

THURSDAY
November 08, 2007

Year 90, No. 10 – Canyon, Texas

ONLINE

www.theprairieonline.com

THE PRAIRIE

The voice of West Texas A&M University since 1919

RODEO
SUCCEEDS



> Rodeo team to
wrangle championship

— Page 4

Mass communication program gets new studio

Christopher Seymour
News editor

It currently features temporary lighting, a concrete floor and bare cinderblock walls, but it will soon be a state-of-the-art high definition studio.

The dedication of WTAMU's new AT&T High Definition Production Studio was held Friday in the Sybil B. Harrington Fine Arts Complex.

University President J. Patrick O'Brien spoke at the event along with WT mass communication faculty members Dr. Leigh Browning and Randy Ray, KWTS General Manager and mass communication major Trey Roach and AT&T Regional Director of External Affairs Cameron Monroe.

Monroe presented O'Brien with a \$150,000 check from the AT&T Foundation, making AT&T the chief benefactor of the HD studio.

According to Tadhi Silsby Hayes, director of engineering and archi-

tectural services, no completion date is known, but she hopes it will be open for the fall 2008 semester.

"We have to start from square one," Hayes said. No contractor or plans have been selected for the project, but Lavin Architects, an Amarillo-based firm, has been selected as the architect.

Roach, who read a letter of thanks on behalf of students, expressed gratitude.

"I'm disappointed because I'm graduating before the studio will be completed," Roach said. "It's a great opportunity because you need to know HD."

According to Browning, the studio will present new learning opportunities to students since they will not be limited by the permanent news set that the current studio features.

"In the new studio, nothing is permanent but the cameras," Browning said. "We'll be able to do music videos, cooking shows, advertisements, pretty much anything, all in HD with a 360-degree jib

camera," Browning said in a press release.

Browning hopes to eventually shoot an AT&T commercial in the new studio with cameras staffed by WT students.

Along with the jib camera, the new studio will also feature a green screen and an infinity wall, according to Browning.

An infinity wall is one with no corners that creates an optical illusion of endless depth behind the object being filmed.

Monroe, a WT graduate with a bachelor's degree in psychology, thanked AT&T employees John Smithee and David Swinford for their roles in bringing the grant to WT.

According to Monroe, he had received a grant application with Smithee's and Swinford's endorsements.

The dedication included a toast with sparkling juice, the presentation of the check to O'Brien and the hanging of the studio's nameplate.



Prairie photo/Kitt Jennings

AT&T Regional Director of External Affairs, Cameron Monroe puts the final touches on the plaque outside the AT&T High Definition Production Studio. The dedication ceremony for the studio was held Friday.