

news

LU: Society of Design breathed by speaker

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The SOD raffled off door prizes. The prizes included books, posters, an iPod nano, but one lucky student, Cerise Lopatic, won a tour with Chekowsky at Wieden + Kennedy. Lopatic gets to bring three friends with her.

When Chekowsky began her presentation, she said she was excited and happy to be at PSH for the start of SOD. She stood behind the podium with a custom nameplate on the front in big letters saying, "This is LU," instead of the standard "Penn State Harrisburg" that's usually read on the front of the podium. On each side of Chekowsky, there was a projection screen, which presented her lecture notes in her signature Bell MT font, and also various video clips. Including the two Michael Jordan commercials she wrote for Nike.

She got her start in advertisement writing with Wieden + Kennedy in "12," an experimental school in Portland, where she also met Welsh.

Her lecture, "Find Your Voice," was about exactly that. Chekowsky said three things make up a good voice: simple, true and yours alone.

"I think my goal tonight is to encourage people to realize that what they offer is what people want in the business of communication," she said in an interview before her presentation.

In the business Chekowsky is in she said the people she knows who do well are the people who are comfortable in their own skin, know what they want to contribute and are okay knowing it is not what everyone is looking for.

"I think there's a tendency

for young people to emulate those who come before you," Chekowsky said during her presentation. "You have to get to know your voice and only you can do that."

During her performance, there was a part where Chekowsky stated, "I am Michael Jordan."

She never played or followed sports, but worked on Michael Jordan's "23," his twenty-third shoe release. She was alone in her apartment with a deadline looming when she realized she was Michael Jordan. No one thought she'd make it, but she did. By using her voice, she was able to write the commercial, "Look Me in the Eyes."

To "find your voice," is to get to know yourself, taking time to understand what it is you care about and what you want to see in the world and it's not easy, Chekowsky said.

FAA investigating Colo. balloon flight

By P. SOLOMON BANDA
ASSOCIATED PRESS WRITERS

The Federal Aviation Administration has opened its own investigation into the 50-mile flight of the helium balloon that briefly delayed flights at Denver International Airport after a couple reported that their 6-year-old son may have been on board, an official said Tuesday.

FAA spokesman Mike Fergus said the agency investigates civil allegations rather than criminal ones. He declined to provide details on the nature of the FAA probe or its possible outcome.

Larimer County Sheriff Jim Alderden has said investigators believe amateur storm chasers Richard and Mayumi Heene called 911 Thursday saying they thought their son, Falcon, was aboard the large helium balloon that floated away from their yard in Fort Collins in a bid to get publicity for a reality TV show.

The balloon landed 50 miles away near Denver International Airport. Some flights had to be changed to a different runway for 20 minutes.

Falcon was found safe at home.

Alderden said he is seeking charges against the Heenes including conspiracy, contributing to the delinquency of a minor, making a false report to authorities, and attempting to influence a public servant. The most serious charges are felonies and carry a maximum sentence of six years in prison.

Alderden said authorities also would be seeking restitution for the costs of the balloon chase, though he didn't provide a figure.

His office has said it will likely be sometime next week before it forwards its findings to prosecutors to decide on charges.

Richard Heene previously has denied a hoax.

He emerged briefly from the family's home Tuesday morning but didn't answer reporters' questions.

Heene did show two delivery workers where to find leased five helium tanks that were being

returned to Flexx Productions, a Fort Collins rental company. The workers said four of the tanks were empty and one was partially full.

An associate of Heene's, Robert Thomas, has told sheriff's investigators that he helped record Heene's ideas for a TV show, said Thomas' attorney, Linda Lee.

Lee said Monday that Heene was "obsessed" with trying to land a TV show and become famous.

"Heene believes the world is going to end in 2012," she said. "Because of that, he wanted to make money quickly, become rich enough to build a bunker or something underground, where he can be safe from the sun exploding."

Thomas told NBC's "Today" show on Tuesday that he had nothing to do with the hoax and didn't know about the balloon being launched until he saw it on television. Asked whether he should be profiting by selling his story, Thomas, who described himself as an entrepreneur and a college student, said he was told that people sell their stories to the media and that he was paid "way less than most people think."

Thomas helped Richard Heene organize his thoughts and worked with him from March to May, Lee said. Thomas' notes include Richard Heene discussing a hoax that involved a balloon to make it seem like there was a UFO, Lee said.

Lee said investigators told her Thomas would not face charges but that she was seeking immunity for him "just to be safe." Thomas has said he had no idea that a possible hoax could involve the Heene children.

The Heenes twice appeared on ABC's "Wife Swap," including a March episode in which they discuss their approach to parenting and talk about their belief that they're the descendants of aliens.

The producer of "Wife Swap" had a show in development with the Heenes but said the deal is now off. The TLC cable network also said Heene had pitched a reality show months ago, but it passed on the offer.

Anti-Islamic Dutch lawmaker speaking at US college

A European lawmaker whose anti-Islamic views once led British officials to ban him from visiting that country will address Temple University students on Tuesday, despite protests from campus organizations.

Dutch politician Geert Wilders has outraged Muslims by comparing their holy book, the Quran, to Adolf Hitler's "Mein Kampf" and for his calls to end Muslim immigration to the Netherlands.

Muslim students at Temple, a public university serving about 34,000 students, and their supporters plan to protest the evening event, which was organized by a student group called Purpose and is being funded by the California-based David Horowitz Freedom Center.

"The Muslim population at Temple feels attacked, threatened, and ultimately unsafe that Mr. Wilders has been invited to voice his hate-driven opinions," the Muslim Students Association wrote in a letter to university officials.

Brittany Walsh, the president of Purpose, told The Associated Press on Tuesday that her group respects Muslim students'

opposition. Purpose does not necessarily share Wilders' opinions, she said, but feels it is important to discuss them.

"It's an opportunity for the students to really express and practice their freedom of speech," Walsh said. "We want them to feel like they've been to given the opportunity to grow as individuals and as students."

Temple officials issued a statement saying the university "is a community of scholars in which freedom of inquiry and freedom of expression are valued."

"We respect the right of our student organizations to invite people who express a wide variety of views and ideas," the school said in a statement.

British officials once banned Wilders from visiting for fear it would spark violence. He successfully sued the government and visited Friday.

Wilders is scheduled to speak at Columbia University in New York on Wednesday.

