

BU Celebrates, Big-Time

Campaign kickoff bash a rousing, rollicking display

BILLED AS A “defining moment for the University,” the Celebration of BU, held on September 22, 2012, delighted and dazzled with a pageant of student and alumni talent, from the captivating voices of the BU Symphonic Chorus to the breathtaking jumps and spins of the BU Figure Skating Club.

Featuring video of BU’s groundbreaking history and music provided by the Boston Pops Esplanade Orchestra, the event was an adrenaline-infused public kickoff to the Campaign for Boston University, BU’s most ambitious fundraising effort ever.

“We have come here to celebrate BU, and we have got a lot to celebrate,” Kevin O’Connor, host of the PBS show *This Old House*, told the cheering crowd filling nearly three-quarters of Agganis Arena’s 6,300 seats. Among those who attended were President Robert A. Brown and Beverly Brown, BU trustees, alumni on campus for Alumni Weekend, and students outfitted in Terrier red. “Greatness comes from a vision, a dream of what the world could be, and should be,” said O’Connor (GSM’99), one of several celebrities hosting the gala. The celebration marked the formal announcement of the unprecedented fundraising



The BU Figure Skating Club dazzled the crowd at the Celebration of BU, held at Agganis Arena.

PHOTOGRAPHS BY WINSLOW MARTIN

effort. With a goal of raising \$1 billion for financial aid, faculty support, research, and facility improvements, the campaign places BU on a list of just 53 universities that have attempted a 10-figure fundraising initiative. Its success will elevate the University’s academic standing, extend its global impact, and make BU more accessible to more students.

BU’s historic inclusiveness and history of giving back was a prevailing theme of the celebration, which included a surprise announcement by Alison Weltman (COM’13), Community Service Center events manager, that she



Peter Fiedler, son of the late Boston Pops conductor Arthur Fiedler (Hon.’51) and a BU vice president, conducts “Fiddle Fiddle” at the celebration.

and fellow undergraduates were pledging to complete a million hours of community service by the end of the campaign in 2017. (See page 16.) At that, Kenneth Elmore (SED’87), dean of students, urged all the students in the crowd to stand, and BU’s Inner Strength Gospel Choir burst into a chorus of “Amen.”

Over the course of the two-hour event, BU’s praises were sung by several well-known alumni. Erica Hill (COM’98), a CBS News special correspondent, urged the crowd to “help to make BU an even better place tomorrow.” Andy Cohen (COM’90), exec-

utive vice president of development and talent at Bravo TV and host of *Watch What Happens Live*, declared, “I’m so proud.” (See page 60.) And conductor Keith Lockhart (Hon.’04) asked the many BU alumni in his orchestra to stand and be recognized.

The orchestra carried the event along with notes both poignant and jubilant, offering renditions of Stephen Sondheim’s “No One Is Alone,” from *Into the Woods*, as well as former Pops arranger Leroy Anderson’s romp “Fiddle Faddle.” For this piece, Lockhart invited on stage a special guest conductor: Peter Fiedler (COM’77), son of the late Pops conductor Arthur Fiedler (Hon.’51) and BU’s vice president for administrative services. The Boston Pops Esplanade Orchestra and the BU Symphonic Chorus blew the crowd away with their finale, the resounding “Ode to Joy” from Beethoven’s Symphony No. 9.

Joining them in setting off figurative fireworks were four aerial dancers provided by Feld Entertainment, courtesy of Kenneth Feld (SMG’70), a BU trustee and CEO of the entertainment giant that owns Ringling Bros. and Barnum & Bailey and Disney on Ice. As the music soared and the dancers were lifted aloft to fly over the ice, actual fireworks erupted from the ice and rained down in front of the stage. And then the BU Marching Band appeared, bringing audience members to their feet as they waved light sticks and sang along to a no-holds-barred, tuba-honking rendition of “Hey Baby,” its lyrics projected on the screen. 55

Gifts from Two Trustees Fuel Lack Professorship

Will research ways to keep serious journalism alive and well

OF THE MANY unknowns clouding the future of journalism, none is more crucial than where the money will come from. Now, with the help of a \$1.66 million gift from Bloomberg Media Group CEO Andrew Lack (CFA’68) and an \$833,333 matching gift from the Leventhal family, the College of Communication is putting \$2.5 million behind a professorship whose goal is to find an answer, or perhaps more than one answer.

The Leventhal contribution is part of a larger challenge-grant program established by trustee Alan Leventhal (Hon.’09) and his wife, Sherry, which has helped support the creation of 10 professorships, 20 scholarships, and 4 fellowships at 10 schools across the University.

The Andrew R. Lack Professorship, says Thomas Fiedler, dean of COM, is intended to provide the resources and scholarship to analyze new business models that may support serious journalism in the years ahead.

“It comes from Andy’s concern that accountability journalism—the kind of journalism that the First Amendment’s free-press clause is intended to protect—is endangered by the collapse of the old business models that supported newspapers and TV news until the internet era,” says Fiedler (COM’71). “The Lack Professor will oversee research and develop courses that may envision and incubate these new business models.”

That endeavor, coincidentally, is similar to what Lack does every day at Bloomberg. Among his many charges at the media giant is to guarantee that the company’s vast news operations, now supported by a corollary business that leases software tools to Wall Street traders, pay their own way. “There are many different mediums, new platforms,



Andrew Lack worries that the kind of journalism that the First Amendment is intended to protect is endangered by the collapse of old business models.

and new technologies that are having an impact on how we report and create a narrative that people can read or see or hear,” says Lack, who like Leventhal is a University trustee. “How do you use your Twitter news feed? How to use YouTube? How do you use the essentials that arguably go into every story—observation, research, going to the scene yourself? And then, how do you use all of the journalist’s tools to distribute the work more effectively? And what is, ultimately, the business model around that? How we navigate these various issues, and the impact that they’re having on the work we do, is what I hope the Lack Professor will engage our students in.”

Fiedler says he expects the program to dovetail nicely with another new area of study overseen by the nascent Feld Professorship in Emerging Media. That position is held by James Katz, who joined COM as director of the new division of emerging media studies this past fall. He came from Rutgers University, where he was chair of the department of communication. AJ