

Animation In Advertising

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mation skills have won numerous awards at a variety of film festivals. He reduces his self-employment to two roles: selling and production.

Miles recommends knocking on doors, making phone calls and being persistent. "Keep things crossing their desks. Follow up, follow up, follow up," he said. Miles warns that the top agencies are too busy to look at demos and suggests personal approaches. "Ask them to give you their toughest storyboard

problem," he said.

Miles recommends contacting clients at least every four to six months. "If you're not at the right place at the right time, you just get passed by. It's nobody's fault," he said.

In competing with bigger, well-known companies, Miles advises keeping price secondary. He feels the way to beat the other guy is with service. The self-employed individual must build experience, build a track record and build credibility.

He recommends focusing on a narrow territory to maintain a

high level of service. Miles also feels it's worthwhile to invest in a partner to help with contacts and incoming projects.

Miles continues to seek out new contacts and to educate the community on the benefits of animation in advertising. He feels animation is friendly and enduring and will always be in demand.

"It's up to me to get the word out there of what I can do," Miles concluded. One way he accomplishes this, in addition to door knocking, is through his website, www.cartoontycoon.com.

Late Breaking Story: Editor Hospitalized

By Cathie McCormick Musser

Capital Times Staff Writer

On Feb. 28, after enduring almost four days of fever and what was believed to be a stomach virus, The Capital Times Editor Matt McKeown decided he needed medical attention. McKeown was confident a simple prescription would have him "back on campus by Wednesday."

The doctors had other plans. Although details are still

sketchy, McKeown was driven directly to Holy Spirit Hospital and subjected to an emergency appendectomy.

According to McKeown, the doctors believe his appendix ruptured sometime Feb. 25.

A one week hospitalization is expected. McKeown hopes to return to campus and The Capital Times office shortly thereafter.

CAMPUS POLICE REPORT

By Nicole Burkholder

Capital Times Staff Writer

February 11, 2000

7:45 a.m.: Attempted to reset alarm for main library entrance. Attempt unsuccessful. M&O contacted.

9:45 a.m.: A complaint for harassment by communication. Visited subject regarding four harassing phone calls. Provided information log. Investigation continuing.

5:00 p.m.: Alerted of possible DUI driver in red bronco in Meade Heights area. Unable to locate.

February 13, 2000

3:15 a.m.: Notified of traffic cones with "PS" markings found in Middletown, possibly belonging to PSH. M&O notified.

February 14, 2000

12:30 a.m.: Power outage at Olmsted Building due to problem with transformer on pole on west side of the building. Power restored at 12:45 p.m. on same day.

10:55 a.m.: Assisted in obtaining keys from locked vehicle. Unsuccessful. Waiver completed.

7:46 p.m.: Report of a suspicious vehicle behind the Engineering Lab. A check of the area revealed the owners were walking their dog.

7:53 p.m.: Dispersed a group of smokers from in front of Olmsted Building.

7:54 p.m.: Assisted M&O in resetting the non-functioning lights in Olmsted Building lobby.

February 15, 2000

6:10 p.m.: Report of vehicle without registration plate. Paper temporary tag in rear window.

8:20 p.m.: Escort service provided for a student by student patrol from Olmsted Building to Flickinger Avenue.

February 16, 2000

12:30 a.m.: Found anti-smoking stickers on several stairwell doors in Olmsted Building. Stickers removed.

6:00 p.m.: Provided a transport to the Harrisburg train station for a transient male.

8:00 p.m.: Requested assistance from Lower Swatara PD, Highspire PD and Steelton PD for a hit and run accident that took place on Rte. 230/Turnpike bridge. A PSU professor and student were involved.

10:23 p.m. Alarm activated in the Capital Union Building. Alarm reset.

February 17, 2000

12:20 a.m.: Escort service provided for student from Olmsted Building to Flickinger Avenue.

4:00 p.m.: Dispersed a group of smokers in front of Olmsted Building.

4:34 p.m.: Dispersed a group of smokers in front of Olmsted Building.

5:30 p.m.: Escort service requested. Student left the area.

7:25 p.m.: Escort service provided for student from Olmsted Building to Meade Heights.

8:10 p.m.: Escort service provided for student from Olmsted Building to Meade Heights.

10:30 p.m.: Escort service provided for student from Olmsted Building to Meade Heights.

3:30 p.m.: Patrolled Olmsted Building on foot.

February 18, 2000

12:40 p.m.: Coat and bookbag found in Gallery Lounge. Returned to student.

February 19, 2000

7:50 a.m.: Alarm activated in Capital Union Building. Answered request to silence alarm due to function held.

9:40 a.m.: Requested check on animal traps at Educational Activities Building.

February 19, 2000

11:05 a.m.: A traffic citation was issued for a speed-related moving violation on College Avenue.

12:40 p.m.: Assisted motorist whose vehicle was stuck in new grass area between new library and upper lot. AAA towing contacted. Visitor advised of possi-

ble liability for any damage done to grass area. M&O contacted to provide damage estimate.

9:00 p.m.: 911 hang-ups reported. Checked the CUB for children playing with the payphone. Everything OK. County received numerous calls.

February 20, 2000

1:41 a.m.: Escort service provided for student from Olmsted Building to Meade Heights.

11:30 p.m.: Complaint of odd smell in kitchen on Nelson Drive. Housing notified.

February 21, 2000

12:35 a.m.: Escort service provided for student from Olmsted Building to Meade Heights.

6:58 a.m.: A traffic citation was issued for speed-related moving violation at College and University Avenues.

8:55 a.m.: Request to contact owners of vehicles parked in the library lot due to drainage problem. Owners contacted and vehicles moved.

12:38 p.m.: Report of one employee intentionally bumping into another employee in hallway. Verbal warning given.

February 22, 2000

2:35 a.m.: A warning notice issued for a moving violation at University and Rosedale Avenues.

11:31 a.m.: Two males were trapped in the east elevator of the library, but extricated themselves. Elevator repaired.

2:12 p.m.: A traffic citation was issued for speed-related moving violation on Rte. 230.

6:00 p.m.: Assisted a PSH student who was having vehicle problems on College Avenue.

10:30 p.m.: Attempted to regain keys locked in a running vehicle. Contacted locksmith.

February 23, 2000

1:15 a.m.: Noticed animal inside trap at Educational Activities Building. Notified M&O.

11:40 a.m.: A traffic citation was issued for a speed-related moving violation on College Avenue.

3:30 p.m.: Received call from mother of student who complained about slow response time concerning housing complaint.

Arrest Log: Charges were filed at District Justice Robert Yanich's office on Brad Lundeen and John Johnson of 935B Mars Drive, Middletown, PA 17057 for sales of brewed beverage on premises and furnishing alcohol to minors. Eric Jensen of 935B Mars Drive, Middletown, PA 17057 was also charged with sales of brewed beverages on premises and underage drinking from an incident that occurred on January 28, 2000.