Antennas as High as an Elephant’s Eye
SCOLA Founder Speaks at Annual Meeting

With warmth, wit and humor, Father Lee Lubbers, S.J., sketched the history of SCOLA, the world’s largest provider of foreign language news and information programming, at the National Museum of Language Annual Meeting, held on the College Park campus of the University of Maryland in June.

Father Lubbers, SCOLA’s founder and currently Director of Strategic Planning, traced the “Formation and Growth of SCOLA” from its genesis, a little over twenty years ago, on an antenna farm in McClelland, Iowa. Recent technological advancements and “state-of-the-art binary crunching, systems and applications” have accommodated expansion and more cost-effective accessibility. Today SCOLA, Satellite Communications for Learning, broadcasts from over 60 countries on 5 continents in over 52 languages.

SCOLA is an international, educational, nonpolitical, not-for-profit organization. Its primary mission is to promote global unity through knowledge of the world’s peoples, cultures, and languages. Toward the accomplishment of its goal, SCOLA rebroadcasts news, information, entertainment, and educational programming worldwide via a three-channel satellite network and over the Internet via live video streaming. Customers include over 400 universities and colleges, over 6000 elementary and secondary schools, language schools of the U.S. government, and approximately 60 cable television systems.

System maintenance and cross-cultural relations demand that Father Lubbers travel a great deal. Since 1981, he has been SCOLA’s President, CEO and Board Chairman. He has also served as Executive Committee Officer of the UNESCO International Council of Cinema and Television. Father Lubbers earned his doctorate in Esthetics from the Sorbonne in Paris. When he founded SCOLA, he had already enjoyed a highly successful career as a nationally recognized sculptor and as a professor and chair of the department of fine arts at Creighton University, a Jesuit institution in Omaha, Nebraska.

‘Knighted’ Chevalier of the Order of Academic Palms by the French Ministry of Education in 1989, Father Lubbers, through SCOLA, relentlessly continues his crusade for global unity through the enrichment and enhancement of the knowledge of cultures and languages. Father Lubbers told Language Magazine (August 2002) in an interview: “It would be a tragedy for the world to become monolingual.”

Marion Hines

Harold Jimenez, Dora Kennedy
Name-Game Exhibit

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MESSAGE FROM THE PRESIDENT

The following is a reprint of the letter NML President Amelia C. Murdoch addressed to members of the Board of Directors, Associates, and special friends of the Museum, marking the fifth anniversary of the day the founders of the Museum first met and launched the endeavor to create a national museum of language.

July 14, 2002

Dear Friends of the National Museum of Language:

Five years ago today, on July 14, 1997, a group of six (linguists, educators, concerned citizens) met at the home of Amelia Murdoch (myself) and in one afternoon made the courageous and eventful decision to establish a national museum of language. It is still a matter of wonder to me that I recall no serious objection raised by any of the group, which, besides myself, included Don Kennedy, Mike Levin, Doris Miller, Anna Owens, and Kay Swift. George Vergine joined the group in subsequent meetings. The Organizing Committee, so named by Mike Levin that very afternoon, went home full of resolve, enthusiastically planning their next meeting.

I need not review the activities of all the intervening years, but I think it appropriate to point out the successes of the past year's work. The Machine Translation Symposium in March made a positive contribution toward informing the public on a little-understood topic, and at the same time drew new attention to the Museum, its vision and goals. The election in June of Glenn Nordin and Jennifer DeCamp to fill two vacancies on the Board of Directors assures the continued strength and caliber of the Board. And we owe many thanks to our Whitney/Reed Joes Jane Page team and to our distinguished speaker Lee Lubbers for the high approval rate given our Annual Dinner: excellent accommodations, great food, and the inspiring story of SCOLA! The selection, also in June, of PF Hyper, a Minneapolis web consulting firm, to design the Museum's website represents a long effort by the Board and our several committees to create a top-level site within the constraints of our budget. Peter Fleck, head of the firm, anticipates that the site will be up not later than November. We are grateful to former Director William Rivers, past Web Committee Chairs Shawn Hintz and Sally Morrison, and particularly current Chair Director Wayne Slater, for their guidance and leadership on this question.

Much progress has been made on our Prospectus, and effort on that project will be increased in order to complete this much-needed publication in the next few months. The Prospectus and the website are basic to any fundraising campaign, as well as to the formation of a National Advisory Board.

We have very good news on the volunteer front. Thanks to the initiative of Director Helen Carpenter, many individuals have contacted us indicating an interest in participating in the work of the Museum. With their wide range of backgrounds and talents, we expect that very soon we will have an enlarged workforce to assist us with the Newsletter and other publicity, the office conversion, programs and exhibits planning, as well as with the website and the Prospectus. Fortunately, several people are willing to help with grants writing and fundraising. We are currently reviewing the credentials and availability of the volunteers, and will be holding general and individual meetings in the next few weeks.

The above brief synopsis may perhaps be useful to you in your own contacts and in explaining our progress over the past five years. I would like to thank you all for the part you have played, and must confess that I am more than a little proud of the success of our joint efforts.

Amelia C. Murdoch
**Two New Directors**

We are happy to welcome to the Board of Directors two new members, Dr. Jennifer DeCamp and Glenn Nordin, who replace Leslie M. Grahn and Dr. James E. Alatis, respectively resigned. Nordin, a longtime supporter of the NML, is well known to those who have followed the Museum’s progress since its earliest formative days. DeCamp, a newcomer to our midst, assisted in the preparation of the successful Machine Translation Symposium in March 2002. The brief resumes here will acquaint readers with their backgrounds and assure our supporters that the Museum continues to attract leaders of the highest caliber.

**Dr. Jennifer DeCamp** is a principal engineer at MITRE Corporation, a not-for-profit and non-profit Federally Funded Research and Development Center. As Foreign Language Technology Program Manager, she works with a wide range of government foreign language projects, including conducting research, supporting strategic planning efforts, and developing systems. DeCamp teaches a course as part of American University’s Master of Global Information Technology program and is a member of the program’s Executive Advisory Council. She is also a member of the Localization Industry Standards Association and a voting member of the U.S. delegation to the International Organization of Standards (ISO) Committee on Terminology and Language Technology. DeCamp is active in several professional organizations, including the Association of Machine Translation of the Americas, the Association of Computational Linguistics and Unicode, and has been a member of the American Translators Association (as an Arabic-to-English translator) and the Teachers of English to Speakers of Other Languages. Prior to joining MITRE in 1993, DeCamp was a consultant in internationalization and a project manager at Xerox Corporation. She worked with the Center for Applied Linguistics and for two years taught English as a foreign language and supervised language programs at the University of Tunis. Besides her near-native fluency in Arabic, DeCamp has also studied Chinese and French. Her master’s degree is in foreign language teaching; her doctorate is in applied linguistics, focusing on computational linguistics.

Glenn Nordin (thymes with “between”) was born in rural Minnesota in a typical Scandinavian immigrant community. He served twenty-one years in the U.S. Army—during the Korean Conflict, the Vietnam Campaign, and the Cold War. Trained as a radio operator and a military intelligence specialist, Nordin was selected for Foreign Area Officer education specializing in the Soviet Union and subsequently was among the first translators on the Washington Moscow Hotline. Special assignments took him to Germany, Austria, Italy, and Libya. Nordin studied Vietnamese and served a tour in Vietnam at the time when that country was convulsed in a civil war with U.S. intervention. He completed his military career as Commandant of the U.S. Army Electronic Warfare School and retired to a career in industry. As a member of various defense contractor firms, Nordin assisted in implementation of computer technology for intelligence information processing and electronic warfare operations. As a DoD consultant he oversaw the U.S. military assistance programs in Europe and the Middle East. In 1987, Nordin returned to DoD as a civilian and served in various positions with the National Security Agency, the Non-Proliferation Policy Directorate, and the Director Central Intelligence Foreign Language Committee. Currently, he is an Assistant Director Intelligence Policy and specializes in programs dealing with education and employment of foreign language and area specialists.

**Special Appointments**

As the work of the Museum expands, we are happy to announce several appointments to key positions.

Director Helen S. Carpenter has recently played a leading role in attracting a range of new volunteers, for whom she has arranged a series of orientation meetings and devised job descriptions to help them identify their area of interest and the type of work they wish to contribute. She is facilitating the arrangement of interviews between the President of the Museum and the new volunteers and developing a database with volunteer Chris Estes to manage volunteer information. Her efforts have involved many hours of work as well as a great deal of skill in interacting with a variety of people. She is in the initial stages of creating a program for improving our interaction with our out-of-town Associates and other out-of-town volunteers, and will be closely involved in the Intern Program. In recognition of her leadership in this area, Carpenter has been appointed Volunteer Coordinator.

Nikoleta Dineen, one of our newly recruited volunteers, indicated in her reply to Carpenter’s promotional bulletin that she has publications experience, and could possibly assist with the Newsletter. In her interview with the President (currently editor of the Newsletter) she demonstrated an excellent understanding of the purposes of the publication and that she could make an outstanding contribution in this area. She will assist in scheduling and soliciting contributions and in the editing of submitted articles. In the future she will take charge of layout and design, for which we have previously depended on our printer. We hope to be able to produce more issues on a timely basis under these circumstances. [Note: For more details, see Nikoleta Dineen, p. 3.]

Donald Domogauer, our third special appointee, attended our Annual Dinner in June, and was so intrigued by the presentation by Father Lubbers on SCOLA that he then and there volunteered to help us. He noted at the time his special interest in Distance Learning, a topic currently of great interest to us. Subsequent interviews with the President and with the Administrative Committee demonstrated that his work for Cisco and others in the technical field provides a very useful background in several areas for the NML as we move forward with the development of our website, enlarging our membership and fundraising. Particularly engaging is Domogauer’s interest in problem-solving, and his self-description “I’m a bunch of solutions looking for problems!” Domogauer and his wife, Renee, an ESL teacher for Anne Arundel County, Maryland, have been NML members for several years, and we are happy to announce his new status as Special Adviser to the President.


**Associates Appointed**

Associates of the National Museum of Language serve the Museum in many capacities. They advise the Board and the several Committees, as well as serve on and chair Committees, assist with publicity, and contribute in a variety of other ways. When new directors are elected every three years, Associates are entitled to vote for Directors, but do not vote for Directors who are to fill vacancies. And of course, they are often nominated to become a Director. Their appointments are for one year, and may be renewed.

Needless to say, our Associates are indispensable to the work and the success of the Museum. It is always a pleasure to recognize their good work, especially at our Annual Meeting, when we take the opportunity to announce those appointed for the coming year. Those appointed this June for the coming year are listed below.

Anne Fountain, Ph.D.
P. Manuel Guevara
Marion E. Hines, Ph.D.
Michael J. Judge
M. J. “Mike” Levin
Lee Lubbers, S.J.
Lauren Raivel
William K. S. Tobin

Steven Groh
Kirk Hazen, Ph.D.
Shawn D. Hintz
Dora F. Kennedy, Ph.D.
Sheri Spaine Long, Ph.D.
Olga J. Page
Margaret W. Reynolds

If you know or meet any of our Associates, they will be happy to give you the latest information about the Museum and to discuss any suggestions and ideas you may have.

*Amelia Murdoch*

**Spotlight on Nikoleta Dineen**

**New Assistant Editor of the Newsletter**

We are pleased to introduce to you here Nikoleta Dineen, who has already begun her duties by assisting with the preparation of this Newsletter. Her professional experience and expertise will enable us to meet our goal of four issues a year. We will thus be better able to keep our readers abreast of our progress during what promises to be a very busy year.

On a personal note, we would like to point out that Dineen came to the United States six years ago from the Slovak Republic and is now in the process of becoming a citizen. Please welcome her to the United States, and to the ranks of the NML volunteers as the new Assistant Editor of the Newsletter.

1. **How did you hear about the National Museum of Language and what interested you to become a volunteer?**

As a former linguistics student at George Mason University, I received an e-mail this summer from Helen Carpenter inviting me to consider volunteering for the Museum. Being on a maternity leave, I literally jumped at the opportunity to be involved in a good cause that is so closely related to my field. I chose to help out with the Museum’s promotional initiatives, since I have experience working with publications and promotional media. After a few exchanges with Helen and a meeting with the Museum’s President, Amelia Murdoch, we decided that I will assist with the Newsletter.

2. **Is your professional life related to language and linguistics?**

In my previous job, I did not come into contact with language issues much beyond interpreting for non-English-speaking scientists and ensuring the quality of our product (I worked for an academic medical journal, Gastroenterology.) My new job, with the Endocrine Society, is very much the same. However, I am also a freelance translator and have taught Slovak, Czech, and English as a Second Language. My Master’s degree is in linguistics. Perhaps the most exciting project I am engaged in at the moment is bringing up my son bilingually—my husband, a native English speaker, is in charge of English, while I, coming to live in the U.S. from the Slovak Republic some six years ago, speak to Parris exclusively in Slovak.

3. **How does your family feel about splitting your spare time between them and the Museum?**

My husband, a language and publications professional, has been extremely supportive and instructive in helping me to get „my” first issue of the Newsletter out. My one-year-old son does not have much to say about it yet, but some time from now, when the Museum becomes a nationally recognized institution, with its own programs for kids, workshops, educational resources and interactive exhibits. I am sure that he will appreciate his mother’s part in building of the Museum.

4. **Where would you like to see the Museum five years from now?**

As I mentioned, I wish for the Museum to go side-by-side one day with such institutions as the Smithsonian or the National Geographic Society. I would like to see a line of attractive publications and other promotional, and, possibly, commercial products, such as a four-color magazine, videotapes and DVD’s, books, or educational toys. It is a long way to go, but national and even international recognition is at the end of that road.
Museum Begins New Volunteer Program

Since its inception in 1998, the National Museum of Language has been successful mainly thanks to contributions from volunteers, who, because there is no paid staff, are called upon to direct and assist in all aspects of the Museum’s development. With such a critical need, the Museum recently launched a new campaign to improve the recruiting and retaining of volunteers from a variety of backgrounds. The campaign encompasses the following preliminary measures:

1. Recruiting via listservs and word-of-mouth.
2. Providing an orientation meeting for newcomers where they can meet other volunteers and become familiar with the Museum’s current needs and infrastructure.
3. Establishing a coordinator to organize information, match volunteers with one another and with projects, and serve as a point person to assist them in accomplishing their goals.

Each of the Museum’s more than 60 volunteers brings his or her own expertise to the Museum, whether in linguistics, languages, education, web development, museum development, or fundraising and membership. As part of their orientation, new volunteers are provided with descriptions of areas where help is needed, such as curator, writer, web developer, facilities and venues, development, membership, and graphic artist, to name just a few. These volunteers are also provided with a list of projects. Thus they may choose the type of work they would like to do, and may choose to participate in an ongoing project, or initiate one of their own.

The goal of providing an organized program is to assist volunteers in becoming involved as much and as soon as they are able, while providing structure that will encourage their success. Through such efforts, the Museum’s tradition of volunteerism will continue to thrive.

Helen Carpenter
National Museum of Language

Report from the Committees
Administration Committee

The Administration Committee focused much of its efforts in May and early June on developing and implementing all of the plans and actions necessary for holding the Annual Meeting on June 15 at the University of Maryland University College Inn and Conference Center. Letters of invitation and publicity flyers were prepared and sent out through the work of many volunteers to a variety of recipients such as local universities, high schools, libraries, government agencies, and other organizations. Extensive use was made also of e-mail as a means of notifying people of the planned Annual Meeting and the presentation by Father Lee Lubbers S.J. on the topic of SCOLA. The NML was fortunate to receive a donation of airline tickets for Father Lubbers’s trip from Midwest Airlines, for which we are very grateful. Since the Annual Meeting we have received a number of very favorable responses and comments on the meeting, the location, the dinner, and the presentation by Father Lubbers.

Members of the Committee continued their work on preparation and review of various sections for the planned NML Prospectus. Efforts were also underway to draft an application form and an evaluation system for the planned Intern Program, as well as preparation of job descriptions for the different intern positions.

Through the initiative of Helen Carpenter, the NML has received 20–30 responses from potential volunteers. These individuals, representing a wide variety of interests and skills, are now being interviewed by Carpenter (now appointed the NML Volunteer Coordinator) and President Amelia Murdoch.

The Committee is currently also investigating the procurement of additional space for planned meetings, the purchase of additional seats, possible site locations for the future NML, and acceptance of the archives from the now defunct Society for Federal Linguists.

Whitney Reed

Programs Committee

In the June and August meetings, the Programs Committee outlined the specific procedures for submitting subcommittee reports and rewrote the Programs Committee Mission Statement.

The Committee has added new members because of the organization-wide efforts of Helen Carpenter to recruit volunteers. Among the new members, Yuki Onoe is proposing a project titled “Communication and Technologies,” and Anwar Singletary is researching ways to get information about the museum on public access television.

Amelia Murdoch has confirmed that the Museum can rent the Princeton Review classrooms in the same building as the National Museum of Language office in order to have more room for the Speakers Series. A pilot for the Speakers Series will be “Conversations With...,” a series of lecture and conversation with local linguists and the general public. The pilot program is projected to start in January. Programs Committee members Amelia Murdoch, Kathleen Miller, and Lauren Raivel are in charge of organizing these talks.

Helen Carpenter and Lauren Raivel will move ahead with The National Academy of Science exhibit by appointing an advisory committee. Among the advisors will be language, culture, science and art consultants. The National Academy of Science exhibit will focus on work of artists that show how their lives have been affected by language.

Lauren Raivel

Web Committee

The Web Committee has been working hard to sustain progress on the construction of the proposed NML website. The Board of Directors approved the Committee’s recommendation to hire Peter Fleck of PF Hyper, Minneapolis, Minnesota, to construct the site. Fleck brings many years of web construction experience to the task and is currently web master for the Cancer Research Center at the University of Minnesota.

At the present time, components of the website will include a section with information on the NML, a section for new members with a membership application form, a listing of language-related websites, a sample newsletter, a section for Young Linguists, and the possibility of a language-specific search engine, and direct access to Amazon.com. As work proceeds on the site, the Committee will be recommending the addition of a museum domain and other unique features intended to serve a broad constituency interested in all aspects of language.

Readers may check out progress on the NML website by contacting www.languagemuseum.org. For more specific information on the NML contact info@languagemuseum.org.

Anyone interested in serving on the Web Committee may contact Wayne Slater at wslater@umn.edu.

Wayne Slater
Spring Workshop 2003

Saturday, March 22, has been selected as the date for NML’s Spring Workshop 2003. The venue will again be the City of College Park’s historic Old Parish House, where all previous workshops have been held. As usual, luncheon will be served, but this year there will be an international potluck menu. Further details such as times and program will be announced later. We hope that many local readers can attend the workshop, which provides an opportunity for directors, associates, members, and other volunteers to meet one another and take part in planning the future of the Museum.

Help Wanted

As an additional note to the search for volunteers, we would like to emphasize our special need for persons interested in publicity, marketing, and public relations. The Museum is increasing its outreach efforts, with more programming, public appearances, and web activity, all with the double goal of public service and fundraising for the Museum. We urgently need volunteers versed in these areas, both for planning strategies and guiding activities as well as for hands-on assistance in operations. Anyone interested in this aspect of developing the Museum should inform Helen Carpenter (heLENCAIL ORG) or Amelia Murdoch (natmuslang@Juno ORG or 301-864-7071)

Museum Beat

We are once again publishing an information bulletin, now under the title “Museum Beat.” Dora Kennedy deserves the credit for this catchy title, which she originated for the first publication of the bulletin as a column in the newsletter of the Maryland Foreign Language Association.

To be issued quarterly, the bulletin will reflect the contents of the NML’s own Newsletter when possible. Distributed by email, it can be disseminated as desired by recipients. If you wish to receive this bulletin now, and regularly in the future, please send your email address to natmuslang@juno.com, with the notation “Museum Beat.”

Burton & Dolores Scheino, Whitney Reed
UPCOMING EVENTS

NML MEETINGS
Board of Directors
October 10
December 12
Museum Programs Committee
October 3
December 5
Web Committee
October TBA
December TBA

Executive Committee
November 14
January 9
Administration/Prospectus Committee
October 17
November 21
December 19
Volunteer Orientation Meeting
TBA

CONFERENCES AND OTHER MEETINGS
Director Helen S. Carpenter and Associate Lauren Raivel will make a presentation on the National Museum of Language at the following conference. They have been active in the work of the Museum and will be glad to share their information about the latest developments. Also, the NML will again have a display at the annual Oktoberfest sponsored by the University of Maryland and the City of College Park (www.inform.umd.edu/oktoberfest).

Maryland Foreign Language Association
October 11-12
Oktoberfest
October 19

National Museum of Language
Administrative Offices
7100 Baltimore Avenue
Suite 202
College Park, Maryland 20740

ADDRESS CORRECTION REQUESTED