



Tandy statue moving to place of honor outside Tandy Hall

THE BRONZE SCULPTURE OF TANDY CORP. founder and Fort Worth philanthropist Charles David Tandy is being relocated from its current site in Paddock Park, just north of Tarrant County Courthouse downtown. The eight-foot sculpture by artist Jim Reno will undergo conservation before being installed on a low pedestal near the entrance to Tandy Hall, home of the Neeley School of Business here at TCU.

The relocation was endorsed by the Fort Worth Art Commission and approved by the Fort Worth City Council after Downtown Fort Worth Initiatives, Inc. recommended moving the city-owned sculpture to a smaller-scale, pedestrian-friendly site that offers historic context.

As part of a long-term agreement with TCU, the city will maintain ownership of the artwork and supervise ongoing maintenance through its public art program. The relocation of the sculpture is being funded with a grant from the Burnett Foundation.

The Arts Council of Fort Worth & Tarrant County administers the city's public art program. Fort Worth Public Art creates an enhanced visual environment for Fort Worth residents, commemorates the city's rich cultural and ethnic diversity, integrates the design work of artists into the development of the city's capital infrastructure improvements, and promotes tourism and economic vitality in the city through the artistic design of public spaces. For more information, visit www.fwpublicart.org. ♦

Neeley marketing professor examines movie sequels

MOVIE STUDIOS TAKE SUBSTANTIALLY LOWER risks investing in sequels compared to original films, but whether a movie sequel is a hit or a box-office bomb is highly dependent on four key variables, not just the value of the original.

In a detailed study titled, "Conceptualizing and Measuring the Monetary Value of Brand Extensions: The Case of Motion Pictures," **Mark B. Houston** (Neeley), along with Dr. Thorsten Hennig-Thurau and doctoral student Torsten Heitjans, both of Bauhaus University of Weimar in Germany, narrowed down four quantifying factors that predict the success of movie sequels based on brand extension strategies. (Brand extensions are new products connected to well-known "parent" brands. The researchers focused on motion pictures but say their work is readily adaptable to other industries.)

Their report is scheduled to appear in a special "Marketing Strategy Meets Wall Street" issue of the *Journal of Marketing* later this year.

"Overall, movie sequels have two advantages

EVENTS

Now-July 17

Advanced Placement Summer Institute III. Go to www.lifelong.tcu.edu for more information.

Mimir Chamber Music Festival. For a complete schedule and detailed information, go to www.mimirfestival.org.

Now-July 14

Dan Abdalla Soccer Academy for Advanced by JATO/ONE Premier.*

Today-July 17

Jim Schlossnagle Baseball Camp All-Star Camp, Session III.*

July 13-16

Prentice Lewis Volleyball Camp, Day Camp.*

Jeff Mittie Basketball Camp.*

July 13

HR – T'ai Chi Ch'uan with Justin Harris, 7:45-8:15 a.m., Library lawn. Call ext. 5103 for more information.

Koehler Center workshop, eCollege Basics, 10 a.m.-11 p.m., CIS. Visit www.cte.tcu/workshopevent.html for more information.

HR Credit Smart class, 4-5 p.m., Bailey Building 105.

July 14-18

Dan Abdalla Soccer Academy for Elite by JATO/ONE Premier.*

July 14

Prentice Lewis Volleyball Camp, Serving Clinic.*

July 15

HR – Coupons 'R' Cash with Ruth Garrett, noon-1 p.m., Kelly Center. Call ext. 5103 for more information.

July 16

HR - Healthy breakfast with nutritionist Amy Goodson, 8 - 9 a.m., Kelly Center, Cox A.

HR Credit Smart class, 4-5 p.m., Bailey Building 105.

July 17-19

Prentice Lewis Volleyball Camp, College Prep.*

over original movies: They have higher average box office returns and are less financially risky," says Dr. Houston, a professor of marketing. Using a new valuation model, "we can predict outcomes with more certainty because of the known value of the original movie, the parent brand."

Success or failure, however, lies in the details. The professors examined variables such as the perceived quality of the parent movie; public awareness of the parent movie; distribution intensity; star power; continuity of the star, director, genre, and rating and more.

The top four factors turned out to be parent brand awareness (whether the public is aware of the original movie), distribution intensity (the number of theater screens expected for

July 17

Gary Patterson Football Mini Camp II.*

July 19-22

TCU All-State Choir Camp Session I. Visit www.music.tcu.edu/smi.asp for more information.

July 20-31

Art Academy Intensive Art Program for High Schoolers, noon-4 p.m., Moudy Bldg. Visit lifelong.tcu.edu for more information.

July 20-23

Jeff Mittie Basketball Camp.*

July 20-22

Prentice Lewis Volleyball Camp, Team Camp.*

July 20

HR Credit Smart class, 4-5 p.m., Bailey Building 105.

July 22

HR – Lunch with His Honor the Mayor with former Fort Worth Mayor **Bob Bolen**, noon-1 p.m., Smith 104 A. Call ext. 5103 for more information.

July 22-25

TCU All-State Choir Camp Session II. Visit www.music.tcu.edu/smi.asp for more information.

July 23-27

Frog Camp Alpine A (for returning faculty/staff partners only). Go to www.frogcamp.tcu.edu for more information.

July 24

The Farmers Market at TCU, 11 a.m.-3 p.m., Kelly Center parking lot.

HR – How to Use Photoshop with **Dick Lane**, 1-4 p.m., Ex. Ed Computer Lab, Secrest-Wible Bldg.

July 27-30

Jeff Mittie Basketball Camp.*

July 27

Koehler Center workshop, Faculty Open Lab, 2-5 p.m., CIS. No registration required.

*Visit gofrogs.com, click on fan center, click on camps/clinics for more information.

opening weekend), parent brand image (if the first movie was widely considered good or not), and star continuity (whether the movie sequel has the same star as the first film).

Parent brand awareness was by far the strongest factor, says Dr. Houston, carrying twice as much impact as the number of screens, and quadruple the effect of either parent brand image or star continuity.

Star continuity, though, was still essential. For example, the researchers did the math on whether the first *Spider-Man* sequel, with all other factors the same, could have succeeded with a star other than Tobey Maguire. "We found that making a similar movie not based on the *Spider-Man* brand would reap better

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returns than a *Spider-Man* sequel starring anyone else wearing the Spidey suit," says Dr. Houston.

The *Spider-Man* example illustrates the effectiveness of the valuation model designed by Dr. Houston and his colleagues. Key variables can be plugged into the model and the results examined before investors plow millions of dollars into a project.

"We can estimate beforehand what would happen if there was a different star or a different number of opening-weekend theaters or a different director or rating or genre for a movie sequel," Dr. Houston explains.

The study looked only at the first sequels of original movies, not at subsequent sequels. Data were gathered for all 101 first movie sequels released during 1998-2006 in North America. These data were compared with that from 303 non-sequels released during the same time frame that were closely matched in characteristics with the movie sequels.

"We found that the new product complements the parent brand because a movie sequel stimulates significant new sales for the DVD of the original film both at the theatrical release of the sequel and when the sequel is released on DVD," says Dr. Houston.

He points out that the valuation model isn't just about movies.

"We created a general framework adaptable to individual industries. While the variables we used were specific to motion pictures, any company can utilize the general framework as a foundation, employing their own industry-specific measures to predict the value of a possible extension of their parent brand," he says. ♦

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Departmental name changes

THE OFFICE OF THE PROVOST HAS ADVISED that the following departments have made changes to their official designations:

- Department of Spanish has changed its name to Department of Spanish and Hispanic Studies.

- Department of Sociology, Criminal Justice and Anthropology has been divided into the Department of Criminal Justice and the Department of Sociology and Anthropology.

- Department of Radio, Television and Film has been changed to Department of Film, Television and Digital Media (FTDM). ♦

KUDOS

TCU has been included in the *Fiske Guide to Colleges 2010 Edition* which features more than 330 of the country's best and most interesting colleges and universities. For more than 20 years, this guide has been a source of information for college-bound students and their parents for its subjective presentation rather than statistical one. The book assesses the strengths and weaknesses of each institution in terms of academics, social life and overall quality of life.

TCU MBA student Daniel Graham will travel to Houston in October to receive a \$10,000 scholarship from the Texas Business Hall of Fame Foundation. Daniel is one of only 15 business students in Texas to receive the award this year.

Homer Erikson (dean, Neeley School) has been appointed to a three-year term on the Initial Accreditation Committee for the Association to Advance Collegiate Schools of Business (AACSB) International. Founded in 1916, AACSB International is the longest-serving global accrediting body for business schools that offer undergraduate, master's and doctoral degrees in business and accounting. As of April 2009, only 568 business schools out of approximately 12,000 worldwide have earned accreditation by AACSB International, a distinguished hallmark of excellence in management education.

NEW FACES

Keith C. Becklin has joined Fraternity/Sorority Life as program coordinator/IFC advisor. A business graduate of Western Michigan University, he has an M.Ed. degree from Clemson University and was previously employed there.

Rony Die is a new hall director in residential services. He has a master's degree in higher education from University of Miami.

William Fischer has been hired as a mover technician (facility services). He attended Weatherford College.

Asro J. Rasdon has joined facility services as an assistant supervisor. He was formerly employed by the Bruce Alford Corporation.

Michalene (Miki) Rayburne is working in DIS as a data control specialist. She attended Texas A&M University.

Brad Thompson is the new student activities coordinator at the Brown-Lupton University

Union. He is an RTVF graduate of TCU and has worked as a college pastor for a local church.

BIRTH

Tracy Williams (Center for International Studies: TCU Abroad) and her husband, Andy, announce the birth of their second son, Spencer Scott Williams, on June 10. He weighed 7 lbs. 14 oz. and was 19 inches long. Big brother is Tristan, 2.

DEATH

Sympathy is extended to **David Grant** (religion) on the death of his mother, Adeline Brogren Grant, on July 3. Funeral services were held July 8 in Wildwood Chapel at Restland Memorial Park in Dallas.

Condolences are extended to the family of **Jo LeRue Black Todd** who passed away June 25. Funeral services and private burial were held June 30 in Arlington. Mrs. Todd taught orchestral studies in the School of Music in the past few years.

CLASSIFIEDS

HOUSE FOR RENT: 1 bedroom/1 bath, remodeled, at 2928 Livingston Avenue, 76110. Nice size yard. \$575/month. Call Matilde Benavides at 817-999-5371 for more details.

HOUSE CLEANING: Excellent service, honest, fair prices — Call Maria Elena Vallen at 817-992-3976 (cell) or 817-923-3376 (home).

HOUSE AVAILABLE: Beautiful three-story home directly behind Amon Carter Stadium for lease. Five bedrooms/4.5 baths, \$4,500 per month, also for sale. 713-373-9278.

JOB OPPORTUNITIES

The Human Resources office lists the following vacancies as of July 8. For more information on any of these positions go to www.hr.tcu.edu.

Accompanist - Classical & Contemporary Dance

Administrative Asst. - Neeley Executive MBA
Administrative Asst. - University Career Services

Asst. Coach Women's Track - Athletics
Asst. Supvsr. Service Assistants - Facility Services

Associate Director BLUU - University Union
Career Advising Asst. Temp - Career Services
Curator University Art Galleries - Art
Data Control Specialist - Admissions
Director Transfer Admissions - Admission
Hall Director - Residential Life
Instructional Staff - Writing Center
Lab Assistants - HCN Learning Lab
Network Engineer - Technical Services
PRN-On Call - Health Center
Psychologist - Counseling Center
Research Coordinator - Child Development
Service Asst/Temp - Facility Services

Gardening tip from Robert Sulak (physical plant): Protect your home and lawn from drought conditions with one good soaking each week, particularly around the foundation of the house.