

Talent: Technology means media must adapt

By Travis Gulbranson

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The careers of students now entering the field of media will be shaped by developing technologies.

"Technology is what's reshaping everything," said Bill Tallent, CEO of Mercury Intermedia. "It's what's reshaping the music industry, it's reshaping the telephone companies, it's reshaping the PC laptop industry and it's reshaping the television industry. ... That's where I see a good portion of your preparations (for the future)."

Tallent addressed this issue in a presentation for incoming students of the Contemporary Media & Journalism Department at the University of South Dakota Monday afternoon.

His company builds iOS, Android and WP7 mobile apps for newspapers including the USA Today, the New York Times and the Boston Globe, among others, as well as such televisions news channels as CNN, Fox News and Univision.

Tallent told the students that apps will replace printing presses, paper carriers and newsstands in their dissemination of information, which will necessitate a new business model for the media industry.

"This is an important, transformative new medium. It is going to change journalism whether we want it or not, so my recommendation is to take it very seriously," he said.

Students can prepare themselves for this new environment by giving themselves as broad an education as

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BILL TALLENT

possible, Tallent said.

"Prepare yourself to do as many things as you can while you're here, but the most important thing for you to hear from me is that when you leave here, you continue to get better," he said. "The more prepared you are, the more equipped you will be to see an opportunity when it swims in front of you.

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students the broadest possible set of perspectives that you can, because none of these students has any idea of what is ahead of them, and they need to be able to be prepared to make all sorts of shifts throughout their life," he said.

At the same time, he said, when developing a product for a client, an individual must limit themselves only to a highly-personalized intake of the news – that is, what pertains

to the client and the product.

"To be aware of everything is to be aware of nothing," Tallent said.

The apps developed by Mercury Intermedia have been downloaded more than 20 million times by users worldwide to distribute more than 35 billion stories per year.

Tallent said the best apps are multi-dimensional, provide a superb user experience, are multi-media-centric and are served by mobile middleware.

"Good design results in high user ratings, high user ratings result in high usage, high retention rates, high engagement times, which means more revenue, which means more success," he said. "You've got to be able to have a great user experience."

COMMUNITY CALENDAR

FRIDAY, SEPTEMBER 2

• Hospital Auxiliary Meeting, 2 p.m. at the Care Center Dining Room, 125 Walker Street.

SATURDAY, SEPTEMBER 3

• Vermillion Area Farmer's Market, 9 a.m.-noon, downtown Vermillion at Ratingen Platz, Market & Main streets.

MONDAY, SEPTEMBER 5

• Labor Day - No School.
• Al-anon meeting, 7:30 p.m. at St. Paul's Episcopal Church, corner of Main & Linden. For more information, call 624-9764.
• Vermillion Eagle Riders Supper Ride to Grand Falls Casino, Larchwood, Iowa, departing from the Eagles at 10 a.m.

TUESDAY, SEPTEMBER 6

• Vermillion Rotary Club Meeting, Noon-1 p.m., in the Freedom Forum Conference Room of the Al Neuharth Media Center.

WEDNESDAY, SEPTEMBER 7

THURSDAY, SEPTEMBER 8

• The Roadhouse, 911 E. Cherry St., will be hosting the Ed Meierkorf/Touchdown Club every Thursday beginning Sept. 8 from noon-1 p.m. during the USD Football Season. Ed, along with his staff, will show highlights from the previous week along with insights into the upcoming weeks game. Everyone is welcome!

• Heartland Humane Society Rummage Sale will be held during the Yankton Citywide rummage Sept. 8-11. Donations for benefit rummage sale can be delivered to the shelter at 601 1/2 Burleigh in Yankton from 1-4 p.m. Monday-Friday or by appointment. No item too big or small (limited amount of clothing, please). Free-will donation - all proceeds to benefit the animals in the care of the Heartland Humane Society.

• Cancer Support Group meeting, 2:30 p.m. in the Sletwold Room at Trinity Lutheran Church, 816 E. Clark St. Call Marcy at 624-8706 for additional information.

• Vermillion Area Farmers Market, 3-7 p.m. at the Clay County Fairgrounds.

PLANNING AHEAD:

• SEPT. 9 — National Music Museum (NMM) Brown Bag Lunch Program, "Dakota Baroque & Classic Company," 12:05 p.m. in the Arne B. Larson Concert Hall at the NMM located on USD campus, corner of Clark & Yale streets. Free and open to the public.

• SEPT. 9-10 — Ribs, Rods & Rock 'n Roll. Come enjoy the 7th annual event in historic downtown Vermillion. For details go to website at www.sdbbq.us. This is a KCBS Sanctioned BBQ Contest and activities include: Award Winning BBQ Competition; Food Vendors, Arts & Craft Vendors; Family Fun Area; Classic Car & Motorcycle Show and Shine; Live Music; Beer Garden; People's Choice Public BBQ Judging; Two Nights of Street Dances; Charity Poker Run; Motorcycle Fun Run; Kory & The Fireflies, 9 p.m. Saturday.

• SEPT. 10 — Vermillion Area Farmer's Market, 9 a.m.-noon, downtown Vermillion in parking lot of First Bank and Trust.

• SEPT. 13-DEC. 6 — Classes in Drawing, Painting & Printmaking for children K-6, 4:15-5:15 p.m. at Washington Street Arts Center. Emphasis on the fundamentals of art form composition and color. For more information, contact Nancy Losacker (nlosacker@gmail.com), 605-659-5632 or Beth Knedler (bethsam@hotmail.com), 605-670-7940.

• SEPT. 16 — National Music Museum (NMM) Brown Bag Lunch Program, "Laura MacKenzie & Ross Sutter," 12:05 p.m. in the Arne B. Larson Concert Hall at the NMM located on the USD campus, corner of Clark & Yale streets. Free and open to the public.

• SEPT. 17 — Historic Vermillion Walk hosted by Prairie Wanderers Volkssport Club. Start times: 9 a.m.-Noon; Finish by 3 p.m. Distance: 5K/10K. Start at W.H. Over Museum - trail to go through historic downtown, bike path along Vermillion River and through the USD campus. Pets not permitted in the start point. No "A" award for this event. IVV Credit \$3; Fun Walkers, \$2. For more information, contact Duane Neugebauer at 605-743-0115.

• SEPT. 17-18 — Missouri River Outdoor Expo, from 9 a.m.-5 p.m. at Ponca State Park.

• SEPT. 25 — One Book South Dakota - "The Journey of Crazy Horse: A Lakota History," 3-5 p.m. in the Community Room of Vermillion Public Library. Copies of the book and study guide are available at the Circulation Desk. Jamie Sullivan of Mount Marty College will facilitate the discussion. Refreshments served.

• SEPT. 25 — The fourth annual Susan G. Komen Race for the Cure will be held at the DakotaDome. Help find a cure for breast cancer. Register today at www.komensouthdakota.org/race.

• OCT. 8 — Annual Vermillion Community Native American Day Wacipi (Pow Wow) at the Armory. Grand Entry at 1 p.m. and 7 p.m. with an evening meal served at 5 p.m. Call 624-9287 or 402-640-2473 for additional information.

Does your business or organization have an event you would like included in the Community Calendar? If you do please call the Vermillion Area Chamber of Commerce and Development Company at 605-624-5571 or e-mail vcdc@vermillionchamber.com or contact the Plain Talk at 605-624-2695 or e-mail david.lias@plaintalk.net.

CAPTIVE AUDIENCE



Tom Smith of the Zoo Express never had to worry about not having a captive audience Aug. 18. He traveled to Vermillion with several animals from the Great Plains Zoo in Sioux Falls, ranging from a skunk to the milk snake he's holding to give young people a good view. Sanford Vermillion and the Dakota Hospital Foundation sponsored the Zoo Express and served a picnic meal and ice cream in the VHS Commons to show appreciation to the community for its support.

(Photo by David Lias)

University Art Galleries hosts Estell show

University Art Galleries at the University of South Dakota is hosting the first exhibition of the semester, "Generalizing from Rare Examples: work by Kristina Estell," beginning Thursday, Sept. 1 at the John A. Lee Center for the Fine Arts.

In addition to the exhibition, which runs through Tuesday, Sept. 27, a presentation by the artist and an opening reception is scheduled at 5 p.m. on Sept. 1. Both the exhibition and reception, presented by the Student Art Association, are free and open to the public.

In "Generalizing from Rare Examples," installation artist Kristina Estell presents conceptual art that explores themes like object utility, protection and the demarcation of territories.

For more information about University Art Galleries, please go to www.usd.edu/uag.

CHAMBER CHAT

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Chamber Business:

Labor Day, Monday, Sept. 5. The VCDC office will be closed.

Attention Chamber Members!

If you serve the USD student community please join us for the Coyote Bash Thursday, Sept. 1 from 6 to 8 p.m. in Downtown Vermillion at Ratingen Platz. The Coyote Bash is a partnership between the Vermillion Area Chamber of Commerce and the University of South Dakota which welcomes back USD students and introduces incoming freshmen to the product and service offerings of the community. This year, it is being held in conjunction with Thursdays on the Platz. Making the students aware of all we have to offer improves retention, maintains a strong customer base and keeps retail spending local. Don't miss this great opportunity to build loyalty and a relationship with your customers from day one by setting up a table to introduce and promote your business to the new students. For more information or if interested in setting up a table, please contact Ann at the Vermillion Area Chamber & Development Co. at 624-5571 or annb@vermillionchamber.com. Space is limited.

Business After Hours: Are you looking for an opportunity to showcase your business and network with your peers? Sign up to host a Business After Hours event! These events generally run from 5 to 7 p.m. on a weeknight and the hosting business provides hors d'oeuvres and refreshments. If interested, please contact Ann at: annb@vermillionchamber.com or at 624-5571.

Announcements:

• Ribs, Rods & Rock 'n Roll, Sept. 9 & 10! Come enjoy the 7th annual event in historic downtown Vermillion. For details go to website at www.sdbbq.us. This is a KCBS Sanctioned BBQ Contest and activities include:

Friday, Sept. 9 — 5:00 p.m. Old Funk Riot Band; 5:00 p.m. — 1:00 a.m. Rib fest food court, live music and beer garden; 5:00 p.m. — 8:00 p.m. CorTrust Family Fun Area & sidewalk vendors; 6:00 p.m. Cook's Meeting at Chamber building, 116 Market St.; 7:00 p.m. Autumn Road Band; 8:00 p.m. \$5.00 general admission; 9:00 p.m. Main Avenue Warehouse — 8 piece band with horns

Saturday, Sept. 10 — 9:30 a.m. Motorcycle Charity Poker Run — Breakfast at the Eagles; 9:00 a.m. — Noon Classic Car & Cycle Show

& Shine Registration; 10:00 a.m. Judge's Meeting at Chamber building, 116 Market St.; 10:00 a.m. — 11:00 a.m. Motorcycle Charity Poker Run — Registration — Draw cards no later than 4:30; 10:00 a.m. — 8:00 p.m. CorTrust Family Fun Area & sidewalk vendors; 10:00 a.m. — 1:00 a.m. Rib Fest Food Court and Beer Garden; Noon — 2:00 p.m. South Dakota BBQ Championship Judging; Noon — 4:00 p.m. Classic Car & Cycle Show & Shine; 4:00 p.m. Poker Run with 2 Cash Winners; 2:00 p.m. Larry Mart's Corn Cob Cooking Demonstration; 2:00 p.m. — 3:30 p.m. People's Choice Public BBQ Judging; 4:00 p.m. South Dakota BBQ Championship Awards Presentation; 4:00 p.m. USD Home Football Game (shuttle available) tickets 605-677-5959 or www.usdcoyotes.com; 4:30 p.m. Raffle drawing for a 2011 Harley Davidson Heritage Softail — Tickets Available at Eagles; 8:00 p.m. \$5.00 general admission; 9:00 p.m. Kory and the Fireflies

• Community Resilience training is being offered by The SD Department of Health/Public Health Preparedness and Response Office. Two sessions will be held in several South Dakota communities during the

month of September. The sessions to be held in North Sioux City & Pierre are slightly longer and will focus on recovery following the Missouri River flooding. The sessions at Sioux Falls, Aberdeen & Rapid City are more general to any and all disasters. There is no cost to attend. Registration deadline is Sept. 12. For more information, visit the SD Chamber of Commerce & Industry website: www.sdchamber.biz under Chamber News.

• Invitation to community organizations to join in the 2011 Tanager Volunteer Day, Tuesday, Sept. 20. Students will be participating in a full day of work from approximately 8:30 a.m. to 3:30 p.m. Students will work in groups of 14 to 17, but the groups can be adjusted if needed. Please dare to challenge Vermillion students — many things can be accomplished in a short time. The students enjoy cleaning, painting, vacuuming, planting trees, scrapping paint, or almost any task you need completed. Last year one group was solely committed to assisting elderly and homebound individuals in our community. If you know anyone that could use a little help with gardens, windows, or just a visit please contact Lenni Billberg @ lenni.billberg@k12.sd.us.



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