



Capital Newspapers

April 1, 2008

John Heyer, Provost
UW-Whitewater
800 W. Main St.
Whitewater, WI 53190

Dear Provost Heyer,

I am writing in support of Prof. Elena Bertozzi's Growth Agenda grant to fund a program in Game and Interactive Media development at UWW Whitewater. Despite slowdowns in other areas of the economy, the game and interactive media industry is growing and Capital Newspapers is ready and willing to hire competent employees in this field. We are anxious to see academic programs that produce qualified graduates in Wisconsin.

Capital Newspapers publishes the Wisconsin State Journal and the Capital Times. We are excited about the prospect of partnering with an academic program for several reasons. The news industry is shifting from paper to interactive, web-deliverable formats and this program will produce the kind of employees we need. We also want to support the academic mission of the UW system and promote high quality employment for UW graduates.

We have discussed several initiatives for a formal relationship with Prof. Bertozzi. These include internships for students, our participation by in course syllabus creation and assessment, and sponsorship of the PlayExpo (www.playexpo.org).

We encourage you to support the Game initiative and to provide funding through the growth agenda for this important program. Game and interactive media development is a dynamic and growing industry that will help improve the economic strength of our state.

Sincerely,

Aaron D. Henderson
Creative Services Supervisor
Capital Newspapers
Madison, WI

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