

Collegian

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MONTANA STATE UNIVERSITY



Mark Vargo lining up a shot with an MSU student.
INSET: Clip from the commercial.

New MSU TV commercial showcases students

BY CAROL SCHMIDT

If there's one word to describe MSU's newest TV and video commercial it is this: authentic. The 30-second commercial, "We Work Together," showcases *real* students, highlights their *real* projects, and was filmed, edited and produced by *real* MSU professors, alumni, students and staff.

The spot, which debuted at the Cat/Griz game in November, features MSU's award-winning Engineers Without Borders chapter and its work in Kenya. Students from MSU's EWB chapter have helped build wells that brought clean drinking water and sanitary latrines to rural areas in Kenya.

MSU officials say that they are proud that nearly everyone who worked on the commercial is affiliated with MSU.

"We wanted to create a spot that showcases the human dimension of MSU and the fact that what is learned in the classroom changes lives," said Julie Kipfer, MSU director of marketing and creative services who was the executive producer of the spot. "Fortunately, we had a really deep talented pool of professionals to tap for the project."

The ad was produced and directed by Dennis Aig, film professor at the MSU School of Film and Photography. Aig, who

is the program head of the MSU Science and Natural History Filmmaking graduate program, is also an award-winning filmmaker.

The commercial drew on the work of several film students who traveled to Kenya with Engineers Without Borders. One of those students, Katie Ritter, a senior majoring in film from Bozeman, was one of two MSU students who traveled to San Francisco in November when MSU received the C. Peter Magrath University Community Engagement Award by the Association of Public and Land-grant Universities. Given just once a year, the award recognizes a four-year public university that embraces outreach and community engagement and comes with a \$20,000 prize. MSU beat out international community service projects from public institutions throughout the country for the award, including Michigan State University, Penn State and Tennessee.

The editing on the spot was done by **Scott Chestnut**, '78 F&PH, an MSU graduate who has made a career editing films in Hollywood. **Mark Vargo**, '77 F&PH, an MSU grad with 33 Hollywood titles to his credit who is a member of the distinguished professional organization, the American

Society of Cinematographers (ASC), was the director of photography. Vargo served as an adjunct instructor in the School of Film and Photography in fall 2011.

"Without Mark, Scott and the other professionals, this spot would never have been possible to produce in the very tight timeframe," Aig said. "We met all our deadlines and also offered the students on the crew a great mentoring experience."

Kipfer said using in-house and local talent allowed MSU to produce a top-quality product at a fraction of the cost of using an outside agency.

"Nearly 40 people who were involved in the production were either MSU alumni, current students or members of the MSU faculty and staff," Kipfer said. "The spot was very grassroots in that we were able to tell the story of the incredible volunteer work of the EWB students, using the talent and expertise of people educated at MSU."

The institutional advertisement aired many times during sports broadcasts of Bobcat football and basketball seasons. 🐾

To view the new commercial, go to: www.montana.edu/worktogether.

A 40th Anniversary

MONTANA SHAKESPEARE

IN THE PARKS TAKES A BOW

BY MARJORIE SMITH

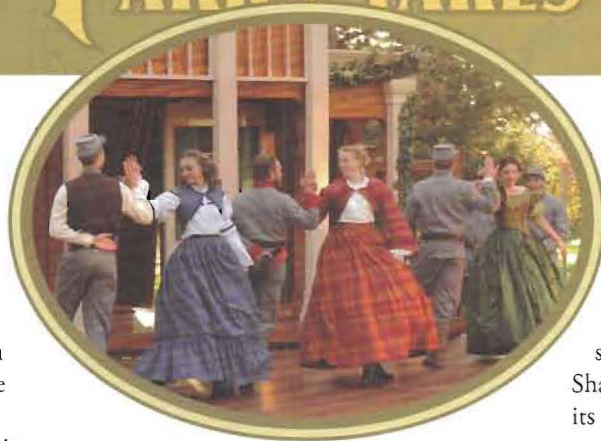
Those who watched a handful of amateur actors do scenes from Shakespeare in seven Montana communities one summer had no idea they were helping inaugurate a tradition. Now, as MSU-based Montana Shakespeare in the Parks gears up for its 40th anniversary tour, it is a cultural cornerstone. When Joel Jahnke arrived in 1976 as staff designer in MSU's Department of Theatre Arts, he had no idea the bard would become central to his career.

Launched in 1973 by theatre department head **Bruce Jacobsen**, '62 Acctg, '66 M, the Shakespeare tour expanded in scope, hiring professional actors while Jahnke designed costumes, sets and props. When Jacobsen left for another job in 1979, Jahnke became artistic director.

Through the years, MSIP has grown to an 11-week tour of two plays (Shakespeare or other classics), delighting audiences in 60 communities throughout Montana and in four neighboring states.

MSIP is supported by an intricate web of community sponsorship fees, individual donations, grants, business contributions and a bit of MSU's budget as one of the university's outreach efforts.

Major MSIP supporter Elise Donohue, a Clyde Park., Mont., rancher, says, "I'd enjoyed performances in Bozeman, but



when I saw a performance in Forsyth, Mont.,—seeing ranchers' families bringing their picnics and watching Shakespeare—then I truly understood what it means in this state."

"My kids grew up on Shakespeare in the Parks," says Laurel Fjell, long-time MSIP coordinator for the eastern Montana ranching community of Birney. "My grandkids grew up on it."

Birney's MSIP history goes back to 1973. Jacobsen's parents had retired to Birney and his mother, Mary Elizabeth Jacobsen, a former Montana State theatre instructor, organized a Birney stop on the first tour. The play was such a hit—and the venue on a scenic bluff in the Custer National Forest made such an impression on the actors—Birney became a regular stop.

"Mary Elizabeth got us involved the second year," Fjell says.

Fjell coordinated actor housing and meals in the isolated community as well as fundraising. "The Birney turkey shoot, that was our best fundraiser," Fjell says. In recent years, the Birney sponsorship fee has been

generously underwritten by their new neighbor, ranch owner Forest Mars "of the candy family."

Artistic director Jahnke also presides over two newer education programs. Shakespeare in the Schools, celebrating its 20th anniversary tour next fall, sends a smaller troupe of actors to middle and high schools to perform and conduct discussions and workshops (stage combat is a perennial favorite).

Completing its third tour this spring is Montana Shakes! introducing elementary school students to Shakespeare. "If we answered the schools' demand, we could do Shakes the whole school year instead of just for a few weeks," says Jahnke who hopes to see the artistic director position become full-time in the university's structure instead of part-time as it's been during his 35 years.

"Most of our actors are young professionals launching their careers," Jahnke says. "We can't use Equity members because their union rules demand a day off each week. We give our actors a day off in July and two in August, but they come back despite the grueling schedule."

"There's something vital about the rawness of the performance—no backstage to hide in, you can see the entire audience. Wind blows props away, dogs come up on stage, and there's always the weather."

"Arduous?" **Actor Mark Kuntz**, '96 MTA, repeats a reporter's question. He's just signed



Montana Shakespeare in the Parks delights audiences in 60 communities throughout Montana and in four neighboring states. The 2012 Montana Shakespeare in the Parks season kicks off in Bozeman on June 20 with their first-ever performance of "Hamlet." A full schedule is available online at www2.montana.edu/shakespeare.

up for his 10th summer tour with MSIP. He also does the Schools and Shakes tours and functions as company manager on tour. "Sure, we drive for hours every day and, when we get there, we have to put up the stage and scenery, and after the performance, in most places, we have a homestay instead of a quiet hotel room. But arduous? I think most of us love it so much we wouldn't call it arduous.

"Those communities think it's so cool to have us. It's fun playing the major towns, but the small towns are our bread and butter. We like to say we emote from Eureka to Ekalaka."

As tour manager, Kuntz says, "I make the weather calls—outdoors or indoor? I try to resolve interpersonal dilemmas—conflicts heighten on the road."

Jahnke realized what an institution MSIP had become in 2004 when Butte was left off the itinerary because of communication breakdowns with its sponsorship committee. "We were doing Julius Caesar that summer," Jahnke remembers. "The headline on the front page of the Montana Standard was 'Et tu, Butte?' So that year we added a Labor Day performance in Butte.

"We can't extend too long after Labor Day," he says. "By then we're losing the daylight."

How has MSIP thrived for 40 years? "We got lucky," Jahnke grins but turns serious. "It was a brilliant idea. I recently came across a *Bozeman Daily Chronicle* clipping that included Bruce Jacobsen's thoughts on founding the project. I was proud to see we're still following that as our core mission.

"So many actors, directors and designers over the past 40 years have contributed to our success. And I think it's a perfect example of the land-grant mission." 🐾

PHOTOS COURTESY JOEL JAHNKE, MONTANA SHAKESPEARE IN THE PARKS



Montana Shakespeare in the Parks has been bringing live theatre to cities and towns across the state for 40 years. Shown left: Hamilton, above: Birney.

Engineers Without Borders is recognized as being one of the most ambitious and most successful student-led organizations in the university's history, with more than 60 active students representing every college within the university. EWB is committed to bringing clean drinking water to 61 schools in Khwisero, and the group's work helps empower young students, especially girls, who are forced to spend hours each day collecting water for their families.

MSU receives national award recognizing student efforts to bring clean water to Kenya

BY ANNE CANTRELL

In the past eight years, a student-run organization at Montana State University that provides clean water and sanitary latrines to schools in Kenya has benefited an estimated 3,500 Kenyans, but it is just the beginning of work estimated to take 40 to 50 years to complete.

Since forming a local chapter of Engineers Without Borders, approximately 80 MSU students have traveled to the Khwisero District in rural western Kenya. The students have built seven deep-water wells and 10 composting latrines in an effort to decrease the rate of waterborne illnesses. They also have designed a distribution pipeline to link one of the wells to additional schools, a health clinic and a market, and they have surveyed thousands of individuals and families about their water habits and needs.

In the process, the students are not only making a real difference in the region but are also bringing national recognition to Montana State.

Last fall, MSU was recognized for the group's work by being named the winner of the prestigious C. Peter Magrath University Community Engagement Award by the

Association of Public and Land-grant Universities. MSU beat out some of the largest universities in the nation for the award.

The Magrath award was presented at the APLU's annual meeting in San Francisco. Given just once a year, the award recognizes a four-year public university that embraces outreach and community engagement and comes with a \$20,000 prize.

"It's a tremendous honor to be recognized by your peers as having an outstanding engagement program," said Paul F. Hassen, vice president of public affairs at the APLU.

MSU competed for the award against three other finalists: Michigan State's 10-year effort to help epilepsy patients in Zambia; the redevelopment projects of Penn State architecture students in Pittsburgh and the efforts of faculty and students at the University of Tennessee to help a Burundian immigrant community adapt to Knoxville. The three finalist schools have significantly larger enrollments than MSU: Michigan State enrolls nearly 48,000 students; Penn State has more than 45,000 on its flagship campus and more than 95,000 system-wide; and the University of Tennessee enrolls

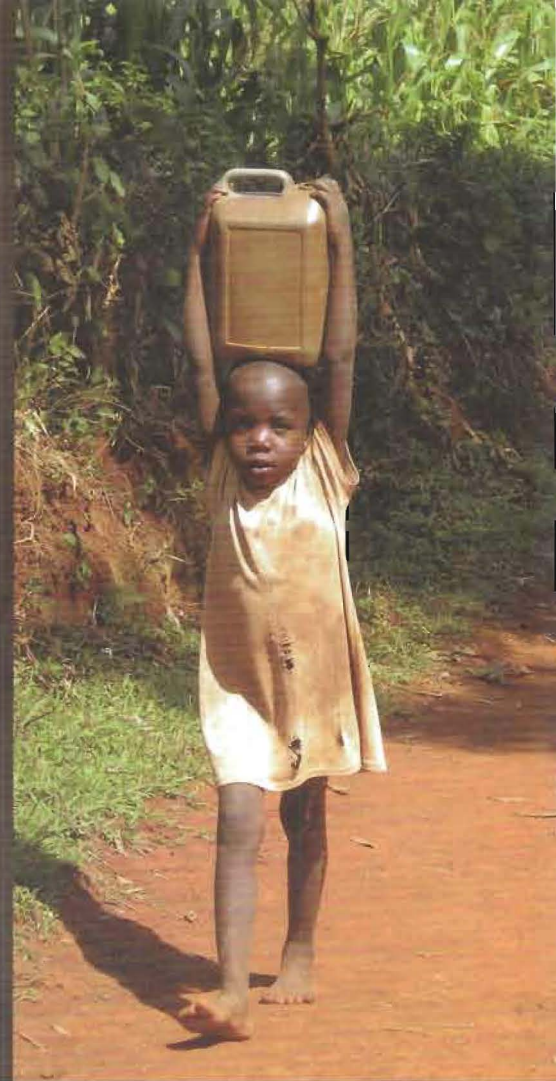
approximately 27,500 students. MSU's fall enrollment was 14,153.

The award is both meaningful and significant, said MSU President Waded Cruzado.

"I am extremely proud of our students, who have shown tremendous dedication to their work in Kenya," Cruzado said. "Their efforts are an inspiring example of how outreach and service can impact the lives of others in a truly meaningful way."

MSU plans to use the \$20,000 that comes with the award to pilot new programs. Those programs will enable faculty teams from many different disciplines to develop outreach-focused coursework and mentor students, according to the award application.

"EWB's primary mission necessitates a long-term commitment and cultural exchange between MSU students and the Khwisero region in Kenya," said Doug Steele, MSU vice president for external affairs and director of Extension. EWB's work differs significantly from many development projects in that it is committed to working with a region in Africa for what could be decades.





PHOTOS COURTESY ENGINEERS WITHOUT BORDERS

MSU students and EWB members Katie Ritter and Kiera McNelis traveled to San Francisco to attend the awards ceremony. They said the award is a great vote of confidence and the accompanying funds will help further EWB's work.

"The students in our group have such a passion for development work and for helping people," Ritter said. "To be nationally recognized for what we do is amazing."

The \$20,000 prize that will go to MSU may be used for a wider range of purposes than money EWB raises through fundraisers. Fundraising proceeds are limited due to tax restrictions and other considerations.

EWB is recognized as being one of the most ambitious and most successful student-led organizations in the university's history, with more than 60 active students representing every college within the university. EWB is committed to bringing clean drinking water to 61 schools in Khwisero, and the group's work helps empower young students, especially girls, who are forced to spend hours each day collecting water for their families. As a result of the new wells, students spend less time walking to get wa-

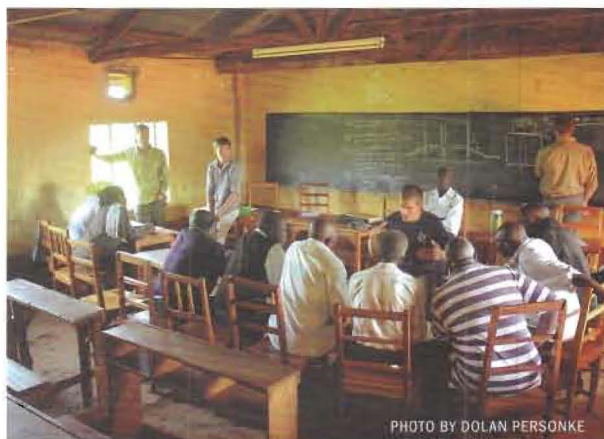


PHOTO BY DOLAN PERSONKE

ter and more time in the classroom. To date, EWB at MSU has raised nearly \$500,000 to further its efforts—including more than \$200,000 in grants, awards or donations last year alone.

In addition to the group's efforts in Kenya, EWB at MSU has developed peripheral projects benefiting various communities in Montana, including Native American tribes.

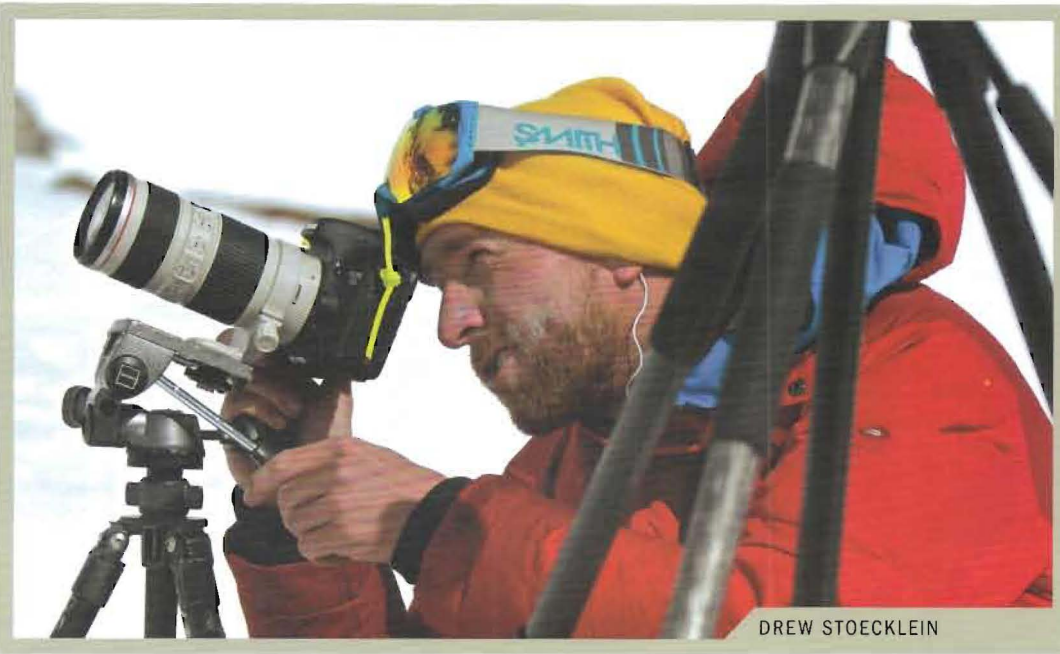
"The work these students do is humbling," said Otto Stein, one of EWB at MSU's faculty advisers. "They are dedicated and

hard working—literally devoting thousands of volunteer hours to improving the lives of people in Kenya. I am continually amazed and impressed by their efforts."

EWB at MSU has received numerous other recognitions for its efforts, including the EWB-USA Premiere Chapter Award and the Community Mediation Peacekeeper Award. Last year, EWB at MSU also was selected as one of four regional winners of the

2011 Outreach Scholarship/W.K. Kellogg Foundation Engagement Award. The award was given by the APLU at the 12th Annual National Outreach Scholarship Conference in East Lansing, Mich., and was accompanied by a \$5,000 prize. ♣

PHOTO BY JASON THOMPSON



DREW STOECKLEIN

Drew Stoecklein excels on both sides of the lens

BY ANNE CANTRELL

As a professional skier and photographer, **Drew Stoecklein**, '08 MTA, does for a living what many people do for fun. But combining work and play isn't just a benefit of his job—he views it as a requirement.

“In life, it's really important to follow your passions,” Stoecklein said. “You want to give them 110 percent, and that's what I try to do.”

For Stoecklein, at least, the combination works. The Montana State University graduate has found success as a big mountain skier, and the book he produced in collaboration with writer Will Godfrey, *Seasons of the Steelhead*, was recently published.

The 27-year-old's list of accomplishments includes winning the Freeskiing World Tour in Chile in 2010. (He has competed on that circuit for about a decade.) Mountain Hardwear sponsors him as an athlete, and he has been featured in numerous movies made by Warren Miller, the legendary skiing and snowboarding filmmaker. As a photographer, Stoecklein—who describes his photographs as “super vibrant” combined with a feeling of adventure—has had his work published in notable magazines such as *Backcountry*, *Skiing*, and *Canoe and Kayak*. He is known

as a photographer who is not only creative and hard-working, but also highly technically skilled.

“In the field Drew does whatever it takes to make shots happen,” said Mark Going, photo editor at Columbia Sportswear. “He is truly a pleasure to work with and be around.” Stoecklein first worked with Columbia as a sponsored athlete; he now works with the company as a photographer.

If it sounds difficult to excel both in front of and behind the lens, Stoecklein says he's actually better at both pursuits because of his work with the other.

“If you're really good at a sport, then you can take really good photos of it,” Stoecklein said. “If you don't know about the sport or your subjects, it's hard to take good photos. You don't know what details to look for.

“It's very important as a photographer to have experience on both sides of the lens,” Stoecklein added. “This enables me to have better communication and interaction with my subjects, and in the end it creates outstanding imagery.”

Stoecklein, who grew up in Sun Valley, Idaho, is the son of David Stoecklein, a well-known photographer of the American West. He said he didn't set out to follow in his

father's footsteps, but pursuing photography happened naturally after he shattered his leg in a ski injury and had to take a year off from the sport.

“Instead of skiing and jumping off stuff, I picked up one of my dad's old cameras,” he said.

Choosing MSU for its proximity to good snow, Stoecklein began his studies in film but switched to photography after taking photographs on trips to Utah and Alaska.

In addition to his fine arts degree from MSU, Stoecklein completed a program at the Brooks Institute of Photography in Santa Barbara, Calif. He says the two programs complemented one another well, with MSU engaging his artistic side and Brooks focusing on the technical.

“I ended up with the best of both worlds,” he said.

Stoecklein, who now lives in Salt Lake City, Utah, says he expects photography and skiing will be constants in his life.

“I don't know if I'll be skiing at a professional level my entire life or taking photographs forever, but I do look at them as lifelong projects,” he said. “You keep on progressing and keep on learning no matter how far you get.” 🍄