



Anthony Faiola, MFA, PhD
Director of Media Informatics and
Human-Computer Interaction Programs

535 W. Michigan Street
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Indiana University – School of Informatics (IUPUI)

Dear Professor Faiola:

I'm writing in support of the Graduate Certificate Program in Media Arts and Science (MAS). As the leader of a fast-growing digital media firm in Central Indiana (#616 on Inc. Magazines fastest growing companies in the United States this year), I would like to share how important your efforts are to MediaSauce and this region.

Growing from two employees five years ago to now nearly 60, we are continually searching for folks that have, at a minimum, a strong understanding of new media. It is very challenging to find such talent and if this were to continue we will have to spend too much time and energy educating new associates – which creates a drag on our ability to compete nationwide. I believe this sentiment is shared by all aspiring groups that are in our space.

Beyond our personal needs for talent, I also believe that Central Indiana can become very significant on the "new media scene" across the nation. You mix forward thinking companies with a university attracting students from across the country to the field of new media – then we have something. That being said, I appreciate IUPUI's commitment to new media and developing new programs, such as the Graduate Certificate in MAS. They are key steps to supporting such an exciting and rewarding career path for your students.

Sincerely
Bryan S. Gray
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