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Mike				

'Imagine RIT' in sound and pictures

Whether or not you were one of the thousands on campus May 3 for the first-ever <u>Imagine RIT: Innovation and Creativity Festival</u>, you can now experience all the excitement in sound and photographs (and, if you *were* there, you might even hear yourself on a podcast or see yourself in pictures).

A special two-part Studio 86 'On the Road': Imagine RIT podcast features fun, "roving reporter" coverage of the festival with Vienna Carvalho and me as we roamed the campus from east to west and back again. (Part one is available now; look for part two on the University News Web site next week.)



Part one highlights include:

- RIT Formula racer unveiling (a natural extension to our earlier series of Studio 86 podcasts with members of the Formula team)
- Cube Content: Learning Science in Immersive Environments
- Mobilized Robotic Hotdog Assembler (segment featuring Marcia Morphy of University News)
- RIT University Publications "going green" exhibit

Part two will feature music, poetry reading and plenty of fun and frivolity with little kids and big kids (such as **President Destler**, festival chairman **Barry Culhane**, **Kathy Lindsley** of University News and others) along the Quarter Mile and in the Xerox Wow! Center.

Plus, check out sights from the festival in slideshows available at www.rit.edu/imagine and www.huthphoto.com/ImagineRIT2008.

This week's <u>Dateline</u>: <u>RIT – The Podcast</u> also offers a retrospective on the festival. It's unusual for there to be new episodes of both <u>Studio 86</u> and <u>Dateline</u>: <u>RIT</u> in the same week—but that's what happens when the first day of the month falls on a Thursday. If you didn't know, <u>Studio 86</u> comes out on the first and third Tuesdays of each month, and <u>Dateline</u>: <u>RIT</u>

on the second and fourth Thursdays. This schedule typically helps me from being overwhelmed in a given week (creating podcasts can be time intensive). Fortunately, it usually works out. Next week, though, I plan to temporarily break the schedule in order to give you the second part of <u>Studio</u> 86 sooner. Plus, the durations of these special editions are slightly longer than normal: 20 minutes rather than 15 minutes.

Lastly, here's a bit more from "behind the scenes" of <u>Imagine RIT</u> coverage: Special <u>Studio 86</u> festival coverage exists because of a last-minute change of plan. Vienna and I had originally intended to spend most of the day manning the University News exhibit showcasing "21st Century News." Once we ventured outside to the Formula car unveiling and hit the Quarter Mile, though, it became clear: where we really needed to be was everywhere, talking to people and describing everything we saw. So special thanks to **Susan Rosinski** of University News and student **Tom Baker** for covering our booth. We now know our best role before the next <u>Imagine RIT</u>: <u>Innovation and Creativity Festival</u> on May 2, 2009!

Have a	great	weekend!
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1.	Sue
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You two are like Tony and Dee. Or Abbott and Costello. Or Gracie and George. Or Sonny and Cher. I could go on! I loved listening to you touring and interacting. Sounds like you had a blast!

2. <u>Pete K</u> May09

Here's my contribution: http://flickr.com/photos/pete-karl/sets/72157604867947029/

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About us

The Tiger Beat takes you behind the scenes with the members of <u>RIT University News</u>—the news and public relations division of <u>Rochester Institute of Technology</u>. Get the "story behind the story" and an insider's look at who we are and what we do to publicize RIT news.

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