

April 8, 2008

To Whom It May Concern:

I am pleased to offer comment on the screening of the HBO/Cinemax documentary *andrewjenks ROOM 335*, at Vanderbilt University on Monday, April 7, in Sarratt Cinema at Vanderbilt University. The screening was the brainchild of, and coordinated by, Ariel [STUDENT], a junior at Peabody College of Education and Human Development at Vanderbilt University, in partial fulfillment of the requirements of her internship with the Home Box Office network.

Ariel did an excellent job, and the event was both well-attended and well-received. She first had to pitch the idea to the Dean of Students, and, secure his sponsorship. She worked both collaboratively and independently to design and implement a plan for the event, and overcame a number of challenges. I am aware of two.

First was the limited availability of the Cinema. The date chosen—by process of elimination as much as anything else—presented conflicts not only with the NCAA Men's championship game, but also with an event on campus that involved almost 40% of the undergraduates. Ariel overcame this challenge with an advertising blitz and leveraging her personal contacts with students, faculty, and administrators.

Second was the limited availability of the primary liaison and the necessity of having two contacts within the Office of the Dean of Students. She overcame this challenge by meeting with both of us separately, then following up with email to keep everybody in the loop.

She took the advice she was given, synthesized it, then applied it to her event plan. In other words, she could not follow through on every suggestion, so she performed triage on the suggestions and implemented those that would provide the most return on her efforts.

No planning is ever flawless, in my experience, and Ariel ran into a wee communications issue, i.e., that one group was planning to sell concessions while the announcement that went out touted "free food." Ariel finessed this by limiting the concessions menu to popcorn and beverages, then giving them away.

The HBO table set up in the lobby was very attractive, and featured a variety of giveaways, again, as touted in the publicity. She put the concessions folks in HBO wardrobe, which was very clever and appropriate. Her own wardrobe appeared to have been selected to look both festive and "in charge." She took pains to document the event with photographs.

Ariel was very well prepared to introduce the filmmaker in attendance, and equally prepared for the discussion following the film. She opened the floor to questions, but when they were slow in coming, she had prepared questions of her own to warm things up. She was congenial without seeming overly familiar.

The post-screening menu was generous, and much appreciated, especially by the Dean of Students, who had not yet had his dinner. Overall, the event was a great success, and I am pleased to have been able to attend. I will be happy to answer any questions that anyone may have regarding the event and the preparations for it.

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