Curriculum Vitae **Kaitlin.Hanger,** Ph.D.

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## Institutional Address:

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*Personal Mission Statement:* As highly evolved beings, our symbol-making abilities are part of the DNA that marks our unique place in the world. It will be our ability to apply uniquely human representational models to problem-solving that will drive the most successful innovations of the future in order to ensure meaningful social and professional interactions, help us rise above canned communication, and let us avoid lives of mediocrity. It is the job of the visual communication educator to help students create the most meaningful and powerful connections between symbolic design and human reality, and to do this, we must lead our students to:

* think and see, analyze problems, visualize effective solutions, and work adaptively in creative communities
* understand the value of wisdom, self-knowledge, and reasoned intuition—qualities without which quantum leaps are not made
* become flexible creators as we prepare for a future that will move faster and more robotically as technology progresses.

Change is characteristic of human evolution. The confusion that often results from change leads us, paradoxically, to the best use of our talents. As psychology scholar Theodore Rubin states, our ambiguities, when embraced, make it possible to survive as the most interpreting and creative creatures on earth. The teaching moment is a space wherein discerning answers about complex realities reveal themselves. I encourage my students to allow themselves the vulnerability required to learn deeply through accepting change, and I invite them to join me in understanding the ever-evolving face of communication and its effects upon us. My students embrace co-responsibility for their own growth, a process they carry with them through their professional lives. EDUCATI

**Education:**

**PH.D. VISUAL & PERSUASIVE COMMUNICATION, MULTIMEDIA FOCUS**. WAYNE STATE UNIVERSITY, 2001.

Accepted also to the University of N. Carolina and Northwestern University, I chose Wayne State’s graduate program when I was offered not only full tuition and a generous stipend, but the opportunity to work for their newly organized University Televisual Department as an assistant producer/research assistant. I was able to stay in Michigan and support my family while completing my terminal degree, participating in a research-oriented production studio as well as the launching of a new state-of-the-art media center for students. Wayne’s urban campus and the only Research Intensive (RU/VH-ranked) University in Michigan with a film/media focus in their visual communication program, plus its internationally recognized commitment to Cultural Studies methods, made it the perfect choice for me. My research was conducted in media aesthetics applying Cultural Studies theories and ideological/semiotic analysis, exploring particularly the intersection of gender with race and class as it is problematized in the artistic image. I also studied advertising rhetoric, taught media courses, and produced visual and motion art during my stay at Wayne. Received, Information Technology **Annual Exemplary Performance (Employee of the Year) Award,** while a student producer. Awarded, one-year lectureship in publishing arts on termination of my 3 years of assistantships. My hiring required dispensation from the Dean of Arts to override University policy that discouraged hiring their own graduates, awarded due to my reputation and experience, which clearly outshone other candidates.

**M.A. COMMUNICATION/MEDIA ARTS**. UNIVERSITY OF MICHIGAN, 1994.

GRE Verbal Score, Top 98-U.S. Percentile. Kappa Tau Alpha & Lambda Pi Eta Honor Societies. Language & Sciences Division and Leo Burnett Foundation Grants.

**B.F.A. STUDIO ARTS,** WITH MINOR IN CREATIVE WRITING. AQUINAS COLLEGE, 1981. *SUMMA CUM LAUDE.*

Cranbrook Institute Poetry Fellowship.

**B.F.A. GRAPHIC DESIGN**. KENDALL COLLEGE OF ART AND DESIGN, 1980. *MAGNA CUM LAUDE.*

Fraunthal Foundation, Muskegon Foundation, National Elks Foundation, and Michigan Merit scholarships received. National Merit Scholar

**Teaching Experience:**

*2018-2022* **VIRGINIA COMMONWEALTH UNIVERSITY** (Richmond, VA)

#### Assistant Professor, The Richard T. Robertson School of Culture & Media

#### Teaching Visual Communication, Technical Prowess, Multimedia Production, and Public Relations Writing

*2015-2017* **UNIVERSITY of MIAMI** (Coral Gables, FL)

#### Lecturer, Department of Art & Art History

#### Teaching Electronic Media, Graphic Design, & Imaging

*2010-2014* **UNIVERSITY of MIAMI** (Coral Gables, FL)

#### Adjunct, Department of Art & Art History (Electronic Media)

*2009-2010* **FLORIDA INTERNATIONAL UNIVERSITY** (Miami, FL)

#### Adjunct, Department of English, Teaching Writing & Composition

*2007-2009* **FITCHBURG STATE COLLEGE** (Fitchburg, MA)

#### Visiting Professor, English Department, Teaching Persuasive Communication & Composition

*2007-2009* **BECKER COLLEGE** (Worcester, MA)

#### Instructor for Humanities, Accelerated Program

#### Teaching Criticism, Critical Thinking, & Writing

*2007* **NORTHEASTERN UNIVERSITY** (Boston, MA)

#### Adjunct Instructor, School of Communication (Persuasion & Oral Communication)

*2001-2007* **SALEM COLLEGE** (Winston-Salem, NC)

#### Assistant Professor, Department of Communication

*Teaching Visual Communication, Film & Audio Studies, PR, Advertising & Marketing Communication*

*1994-1999* **WAYNE STATE UNIVERSITY** (Detroit, MI)

*College of Fine, Performing & Communication Arts,*

#### Teaching Corporate Publishing, PR, Radio & Video Production, Media Studies—

*Full Time Lecturer (1998-1999); Instructor/Teaching Assistant (1997-1998)*

*1992-1994* **UNIVERSITY of MICHIGAN** (Ann Arbor, MI)

### *College of Language, Sciences & the Arts*

#### Instructor/Teaching Assistant, Communication Department/Film & Video Production

**CURRENT TEACHING, VIRGINIA COMMONWEALTH UNIVERSITY**

**Technical Prowess** (MASC 300) A Mass Communication foundation course providing **hands-on experience with current graphic design software while building skills for concepting, developing and critiquing design projects for the communication fields.**

### **Visual Communication & Design** (MASC 334) Fundamentals of design elements and principles used in PR and the execution of applied graphics in Photoshop, Illustrator, and InDesign. Covers photo editing, photo compositing, illustration, logo design, document design, desktop publishing, and interactive PDF design.

### **Multimedia Production for PR** (MASC 335) Intermediate design and production skills including photography, branding, multiple-page document design, videography, podcasting, social media design, and website design.

### **Technical Writing** (MASC 333) Professional writing for the public relations professions, including Op-Eds, news releases, backgrounders and bios, social media venues, speeches, brochures, and websites. Also covers interviewing skills for public relations professionals.

### **PREVIOUS COURSES TAUGHT**

**Graphic Design I (ART 291), II (ART 391), III (ART 491), & Portfolio (Art 591) (University of Miami)** Sequence of design courses takes students from basic design of single-page formats including ads, logos, posters, and infographics to branding and visual identity programs (in Art 391) with multiple component promotions such as packaging, brochures, annual reports, and signage to book, magazine, app, and website design in Art 491. Culminates in a finished portfolio in Art 591.

### **Intro to Electronic Media** (ART 109, University of Miami) Fundamentals of design elements and principles and execution of applied graphics in Photoshop, Illustrator, and InDesign. Covers photo compositing, illustration, design, and desktop publishing.

**Visual Communication** (COMM 180, Salem College) Principles for creating effective visual messages. Covered design, print, photography, signage, film, television, radio, and digital media, exploring theories of visual language and de- sign/symbol-making to examine and provide a foundation for creating all forms of visual persuasion. Students explored gestalt bases of effective design—unity, contrast, rhythm, repetition, novelty, figure/ground separation, and closure— through a number of results-defined visual projects that included photography, digital media, collage, and 3D design.

### **Advanced Study in Visual Communication Arts** (COMM 300, Salem College) Included advanced research topics in graphic design, public relations and advertising, interactive media, film studies, publishing, broadcast, visual communication, creative writing, and documentary styles. Projects required visually based presentations.

**Internships in the Creative Professions** (COMM 250, Salem College) Emphasis on applying theory to practice in an institutional setting focused on advertising, marketing, broadcast, film-making, or web & graphic design.

**Publication Design** (SPI 5210, Wayne State University) Students learned styles appropriate for creating newsletters, magazine features, and web content and studied processes for developing effective corporate publications such as annual reports and PSAs. The class team-produced a newsletter for the Communication Department.

**Creative Advertising Strategies** (COMM 320, Salem College) Theories in and application of effective ad campaign de- sign, exploration of a variety of media channels and their results through case studies, concept creation, and practice through creating ad campaigns for specific clients.

**Art & the Moving Image** (ART 220, Salem College) Studio course designed and team-taught with Salem Studio Arts Department—instructed students in established aesthetics and techniques of video art for museum and gallery installation. Basic approaches to experimental video, composition, lighting, camera

styles, and post-production effects.

**Public Relations Design Strategies** (COMM 321, Salem College) Hands-on lab course in creating PR campaigns for actual clients and the team-design of an online publication. (Above images are from this and the COMM 180 course.)

**Creativity & Imagination: Developing Effective Strategies for the Creative Professions** (Topics Course, Salem College) Methods for increasing creative expression for innovative message creation in professional fields related to visual communication.

**Film Aesthetics** (COMM 292, Salem College) Demonstrated the cinema’s place among major art forms and introduced students to techniques of film artistry via major films from a broad spectrum of styles, genres, and historical periods.

**Broadcast Writing** (COMM 160, Salem College) Scriptwriting and designing programs for broadcast media from advertising to narrative film.

**Broadcast Production** (SPR 4310, Wayne State University) Studio sound and visual recording.

### **Video Production** (COMM 210, Salem College/SPR 5400, Wayne State) Single-camera videography, film production techniques, and aesthetics. Instructed students in ENG/EFP video field production & editing for drama/documentary.

**Television and Radio Production (**COMM 421, 426, University of Michigan) Introductory and advanced broadcast.

**Introduction to Film** (FLM 2010/SPF 2010/ENG 2450, Wayne State University) Methods of film aesthetics.

**Critical Topics/ Writing About Visual Communication** (ENGL 222, Fitchburg State University) Persuasive writing about visual media. Course emphasized writing as a critical process (primarily for film and visual communication majors).

**Media & Misrepresentation: Race, Class, & Gender** (Topics Course, Salem College) Examined portrayals of race, class, gender in TV & film since the 1950s. Explorations of the entertainment industry’s influence in public misconceptions.

### **Managing Diversity in the Workplace** (MGMT 3890, Becker College) Accelerated course for reading, analyzing, and pushing one’s understanding of diversity and difference (race, class, gender, etc.) as it intersects with power relations.

**Critical Writing, Thinking, and Learning** (ENGL 1008, Becker College) Accelerated course for honors undergraduates and graduate students covered criticism & argumentation, effective reading, research methods, and writing.

**Presentation Skills** (ENGL 1000, Fitchburg State) Persuasive techniques in public speaking, argumentation, & visual presentation.

**Public Presentation** (CMN 1116, Northeastern University) Persuasion, speechmaking, media communication, and group presentation. Students presented a series of informative and persuasive oral or visual presentations for evaluation.

**English Composition** (ENC 1101, Florida International University)**:** Students learn to write critical essays via short writing assignments, in-class workshops, peer review processes, compositions, and revising. Immerses the first-year student in effective persuasive strategies, critical thinking, and effective project management. Compsition courses were topic-based, my specialty being “Writing for the Arts.”

**Academic Service:**

**RECENT SERVICE EXPERIENCE**

* + - * **Curriculum Committee.** Develop plans for Robertson School course curricula changes to present to faculty and leadership vote.
      * **Diversity Committee.** Plan and communicate events related to diversity in the Robertson School.
      * **Media Production Task Force.** Formed a new major concentration for the Robertson School in Media Production.
      * **Recruitment Committee.** Proposed plans for improved student recruitment.
      * **Innovations Task Force.** Proposed ideas and helped implement equipment and facility purchases for the Robertson School Media Innovations Lab.
      * **Awards Committee.** Reviewed student scholarship applications and employee awards. Made recommendations.
      * **Hiring Committees:** Fulltime advertising and media production faculty positions.
      * **Created and produced a Robertson School print newsletter.**
      * **Hired and supervised newsletter production interns** at VCU.
      * **Built camera kits** for PR and advertising student usage at VCU.

**PREVIOUS SERVICE EXPERIENCE**

* + - * **Supervising work study students in media labs**, providing departmental research support, and creating well-developed electronic teaching materials for departments at Salem College.
      * **Researching departmental technology** needs and disbursing grant funds to students and among faculty (Salem College).
      * Instrumental in forming **alliances** between Studio Art, Creative Writing, Dance, Communication, Journalism and Music Departments; team teaching, holding collaborative performance events, and sharing technical resources (Salem College).
      * Planning and organizing **set up and maintenance of visual arts production facilities** (Salem College).
      * Participated in **curriculum assessment (for national accreditation)** at Salem College, gathering data, drafting documents, and reviewing final reports with stakeholders.
      * Established/advised departmental **webzines** and **newsletters** published by and for students. Established **video news programs** created for campus by students.
      * **Co-created Salem’s first annual Sophomore Summit** with Dean of Student Life. Sophomore Summit is a two-day retreat designed to help build student retention and open communication channels in the campus community.
      * Represented Salem College in 3-week **Hewlett Program in Race Relations** conducted at Wake Forest University (Summer 2002).
      * **Judge, 2005 Salem Fall Festival** Annual “arts and culture” competition between classes at Salem’s major student participation event. Judges chosen by students consider it an extreme honor to have been selected for this role.
      * **Visual Aids Advisor, UGE 1000 Curriculum Enhancement Task Force** (Wayne State), an interdepartmental committee mandated with improving the university’s freshman college orientation and base skills curricula.
      * Team Advisor, **Philadthropy,** School of Communication student advertising competition, 2016. [www.philadthropy.com](http://www.philadthropy.com/)
      * **Donna E. Shalala MusicReach Program,** University of Miami, 2015. (Designed logo/fliers for K-12/undergrad mentoring program.
      * Marketing Consultant, **Greater Miami Youth Symphony**, Coral Gables, FL.
      * Co-Coordinator, **Imagine Summer Arts Camp**, Ruth K. Broad Community Center, Bal Harbour, FL. 2010.
      * Videographer, **South Florida Youth Symphony**, Miami Lakes, FL. 2009.
      * Arts & Publishing Coordinator, **The Children’s Museum of Winston Salem** (2005-2006).
      * Publicity Coordinator, **Ann Arbor Film Festival**, 1994-1997; Screening Jury Member, Ann Arbor Film Festival

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**Professional (Non-Teaching) Experience:**

*2002-2018* **KAITLINHANGER.COM | KHANGEROO GRAPHICS** (Boston MA & Miami Beach FL)

#### Creative Content Specialist/Illustrator/Graphic Artist

Producer of specialized content for websites, brochures, print promotions, and video. I’ve been producing creative content in all areas of promotion, public relations, journalism, publishing, and research for 30 years. I focus in “corporate voice” and branding and have proven my skills equally well with art organizations, Internet users, engineers, and business-to-business specialists.

*2014-2018* **SOCIALFINITY MARKETING GROUP** (Tampa FL)

#### Creative Content Provider

Produce digital graphics and marketing content for social media marketing firm.

*1999-2001* **PROQUEST PUBLISHING CORPORATION** (Ann Arbor, MI)

#### Marketing Communications Director

Produced marketing materials for this pioneer in digital imaging and digital publishing technology owned first by Xerox and later Bell & Howell, including print promotions, PR content, academic course packs, education databases, trade show materials, advertising, catalogs, brochures, and multimedia content under the ProQuest, UMI, and Chadwyck-Healy publisher imprints. Managed 10—employee marketing communication team for education products.

*1995-1997* **WAYNE STATE UNIVERSITY TELEVISION**

#### Research Assistant/Writer/Producer

Designed/created educational videos for university community and a half-hour science and humanities research program for PBS broadcast.

*1994-1995* **SATURN CAR COMPANY/CARLSON MARKETING GROUP** (Troy, MI)

#### Senior Writer/Creative Lead

Between graduate degrees, worked with Saturn executives to develop interactive and multimedia presentations, point-of-purchase training displays, promotional films, and web content as a dedicated product creative director for Carlson, an internationally renowned ad agency and subsidiary of Hal Riney Associates, San 6Francisco.

*1989-1992* **BELL & HOWELL, UNIVERSITY RESEARCH DIVISION** (Ann Arbor, Michigan)

#### Manager, Marketing Communications and Public Relations

#### Produced marketing materials for this digital imaging and publishing Fortune-500 firm, supervising an in-house agency of six writers, designers, and production managers.

*1986-1989* **DUET GRAPHIC** (Jackson, MI)

#### Co-Owner/Creative Director

Communication firm set up to assist a Michigan-based television production company. Served Michigan State University, American Educational Service, Michigan State Historical Society, *Wealth* magazine, *Michigan Women* magazine, and others.

*1984-1986* **WGVC-TV/WEST MICHIGAN COMMUNICATIONS** (Grand Valley State University)

#### Art Director/Editorial Assistant

Produced graphics and creative direction and production for WEST MICHIGAN and GRAND RAPIDS Magazines.

**Publishing:**

“The Social Criticism of bell hooks.” Panelist. Salem College, Shirley Recital Hall. October 23, 2006. (Also instrumental in bringing Ms. hooks to campus and serving on the committee that planned her program while there.)

Conference on Ethics in Photo-Journalism; Wake Forest University. Panelist, 2005. Opening discussion panel.

“The Professor and the Madman.” Event Co-coordinator, guest presentation by British author Simon Winchester at

the American Library Association Annual Meeting, Summer 2000. (Sponsored by the Early English Books Text Conversion Advisory Group.)

*Copyright Law and Graduate Research: New Media, New Rights, and Your New Dissertation/Masters Thesis.* Editor. Ann Arbor: UMI, 2001.

*UMI Digital Vault Initiative*, a project to digitize 500 years of primary source images for Web-delivery, Academic advisor, 2001.

### “The Enlightenment Drama as Spectacle: Tibetan Mysticism, New Age Capitalism, & Politics in the Entertainment Press.” Society for Cinema Studies, West Palm Beach, Florida, 1999.

Xanedu.com electronic course pack publishing project, Consultant for the launch, 1999.

“Hate Speech and the Web.” Panel presentation. Central States Communication Association Annual Conference, Chicago, 1998.

“Video Technology in the Classroom.” Panel organizer/moderator. Michigan Speech/Communication Association Annual Conference, 1998.

“Be-Kitsched: Television’s Desiring Others.” Competitive paper. Console-ing Passions International Conference, Montreal, Quebec, Canada, 1997.

“Heavenly Others: Identity, Mirroring, and Textual Duplication in Peter Jackson’s *Heavenly Creatures*.” Colloquia,

Wayne State University, 1997.

### *Research Update*, Editor, 1988-1991. Ann Arbor: UMI Publishing. (Society for Technical Communications award-winning Magazine.)

**Videography:**

**You Belong Here** (2019) 2-minute recruitment video for the Richard T. Robertson School of Media & Culture.

**Trapped in Technology** (2013) Series on the influence of quickly evolving tablet technology, the influences that came before it and designer obsessions with skeumorphism. Exhibited as part of the Miami Beach Apple Retail Store workshop on digital imagery, Summer 2013.

**Women Who Write** (2010)Installation art project sponsored by The Center for Women Writers, Winston-Salem, NC. Explored the challenges and emotions involved in feminist writing.

**Does Anyone Know Who I Am?** Installation project in experimental video, 16mm film, and super-8 film on women and diaries with dance performance. A three-part interpretation of the Diaries of Anais Nin. Executive producer/designer/videographer/director. Musical score by Stephan Hicken, Florida State University. Costuming by Patrécia Taylor. Elberson Fine Arts Center, Winston-Salem NC.

**We Got Shoes** (2011) 20-minute PR and educational video promoting the South Florida Youth Symphony.

**The Center for Women Writers: Tenth Anniversary Celebration** (2007) 10-minute video presented at the public Silver Anniversary Celebration for The Center for Women Writers, depicting highlights in the Center’s history.

**A Star in the Clouds** (2007) Faculty Advisor. A 10-minute video on teen AIDS activist Garrett Robinson, produced by Salem Senior Elaine Waikuru Mathangani. Selected for inclusion in the MTV 20th Anniversary Special on AIDS, August 2006.

**Fine Arts at Salem College** (2007) Advisor, Technical Consultant. A 10-minute promotional documentary used by the School of Music and Fine Arts for recruitment purposes. I assigned a senior video student to project-manage the video and worked with the Public Relations and Admissions offices and an outside videographer to complete the work.

**A Tribute to Rosa Parks** (2005) 10-minute video for The Salem College Tribute to Rosa Parks in memorial of her death, October 2005. Public screening, choral performance, and ceremony attended by students, faculty, and community participants, Corrin Refectory.

**Looking for Billy** (1999) 50-minute rear-projected video with dance performance set to interpretations of Aaron Copland’s “Bil- ly the Kid.” Five public performances in February of 1998 at Power Center, Ann Arbor, Michigan. Video artist. Produced with the University of Michigan Dance Department, choreography by Prof. Bill De Young and musical score by Prof. Stephen Rush. Funded by grants from the University of Michigan, Michigan Endowment for the Arts, and others. (Images shown below.)

**Earth, Sky, Fire** (1999) 30-minute documentary video presentation on three Korean pottery masters (one a living “Korean National Treasure”) visiting Wayne State School of Art education symposium. Scripted and co-summer of 1999.

**Come Unto Me: The Faces of Tyree Guyton** (1999) Consultant. 30-minute documentary on Detroit artist Tyree Guyton, creator of the controversial Heidelberg Project. Directed by Nicole Cattell. Sundance, Ann Arbor Film Festival, San Francisco Film Society, Aspen Film Festival, and Shorts International Film Festival awards.

**New Science** (1998) 30-minute broadcast program on science and humanities research produced by Wayne State University. Senior writer/feature producer/creator of trailer promotions. PBS broadcast, WTVS Channel 56, Detroit.

**Tap Into Your Future** (1998) 30-second broadcast television commercial promoting the Wayne State campus. Aired during the summer Olympics. Co-produced with Laura L. Ryder.

**Studio Detroit** (1996-7) a weekly half-hour interview show focused on social issues in the Detroit metropolitan area produced by Wayne State University Television. Scriptwriter/assistant director/ camera operator. Broadcast on WBN, Channel 20, Detroit.

**Percephone** (1996) 10-minute experimental video without voices based on the story of Persephone and the creation of seasons as portrayed by four women. Producer/director/choreographer. Musical score by Colombian composer Jorge Bennett with costuming and art direction by Patrécia Taylor.

**Saturn: A Different Kind of Car** (1996) CDi (interactive CD-ROM) kiosk with multiple modules. Extensive informational display designed for use in Saturn retail facilities to educate customers about the corporation and its products. Writer/designer/producer. Produced with Carlson Marketing Group.

**The Next Step, Preservation** (1993) 12-minute video to educate academic librarians and archivists on techniques that prolong the life of microfilm collections. Producer/scriptwriter/art director. Directed by Barbara Schmid and produced with the UMI Preservation Division. Detroit IABC Renaissance Award of Excellence.

**Providing a Future for the Past** (1992) 13-minute educational awareness video detailing the peril to hundreds of deteriorating library book collections. Producer/scriptwriter/art director. Directed by Barbara Schmid and produced with the UMI Preservation Division. National ITVA Golden Cassette Award

## Professional Honors:

* + North Carolina Museums Council marketing award for children’s museum promotions, 2005.
  + COMMUNICATION ARTS Magazine, Notable Catalog annual awards for ProQuest Serials, 2002.
  + International Design Association award for ProQuest Online software packaging, 2000.
  + Five Society for Technical Communication awards for Research Update magazine & marketing pieces, 2000-2002.
  + Ann Arbor Ad Club Silver Award for Digital Vault Initiative, 2000.

**-** Wayne State Film Festival (Detroit-Windsor International Film Festival), 1997. Award of Narrative Excellence.

* Caddy (National Car Advertising Association) for Saturn Cutaway Car Program interactive POP display, 1996.
* Eleven Addy and DMA (Direct Marketing Association) Echo awards for materials created for Bell & Howell 1990-95.
* Wayne State Producers Film Festival, 1994. Award of Documentary Excellence. “In the Winners’ Circle.”
* Ann Arbor Film Festival, Best Michigan Film, 1995. “Overview” (sound recordist/consultant) Nicole Cattell, director.
* 23rd Annual ITVA Video Festival, Boston. “Providing a Future for the Past.” Golden Cassette Award, 1994.
* American Film Festival, Chicago, Illinois, May 1993 “Providing a Future for the Past.” Honorable Mention.