 17

7 p.m. to 8 p.m.
Cinema

Classics Club presents a lecture given by Dr. Yasuko Taoka

Baldwin 251
Free



Mar. 17

7:30 p.m.
Lyceum

Duke Ellington Orchestra
conducted by Paul Mercer Ellington

Baldwin Auditorium
Free

