

Dateline: RIT — Episode 7 (Dec. 14, 2006)

SFX: teletype

ANNCR: Welcome to Dateline: RIT with Mike Saffran

HOST: Dateline: RIT, Dec. 14, 2006

RIT marketing professor Gene Fram was quoted in two Associated Press wire-service stories about retail stores' holiday window displays and retailers' Christmas catalogs. Articles featuring Dr. Fram's commentary appeared in major dailies such as the LA Times, the Washington Post, the Rocky Mountain News, New York Newsday, the San Francisco Chronicle and the Baltimore Sun, among many others, as national reporters once again tapped Dr. Fram's marketing expertise. Here's Dr. Fram on holiday retail marketing.

ACTUALITY: EUGENE FRAM: Retailing is a highly competitive industry. Anything that you can do to garner the interest of shoppers is viewed as highly positive—especially what Macy's and others have done with their window displays.

HOST: And what about the economic outlook for this year's holiday shopping?

FRAM: This season appears to be a rather tepid Christmas season, as one study has shown that a third of shoppers expect to spend less than they spent last year. The general consensus is that there will be about a 5 percent increase—and that tends to be on the optimistic side of the fence.

HOST: That's RIT marketing professor Gene Fram on this year's holiday shopping outlook.

Speaking of holiday gift shopping, computer videogames will undoubtedly be beneath the trees of many kids—and kids at heart—this Christmas, and RIT information technology professor Stephen Jacobs recently talked with USA Today about market forces driving videogame makers' 'format wars.'

ACTUALITY: STEPHEN JACOBS: If you set a standard, you get a cash cow—for example, with CD-ROM and DVD, the people who set those standards. It doesn't matter who builds the DVD drive or the CD-ROM drive, or who manufactures the blank discs, or who duplicates the disc, somewhere along the chain—and sometimes multiple times along the chain—the companies that set the standards get a royalty or licensing fee per disc. In the same manner with the games, the games companies go ahead and license their technologies to people who make the games and they get licenses there, as well.

HOST: That's RIT information technology professor Stephen Jacobs, recently quoted by USA Today about computer videogame 'format wars.'

ACTUALITY: JOHN FOLLACO: This is John Follaco, University News beat reporter covering Student Affairs. RIT's relationship with the Kazakhstani government was featured in the Nov. 16th edition of the Christian Science Monitor. The piece focused on the recent increase in foreign students coming to study in the United States. It was the first such increase since a significant post-9/11 drop-off. Reporter Howard LaFranchi quoted electrical engineering major Yerlan Shildebekov, who said he came to RIT, in part, to develop an increased understanding between America and his native country of Kazakhstan. Shildebekov is one of 46 Kazakhstani students currently studying at RIT. This is John Follaco.

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HOST: On the RIT campus this week . . . Chief Communications Officer Bob Finnerty on the just unveiled recently updated University News Web site . . . and News & Events Managing Editor Vienna Carvalho is here, as always, with this week's top stories.

SEGMENT: BOB FINNERTY: This is Bob Finnerty. Here's the scoop on University News: We've introduced a new Web site—so please bookmark rit.edu/news. We rebuilt the University News site so that it prominently showcases academic news relating to research, scholarship, science and technology. And we are featuring new media tools such as a blog, videocasts, RSS feeds and podcasts like this. University News' primary responsibility is to get RIT good press. RIT will have more than 8,000 news placements in 2006. But with the continual evolution of folks getting news online, we know University News must have a strategy to get news directly into hands of our target audience, the RIT family. Even prior to launching our new site, traffic on the University News site has been growing rapidly. Through November of this year, we had 3.2 million page views—the majority from outside RIT. We expect this trend to continue with the new site and we encourage you to promote our site to your friends and colleagues. So, get your daily dose of RIT news today. Sign up for RSS feeds, subscribe to a podcast, bookmark rit.edu/news and pass along our site to a friend. . . . This is Bob Finnerty on the RIT campus.

SEGMENT: VIENNA CARVALHO: This is News & Events Managing Editor Vienna Carvalho. In the current issue of News & Events . . . Ashok Rao has been named dean of RIT's E. Philip Saunders College of Business. Rao, who assumes this role Feb. 1st, comes to RIT from Babson College of Business in Massachusetts. Rao says that his most important goal as dean is to improve the educational experience of the RIT students and make them attractive to corporate recruiters. . . . Also in the current issue of News & Events, read about Chris Schauerman, a College of Science student, who has used valuable research experience in RIT's NanoPower Research Laboratories to further his success. Also a dedicated runner and member of RIT's Coast-to-Coast relay team, Schauerman hopes to launch a career in the renewable-energy industry. . . . And, Bevier is Baby Central though Jan. 9th. News & Events looks at an upcoming Bevier Gallery show, "You Must Have Been a Beautiful Baby," an exhibition featuring self-portraits from 60 of America's top illustrators. . . . Read more about these stories and other RIT news in the Dec. 7th issue of News & Events. This is Vienna Carvalho on

the RIT campus.

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HOST: This has been Dateline: RIT, Dec. 14, 2006. Visit rit.edu/news/dateline for the December edition of the e-newsletter version of Dateline: RIT, where you can also sign up for a free subscription.

The next regular Dateline: RIT podcast will be in January 2007. I'm Mike Safran on the RIT campus. Happy holidays from RIT University News.

ANNCR: For more on these stories and other RIT news, visit www.rit.edu/news.
Dateline: RIT is produced by RIT University News Services.