

To: Faculty Recognition Committee
Re: Earl Brown Award

I am pleased to nominate C. Benjamin (Ben) Hale for the Earl Brown teaching award for the 2007-2008 year. I doubt if I have ever met anyone as deserving as Ben. He has been at Wesleyan for 26 years, normally teaching **eight** different courses in a nine month period: four in the fall and four in the spring. He has done this over the years while advising anywhere from **sixty** to well **over a hundred students** a term. Ben, who lives in Carrolton, comes in around eight a.m. five days a week and leaves around four in the afternoon (five days a week). He has also done over a hundred independent studies over the years with no remuneration sought or received.

However, these numbers tell only a small part of Ben's "story". To demonstrate the various components of effective web communication for his media students, Ben wrote HTML code, integrated the Java Scripts, developed the site organization, and selected the graphics, layout, and typography. Ben has coordinated and directed the Mass Communication program, developed the emphases, created many courses from scratch, and built up good relations with the media and advertising agency communities in the metroplex.

When Ben Hale took a sabbatical in the fall of 1994, he worked with an advertising agency (all day, everyday) consulting with them on Internet strategy. He developed Internet services for major clients, as well as training the ad agency staff on the dynamics of the Web as a new media form.

I haven't mentioned yet that Ben is respected and loved by his students who keep up with him over the years, dropping by with stories of work and family. His current students do not love him because he is easy (he's not) or because he gives lots of high grades (he is hard, but fair in his grading), but because he is well-prepared for class and conscientious in his assignments, testing, and grading.

Ben has spent zillions of hours over the years in service to the university. A few years back when he was chair of the faculty council / assembly he stood by his beliefs (for the faculty) with some personal (career) risk involved. I'm not sure very many would have done as he did, but he had too much personal integrity not to have done so.

Ben has a good deal of industry experience (in addition to academic experience) to back up his teaching. Obviously, I could go on and on concerning why I believe Ben not only deserves this recognition, but is long over due for it. I'll stop here. If I can be of any further help in this regard, please do not hesitate to contact me. I forgot to add that Ben is one of the least likely to toot his own horn of anyone I have ever known.

Tom Smith
Professor of Marketing and Mass Communication