

Advertising professor charms all

By LORI RICHIE
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The phone rings in the small office of Vijay Krishna, professor of advertising. A former student is calling to ask for help with a current project she is working on.

Krishna said he gets many calls like this in a regular work week. Sitting in his sunny office, he smiles as he performs a couple of requested card tricks.

Krishna is from the Southern part of India, where more than 20 languages with more than 3,000 dialects are spoken. He has been in the United States for 18 years.

He earned his doctoral degree from Ohio University and has been at IU Southeast for 12 years where he teaches persuasion, advertising strategy, electronic media advertising and public communication campaigns. He also does card tricks.

Advertising is an interdisciplinary program offered by the department of communication studies program in collaboration with the journalism, marketing and graphic design programs.

"I always wanted to be in advertising, to teach and consult," Krishna said. "I was fascinated by how different messages impacted people."

Krishna can read and write four languages and understand a fifth that aids

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Michael Abernathy
lecturer
communications

him in his current research which focuses on international advertising and the impact of Internet advertising in developing countries.

He is also a consultant for national and international businesses in the area of online branding.

Branding is the use of symbols such as a name, logo, slogan, design scheme and ideas representing a product or company.

"Dr. Krishna is an extremely conscientious professor, who takes pride in his profession, and enjoys teaching and interacting with all students," Granville King III, associate professor of speech communication, said.

"He fulfills his role as professor with the utmost integrity, both inside and outside the classroom."

The advertising program is now as large if not larger than the communication pro-

gram, Krishna said.

"The program could grow bigger," Krishna said, "if we had at least one, maybe two faculty teachers. [I am the] only person handling the program."

Michael Abernathy, lecturer of communication, is familiar with Krishna's work.

"Dr. Krishna is one of the hardest working teachers at IUS," Abernathy said. "His dedication to his students is obvious, and he goes out of his way to ensure that they succeed, both as students and as representatives of the university. He's an asset to the school. I've always found him a pleasure to work with. He not only cares about our department, but he cares about his colleagues as well."

Krishna said encouraging and helping students is his first priority.

He always has time to help a student, current or former, with finding a job or critiquing a résumé.

Krishna said he likes sports and his favorite teams are University of Louisville football and University of Connecticut basketball. He is also a fan of Indiana University.

After watching the Super Bowl advertising, Krishna said nothing really stood out this year because, as usual, there was too much clutter.

He is currently helping a former student with a consulting job, writing a budget

'I always wanted to be in advertising, to teach and consult.'

Vijay Krishna
professor
advertising

and an integrated market communication and online promotion management plan.

J.R. Ramsey, associate professor of speech communication, works with Krishna in the program.

"Vijay and I have a unique relationship because I had him as a professor when I did my undergrad here," Ramsey said.

"His encouragement helped propel me to go to grad school and pursue a career in academia."

Krishna said he feels the students should be up to date with developments in the field.

He frequently invites practitioners to speak in his classes. His classes were recently visited by Bob Gordon, owner of The Auto Channel, and Brent Shean, advertising department of Smoothstone. The Auto

Channel is reputed to be the largest independent automotive information resource, and Smoothstone was the first managed VoIP (Voice over Internet Protocol or internet phone) service company in the United States.

"[Students] are doing very well in field and they tend to get jobs as soon as they graduate," Krishna said. "All this with a program that is not even complete."

James Kauffman is a professor of communication studies.

"Dr. Krishna is a terrific colleague," Kauffman said. "He approaches his job and life with passion, curiosity

and humor. He initiated, and has single-handedly sustained, the extremely popular advertising track within the communication studies major. IUS is lucky to have Dr. Krishna as a member of its faculty."

Rebecca Carlton, lecturer of communication studies, said Krishna is also a good cook.

"My sons, Dylan and Devin, were invited to his daughter's birthday party," Carlton said. "It was a great time. He has some great recipes for vegetarian food."

If students stop by his office, he might also perform a card trick or two.

Nursing grad finds success in career

By ZAK BECHER
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When Tasha Casey started at IU Southeast, she did not know what she wanted to do. She had an idea of being a nurse but didn't see that as a real option. That was until she took a career move that would skew her thinking.

"I was always intrigued by the medical field," Casey said. "I would watch television shows about doctors and nurses and wonder if maybe someday I could do that."

Casey was born in Pekin, Ind., and attended Eastern High School. While in school, she played softball, volleyball, basketball and was a member of the Spanish club. She graduated in 2001 and enrolled at IU Southeast in the fall semester.

"I registered undecided because I really didn't know what I wanted to do with my life," Casey said. "I entertained the idea of being a nurse, but didn't really think about the reality of that career."

Throughout her life, Casey said her grandmother had pushed her toward the nursing field. Her grandmother was the family doctor. She would diagnose the family just by talking to them on the phone, feeling foreheads and cooking up some old family recipes for home healing.

"She was the one who pushed me the hardest," Casey said.

The fall of 2001 brought a career change for Casey. She was hired at Norton Hospital in the laboratory department.

"I got the job from my friend's mother and it seemed like a really good opportunity to get my foot in the door at a hospital,"



Tasha Casey

Casey said. "It was then that I figured out that this was what I wanted to do. I just needed to find the financial means."

A friend at work told her about a financial program the hospital had set up to help aspiring nurses get financial aid. Casey qualified and started the nursing program in her second semester of college.

Casey said her grandmother was very pleased

with her decision.

Casey got started with her classes and soon realized the overwhelming amount of work she would have to do to keep up.

She had homework every night and after a few semesters had to start getting into clinicals at hospitals off campus.

"I relied a lot on my friends going through the nursing program, especially Beth Moore," Casey said.

Casey said she and Moore would spend many hours outside of school studying for finals, quizzing each other and using each other as an emotional back board for the program.

"There were days when we would stay up all night studying, then come into class at 8 a.m. in our pajamas to take a test," Casey said.

During one of her clinicals, Casey was sent to take a tour of University Hospital

'It was then that I figured out that this was what I wanted to do. I just needed to find the financial means.'

Tasha Casey
2005 graduate
nursing

in Louisville. She was following a nurse practitioner around the hospital when the group ended up on the burn unit. One of the administrators of the unit asked Casey when she would graduate. When Casey said December of 2005, she was hired on the spot.

"I was overwhelmed,"

Casey said.

"Here I was not even graduated yet and I already had a job waiting for me right out of school."

But the good news was overshadowed in the winter of 2005 when Casey's grandmother passed away after suffering a heart attack in her home.

"I think she would be proud of me," Casey said. "She would probably put her arms around me, look me in the eye and say how she knew I could do it."

Casey graduated in 2005 but walked in May 2006. She made the deans list throughout her education.

Casey almost immediately started at University Hospital.

She is the charge nurse on many weekends on the burn unit and works very close with the doctors to help re-graft skin to burn victims and help with their treatment.

Casey had some advice to anyone who is thinking about getting into the medical field.

"Bust your ass to get the work done and just remember to have a few laughs along the way," she said.

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For more information, contact Rosie Shannon, Academic Advisor, 941-2243 or email roshanno@ius.edu

Sponsored by the Academic Success Center and the Career Services Office.