

Memory of late instructor preserved through bench dedication

Kassandra Cloos
News Editor

A bench was dedicated last week in memory of Melody van Lidth de Jeude, a faculty member in the School of Communications whose death over the summer came as a surprise to the Elon community. Van Lidth de Jeude taught approximately one-fifth of the current student body through her many sections of public speaking and other courses, according to Paul Parsons, dean of the School of Communications.

"We remember Melody always wearing a smile," Parsons said. "She was a wonderful teacher, and we miss her."

Janet Fuller, university chaplain, gave an opening statement and a closing prayer at the dedication. Philip van Lidth de Jeude, her husband, and a former student both spoke of her positive impact. Parsons read quotes from members of the Elon community who submitted memories of Melody, and her genuine happiness and care for others were common themes.

"I never heard her say 'hate' in any context," said Parsons, quoting Anthony Hatcher, professor of communications. "Even to say, innocuously, 'I hate Mondays.'"

Sophomore Jordan Only, who took

public speaking with van Lidth de Jeude, said she and other students referred to her as "Hey Melody." She had the power to get students excited for class, even sections at 8 a.m., and took the time to connect with every student, according to Only.

"Hey Melody was willing to enforce the stereotype that at Elon, you're not just a number," Only said.

The dedicated bench is outside the McEwen School of Communications. Philip van Lidth de Jeude said his son told him a bench was a very fitting way to keep his mother's spirit in the minds of others.

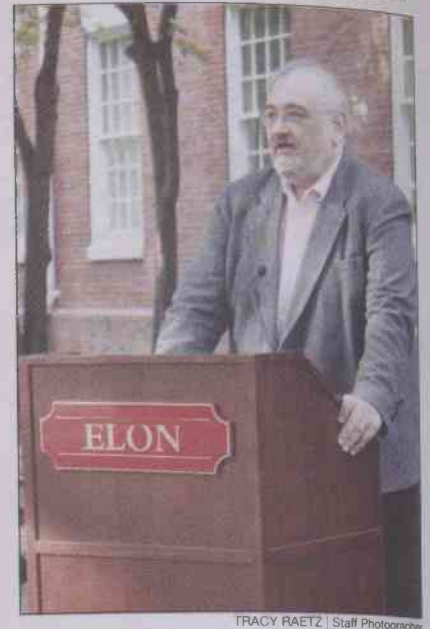
"Mom always loved to sit on a bench outside, watch the people go by, think about what she was doing, say hello to whoever stopped to say hello," Philip van Lidth de Jeude quoted his son. "I think I can truly say that even when she didn't know it yet, Melody was all about communication and she was all about teaching."

Van Lidth de Jeude's family often joked she had "B positive" blood, Philip van Lidth de Jeude said, because it was challenging to get her to be negative about anyone or anything.

"She always wanted to remain upbeat, even right to the end," he said. "I'll tell you, the last couple of months, she just wanted to make sure



TRACY RAETZ | Staff Photographer
A bench was given in van Lidth de Jeude's honor.



TRACY RAETZ | Staff Photographer
Philip van Lidth de Jeude spoke fondly of his wife.

she finished the semester, she wanted to make sure she finished what she was doing with her students. But she didn't want anybody to know what was happening."

Van Lidth de Jeude's passion for Elon and her students was always amazing, Philip van Lidth de Jeude said, and

he thanked the Elon community for providing meaning to her life and offering their support in recent months.

"She passed away feeling that she had accomplished what she had set out to do," he said. "And let's face it, guys, that is perhaps the best thing that anybody can feel."

Communications professor wins third Emmy

Katherine Blunt
Reporter

The annual Emmy Awards ceremony acknowledges that one of the greatest measures of success is recognition. Exceptional talent, that which raises the already elite standards of the television production industry, is awarded.

Redefining "the best" is by no means easy, but Max Negin, a communications professor at Elon University, wasn't daunted by the prospect.

Negin was recently awarded an Emmy for his production work at the Vancouver Olympics, the third of his career.

Negin started weaving his vast web of contacts as an undergraduate at Rowan University and began working at ESPN after graduation.

"The way to get most of these jobs is the networks that you build while you're in school," Negin said. "The professors are great and have great connections, but I got most of my jobs through connections with classmates or co-workers."

A contact at ESPN helped secure Negin a position at Comcast Sports Network, which he held for a brief time before teaching at Camden County Technical School in New Jersey. He made his name known by freelancing while working full-time as a teacher.

Not long after Negin began covering sports games with local broadcasting stations, Jon Slobotkin, the producer for the Philadelphia Phillies at the time, called Negin and asked him to learn a new tapeless recording system

called Ecriture Video Simulation, EVS. Of the three men charged with the task, Negin was the only one able to master the skills needed.

"I learned how to run the machine, called an Elvis, by trial and error, asking questions and having a really patient producer," Negin said.

Slobotkin then asked Negin to travel with the team to cover both home and away games, a proposition he eagerly accepted. The production team he joined was awarded an Emmy for its coverage of the last Phillies game at the Veterans Stadium Sept. 28, 2003.

"Doing that particular show was an honor," said Slobotkin, now vice president and executive producer at Comcast Sports Group. "Max's efforts were extraordinary. Without all the skills he brought, no one would have recognized that as the award-winning show. In all the games I've worked and all the places I've traveled, I've never worked with anyone as skilled as Max at the EVS position. There is nobody better than him."

Despite his demonstrated talent as an EVS operator, Negin later switched to a more stationary job working in promotions at FOX Philadelphia.

"Promotion is totally different from doing video," he said. "It's a hybrid between sales and news. It was a time to learn more editing skills and more story telling skills."

During his first year at FOX, Negin was nominated for an Emmy for editing, and during his second year, he was awarded an Emmy for writing promotional announcements.

"The award is individual by name, but I didn't do it (by myself)," Negin



JULIA SAYERS | Staff Photographer
Max Negin, assistant professor in the School of Communications, was awarded his third Emmy for his work as part of the NBC studio production team during the 2010 Olympic Winter Games.

said. "One of the keys (to success) is being able to work well with others. It's one of the biggest skills you have to learn."

When the management structure at FOX changed, Negin became the broadcast coordinator for the Philadelphia 76ers and also spent time editing for HBO. A connection through that job landed Negin a position with NBC, covering the 2006 U.S. Open. He then had the opportunity to serve as the digital

replay operator during the Olympics in both Beijing and Vancouver with NBC. With his production team in Vancouver, Negin was awarded his third Emmy, a tribute to his work ethic and ability to work with others.

"You do have to have talent to succeed, without question. But how you present yourself and how you act in a group of people makes a huge difference," Negin said. "In the long run, it'll catch up with you if you're not able to get along with others."

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