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Oct12

[Mike](#)

[New podcasts, Tigers hockey and getting my fill \(and then some\) of new media](#)

It has been a few weeks since my [previous post](#) due, in large part, to a *very* busy fall quarter so far. In addition to much time devoted to producing our new regular [podcasts](#), [RIT NEWSMINUTE](#) and [Studio 86](#) (see more below), which join our flagship podcast, [Dateline: RIT – The Podcast](#), along with creating the twice-monthly [Dateline: RIT](#) e-newsletter and overseeing the [University News Web site](#), I've also been doing a great deal of *listening* to ponderings and pontifications *about* new media.

Last week, I returned from the three-day [Podcast and New Media Expo and Conference](#), in Ontario, Calif. (I hope to blog more about the conference soon. For now, I'll simply say that it was great seeing our new friends from Rochester's own [Ambrosia Software](#), founded by RIT alumnus Andrew Welch, at the expo.) My first day back, I heard social-media guru [Ze Frank](#)'s interesting [talk](#) here at RIT, followed later in the week by an excellent talk by [Mark Greenfield](#), of [University at Buffalo](#), titled "It's the End of the Web As We Know It," and a panel discussion on new media at RIT's [Entrepreneurs Conference](#).

Whew! I'm bordering on information overload! But I took notes at each one, and I hope to share more soon. For today, here's what's on this week's [Dateline: RIT – The Podcast](#):

In addition to nationally renowned programs such as computing, engineering, imaging science, photography, print media (RIT is often referred to as "[the Harvard of printing](#)") and [NTID](#), RIT is also home to some of what might be best described as "hidden gems." To name just one, RIT's graduate and undergraduate [public-policy programs](#) rival similar programs *anywhere*. (*Full disclosure: I'm a graduate student in [communication](#) with a public-policy track.*)

This week's [Dateline: RIT](#) podcast features two RIT public-policy professors, [Ron Hira](#) and [Jaime Winebrake](#), discussing topics in their areas of expertise that have been in the news: job outsourcing and off-shoring (Dr. Hira) and energy use and environmental impacts (Dr. Winebrake).

Dr. Winebrake (making his second appearance on [Dateline: RIT](#)) is becoming a "go-to" guy for the news media for energy and the environment-related stories. Dr. Hira (making his fourth appearance on [Dateline: RIT](#)) is what we in RIT University News describe as one of RIT's "media stars." Author of [Outsourcing America](#), he's prolific when it comes to being quoted by the news media because of his expertise on the hot-button issues of job outsourcing, off-shoring and work visas.

And, as always, hear other RIT news and [News & Events](#) highlights, all on this week's [Dateline: RIT – The Podcast](#).

I'd also like to briefly introduce you to our newest podcast series, [Studio 86](#), which features in-depth interviews with RIT newsmakers. In the [premiere episode](#), [Mary Lynn Broe](#), the Caroline Werner Gannett Professor of Humanities, previewed this year's [Caroline Werner Gannett Project](#). This week's [second episode](#) features RIT Professor [Sam McQuade](#), a cyber-crime expert, discussing the [Rochester Regional Cyber Safety & Ethics Initiative](#), which he has spearheaded. (My sincere thanks to my good friend and former colleague at WBEE, K.B. Cooper—now of "[The Light](#)" [WRCI-FM \(102.7\)](#)—for voicing the [Studio 86](#) open and close.)

Each podcast series—[Dateline: RIT](#), [RIT NEWSMINUTE](#) and [Studio 86](#)—is available on the [University News Web site](#) (see "Latest Podcasts"), via [RSS feed](#) and through Apple [iTunes](#).

Lastly, speaking of my busy fall, I also managed to catch (along with my colleague Will Dube) the RIT men's hockey team's [first game](#) of the 2007-2008 season—a 6-1 win over Guelph on Oct. 11. The Tigers looked great, and the crowd at Ritter Arena was large and enthusiastic (particularly for an exhibition game).

Attention sports fans: Make sure to visit [The Tiger Beat Blog](#) every Tuesday for a new regular feature: sports news and notes, including men's hockey highlights, by Joe Venniro of RIT Sports Information.

Have a great weekend, and Go Tigers! (The team's first regular-season game is this Saturday against Colgate in Hamilton.)

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The Tiger Beat takes you behind the scenes with the members of [RIT University News](#)—the news and public relations division of [Rochester Institute of Technology](#). 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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