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Mothers Against Drunk Driving, Illinois Wesleyan, TCI-10 Partnership, Two Chicagoans, IWU Students Tape TV Commercials

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Mothers Against Drunk Driving, Illinois Wesleyan, TCI-10 Partnership
**2 Chicagoans, IWU Students Tape TV Commercials
For 3 Telecasts of IWU Basketball Games This Month**

from town

BLOOMINGTON, Ill.--Two Chicagoans and Illinois Wesleyan University students will appear in a series of commercials on three telecasts of IWU basketball games this month.

DaToya Burtin, valedictorian of her Providence-St. Mel High School graduating class and a freshman double major in political science and natural science, and Kevin Kiedrow, a sophomore majoring in business, who resides at 3262 W. 109th St., Chicago, are among a dozen IWU students who taped commercials for TCI-10 cable television broadcasts of IWU home games against Millikin University (7:30 p.m., Jan. 8), North Park College (7:30 p.m., Jan. 11), and Augustana College (7:30 p.m., Jan. 15).

IWU home basketball games are played at the Shirk Center, 302 E. Emerson, Bloomington. The commercials--taped last month at the Shirk Center, a \$15.2 million athletic and recreation facility which opened in the fall of 1994--gave the IWU students a taste of TV production challenges, including public speaking skills, memorization of lines, and retakes.

The commercials promote upcoming concerts, plays, and athletic events at IWU, as well as offering general information about the university and how to access IWU's World Wide Web site. They also deal with the dangers of drunk driving and promote the 7th Annual Martin Luther King, Jr. Gospel Festival at IWU, Jan. 18 and Jan. 20, honoring the assassinated civil-rights leader on the national holiday weekend marking his birth.

The commercials--a partnership among TCI, Mothers Against Drunk Driving, and IWU--are part of nine replay broadcasts of the basketball games.

The replay schedule is:

- IWU vs. Millikin--10 p.m., Jan. 8; 8 p.m., Jan. 16; and 1 p.m., Jan. 25.
- IWU vs. North Park--10 p.m., Jan. 11; 10 p.m., Jan. 17; and 2:30 p.m., Jan. 25.
- IWU vs. Augustana--10 p.m., Jan. 15; 8 p.m., Jan. 23; and 4 p.m., Jan. 25.

The broadcasts also feature pre-game interviews with IWU President Minor Myers, jr., IWU Dean of Admissions James Ruoti, and veteran IWU baseball and basketball coach and retired athletic director Jack Horenberger.

Myers and Ruoti discuss issues ranging from construction of a new \$6.5 million residence hall for 118 students and a new Center for Liberal Arts, a faculty office and classroom complex,

(more)

Chicagoans Tape IWU TV Commercials/2

both scheduled to open next fall, to IWU curriculum changes, student financial aid programs, and internship-travel abroad opportunities for students. Horenberger reminiscences about highlights in IWU sports history since the 1930s.

The IWU telecasts are part of an 11 game package also featuring five Bloomington-Normal and Peoria area high schools.

The high school and IWU basketball game telecasts are part of an effort to fight alcohol-related auto accidents.

TCI of Bloomington/Normal, Inc., points out: "To help spread awareness about the dangers of drinking and driving, TCI is producing MADD Basketball for the benefit of the Mothers Against Drunk Driving. With the increase in drinking and driving accidents, this partnership between TCI's sports productions and MADD will hopefully educate the community about the dangers of drinking and driving.

"Messages about drinking and driving," TCI added, "will be shown throughout each telecast and local businesses will show their support for MADD by sponsoring MADD Basketball on TCI-10."

IWU, founded in 1850, enrolls about 1,900 students in a College of Liberal Arts, College of Fine Arts, and a four-year professional School of Nursing. A \$25 million science building opened in the fall of 1995. The Carnegie Commission for the Advancement of Teaching promoted Illinois Wesleyan to a "Baccalaureate I" institution in 1994, a classification that places it among 161 highly selective National Liberal Arts Colleges in the annual *U.S. News & World Report* rankings. *Barron's Profiles of American Colleges*, another respected college guide, rated IWU "highly competitive (+)" in its latest edition.

Editor's Note: DaToya Burtin and her family were five families nationally profiled in a book co-authored last year by former Vice President Dan Quayle and psychologist Diane Medved: *The American Family--Discovering the Values That Make Us Strong*.