

# Student creates storytelling site

By Alan deLevie  
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For anyone with a story to tell, David Adewumi said he thinks he has the perfect place for it: Heekya.com.

"Heekya simply is a Wikipedia for stories," he said.

Adewumi (junior-information sciences and technology), who founded Heekya, has been working since this summer on his start-up Web site in Washington, D.C., with three other people.

"For the last hundred years, stories have been a one-way broadcast," Adewumi said.

This is where he saw a need for a "social storytelling platform," he said.

He said Heekya adds "collaboration" and "depth" to the storytelling process.

Assistant professor Elizabeth Kisenwether, director of the engineering entrepreneurship minor, mentored Adewumi.

She recalled a meeting between Adewumi and another Penn State entrepreneur, Matt Brezina. Brezina co-founded Xobni, a company that offers an e-mail organization tool.

"Matt Brezina and David

Adewumi just hit it off," Kisenwether said.

Last April, Xobni rejected a \$20 million buyout offer from Microsoft, according to Techcrunch.com, a top tech news blog.

Kisenwether also mentioned some of the resources Penn State offers to student entrepreneurs.

"I think the faculty that are teaching entrepreneurship, they're all great network creators," she said.

In a screencast on Heekya.com, Adewumi demonstrates how to tell a story on the site, using a wedding as an example.

"By telling their story on Heekya, Paul and Lindsay can share with their guests the complete story of their relationship, both by the time period that it happened and also by the location where the wedding took place," Adewumi said in the screencast.

showcasing Heekya's use of Google Maps to map the location of a story.

"We have the idea at Heekya that a story may not belong to any one person," Adewumi continued in the screencast. "If you're at the same event with someone or found an interesting

story, you can grab that story, copy it and tell your own unique story from your own vantage point."

Adewumi then described Heekya's user interface, saying media from different social sites such as Facebook and Webshots can be imported onto Heekya.

Heekya received funding and advice from LaunchBox Digital, an "early stage investment firm," according to LaunchBox's Web site.

Heekya is in its "alpha" phase of development, meaning it is being privately tested, according to the Heekya Web site. However, 25 testing invites have been offered at istbuilding.com, an independent news and opinion site focused on Penn State's College of Information Sciences and Technology, which allows the invitees to test the Web site before public release.

Heekya has garnered much press attention, including an article in The Washington Post and on Techcrunch.com.

Heekya is "derived from the Swahili word that means story," Adewumi said.

Swahili, an African language, is "a language of many people," he added.

# Dorm assault reported

By Heather Schmelzen  
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Penn State Police said a possible indecent/simple assault was reported to them by the Centre County Emergency Communications Center at 3:33 p.m. Sunday in East Halls.

Penn State Police Capt. Bill Moerschbacher said the nature of the possible assault was inappropriate touching.

He added that it was not a sexual assault.

The incident involved a man touching a

woman, Moerschbacher said. The woman said she knew the male involved, he added.

The investigation is ongoing, and charges have not been filed, Moerschbacher said.

Moerschbacher added the woman was taken to Mount Nittany Medical Center and may have sustained minor injuries, but it is not clear whether the injuries were sustained as a result of the incident.

Moerschbacher did not say what dormitory the possible assault occurred in, but he did say the incident occurred inside a dorm room.

# Student GOP leader resigns

By Michael Rubinkam  
ASSOCIATED PRESS WRITER

ALLENTOWN — The leader of a statewide group of college Republicans has been forced to resign after posting racially insensitive comments about Barack Obama on the Internet.

Adam LaDuca, 21, the former executive director of the Pennsylvania Federation of College Republicans, wrote on his Facebook page in late July that Obama has "a pair of lips so large he could float half of Cuba to the shores of Miami (and probably would)."

LaDuca, who had previously called Mar-

tin Luther King Jr. a "pariah" and a "fraud," also wrote: "And man, if sayin' someone has large lips is a racial slur, then we're ALL in trouble."

The College Republicans asked LaDuca to resign after his remarks were publicized by the Pennsylvania Progressive, a blog written by a Democratic committeeman from Berks County. The group announced LaDuca's resignation on its Web site Friday.

LaDuca said Monday that he regrets posting the comments and understands how they can be construed as racist. "In hindsight, when you read it a second time, it's like, 'oops,' he said.

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Plan to attend one of the OCI Orientations Sessions offered on September 23 & 30 beginning at 3:30 and running every half hour until 6:00 pm. at 103BC Career Services Center.

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Career Fair Preparation 7:00 pm

**Thursday, Sept. 11**  
Making the Most of the Fair 5:30 pm  
Effective Interviewing Tips 7:00 pm

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