The Moore Holler
“A lot can happen in the middle of nowhere”
(Positioning slogan for the movie Fargo)

Director’s Doodle
By Pete Orlik

Over the past two Holler issues, I have laboriously discussed CMU’s comprehensive Program Prioritization Process that was being conducted to evaluate all academic programs and make resource recommendations for the future. The results are in and I am pleased to announce that the BCA undergraduate program was accorded Priority 1 status – meaning that it is a “candidate for enhancement” (in other words, in line for a significant increase in resources). Only 8% of academic programs across the campus attained Priority 1 designation. We are looking forward to receiving further information from the administration as to the type of enhancements we will be receiving, but have already seen a substantial increase in our annual equipment base budget.

Combining accrued donations from many of you, this year’s enlarged equipment allocation, and a substantial contribution from Dean Salma Ghanem, we will this summer be completely refurbishing the MHTV studio, replacing 15 year old cameras, and converting to full HDTV capability. This is by far our most massive equipment upgrade because, unlike some of our other production facilities, it cannot be done piecemeal and carries a huge price tag of approximately $400,000. This project will begin with equipment tear-out on April 30, under the direction of our contract engineer Bob Johns and will continue throughout the summer. Unfortunately, the Anspach television studio will also be dark because that entire building is being updated, including installation of a new air handling system. Consequently, although there will be no video studio classes taught this summer — we look forward to some great Moore Hall productions in the Fall. Speaking of Anspach, the old Moore Hall cameras will be transferred over there to be cannibalized in order to keep the Anspach cameras operational longer. Anspach, many of you will recall, is our introductory training studio while the Moore facility produces News Central and several other series aired over MHTV’s full-time cable television channel (34 on campus and 97 in the community). MHTV/News Central productions, along with those from WMHW, have once again received several awards in this year’s Michigan Association of Broadcasters competition. The list of these honors appears elsewhere in this issue. Station of the Year designations will be announced by the MAB at the Great Lakes Broadcasting Conference on March 14, after this issue of the Holler goes to press. We will report the results in our Fall edition.

In preparation for the Fall, we are now in the process of hiring several new graduate assistants. The Provost’s Enhancement Fund has once again allocated 4 two-year assistantships to BCA and the Dean of the College of Graduate Studies has given us 3.5 one-year positions. Combined with the 8 slots that are part of BCA’s base budget, this brings us a total of 15.5 assistantships to assist in all phases of School operations. Six of our assistants will be returning as second year students and we are now evaluating applications to hire 9.5 more. In addition, the Dean has approved a new full-time “fixed term” faculty position to teach sections of our copywriting and newswriting courses. Formerly referred to as “temporaries”, these contract appointments are non-tenure track but have no set

Snippets
From your BCA Alumni Advisory Board—Tim Jackson, Chairman

Much has been in the news lately about the high cost of a college education. I know most of us are glad we went to school when we did, and many of us are also worried about higher education costs for our own kids. The return on investment of a college education is being examined ever more closely. Fortunately, there are many of us working professionally in the media industry that are proud to directly correlate our industry success to the experience we gained at CMU.

There are many ways for alumni to “give back” to BCA and Univer—
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termination date. In fact, some CMU faculty have been serving in this capacity for several decades. This new position will be extremely helpful in addressing backlogs in the required writing classes on both the BCA and Integrative Public Relations majors. The search for an experienced professional to fill this role is now underway.

A recent external development that we are watching closely is the broadcasting reorganization that took place on the Michigan State campus. In July, their public broadcasting arm (MSU Broadcasting Services) was placed under control of the College of Communication Arts and Sciences. This has resulted in the addition of many new courses, new paid part-time student positions, greater student access to a broader range of production facilities, and enhanced exposure opportunities for student-produced or assisted programming. BCA has asked our upper administration to carefully examine this new reality and find ways by which CMU students can benefit from comparable upgrading of training and in-house professionally-preparatory employment opportunities. We are supremely confident of the abilities of our BCA students and want to ensure we can provide them with every possible advantage.

One such advantage continues to be our close working relationship with 100-station group owner Saga Communications and its CEO Ed Christian, who has long held adjunct professor rank with us. On November 8, we hosted a very successful Media Management Day at which Ed and four of his top corporate executives spoke to multiple classes, conferred with station and website staffs, and conducted a general afternoon seminar in the Moore Hall Kiva. Invitations were sent out to external constituencies and several area broadcasters attended as well as CMU administrators, faculty from other departments, and interested non-BCA students. The insights we gained are proving very valuable in both curricular and cocurricular developmental efforts.

BCA continues to strive to bring media professionals to campus whenever possible to provide our staff and students with first-person insights into where our industry is head- ing. One annual event tied to this goal is the SBEC-sponsored Career Fair that takes place on March 31. A significant number of stations and other media employers participate in this fair and we encourage all BCA students to attend. We bill it as a career rather than a job fair because the aim is to get even freshmen face-to-face with industry professionals to learn more about the field’s challenges and satisfactions. If a job offer or internship results, that is great. But what is equally valuable is the chance for current and future professionals to exchange perspectives. We encourage alums to consider representing their companies at this yearly exhibition.

Another annual event is the BCA 39th Spring Awards Banquet scheduled for Friday, April 20, at Buck’s Run Golf Resort just east of Mt. Pleasant. This year’s keynoter is BCA ’81 alum Julie (Gilbert) Brinks, Vice President/General Manager of the Journal Broadcast Group/Tucson. Julie has a long and distinguished executive career that includes not only the management of existing stations in markets around the country, but the building of new facilities as well. Julie also served on our Alumni Advisory Board when she managed TV-7 and 4 in the Cadillac/Traverse City market.

As someone who has attended every BCA Awards Banquet (and two earlier events held at our home when the program was in its infancy), I have seen this night evolve and change. But what remains constant is the pleasure of acknowledging the great success of our students and their joy at receiving much deserved recognition. I encourage all alums to consider attending the banquet if at all possible. Tickets are $25 and can be purchased from office manager Joan McDonald.

All good wishes for a pleasant Spring and Summer. Let us know when you are in the area so that we can be sure and re-introduce you to BCA people and activities. As our official motto (a shameless rip-off from the movie Fargo’s positioning statement) promises — “A lot CAN happen in the middle of nowhere.”

Snippets (continued from page 1)

...; the easiest is with direct donations to both the BEST fund for ongoing School of Broadcast and Cinematic Arts operations, and the Campbell Equipment Endowment that builds a sustainable balance to fund equipment upgrades. Equally important, however, is the engagement of alums that have had positive experiences at BCA and can impart their subsequent experience and wisdom to current and future CMU students. Throughout the year, there are several activities where your participation would be welcome. Most notably, our annual radio takeover during Homecoming provides an excellent opportunity for alums and students to interact, and I always look forward to joining students on air and sharing experiences. Career days for current students, open houses for high school students, and general meetings of organizations like the National Broadcasting Society (AERho), RTDNA and the Alliance for Women in Media are functions where alumni participation is encouraged and welcomed! Any members of the Alumni Advisory Board can help you get involved, so please reach out to any of us or to the BCA office (Joan loves visitors) and re-kindle your relationship to CMU.

We have a lot to look forward to in our industry; terrestrial radio is flourishing, smartphones and apps are making internet radio more sophisticated and available, video is exploding with the increase in tablets and other portable devices and opportunities abound for students to embark on an exciting career in what we have long labeled Broadcast and Cinematic Arts. It’s up to us to help communicate opportunities and encourage the next generation of media professionals.
Faculty Notes

Will Anderson’s radio drama “The Son of West Branch: America’s Great Humanitarian” was performed and produced during the National Audio Theatre Festival in West Plains, MO. This audio drama also won an Award of Excellence at the BEA Festival of Media Arts in the Faculty Audio Competition.

Sangwon Lee published “Social Media Use in a Mobile Broadband Environment: Examination of Determinants of Twitter and Facebook Use” in the December 2011 International Journal of Mobile Marketing.


Trey Stohlman was awarded a National Association of Television Program Executives Faculty Fellowship to attend their Miami Beach Convention in January.


Heather Polinsky won first place in the BEA’s Radio and Audio Media Division Open Paper Competition for “Can Independent Record Companies Compete with the Majors? A Preliminary Descriptive Analysis of the Digital Music Market.”

Rick Sykes published “What I Did for My Summer Vacation: A NATPE Faculty Development Experience” in the BEA October 2011 issue of The Journal of Media Education.

Trey Stohlman won first place in the BEA Courses, Curricula and Assessment Division’s Debut Category for “Two Disciplines, One Class: Assessing Interdisciplinarity in Writing.”


Kevin Corbett won second place in the BEA Documentary Division Academic Paper competition for “Gleaners and Waste: The Post-Issue Advocacy Documentary.”


Patty Williamson has been elected to the Broadcast Education Association Board of Directors. As District 4 Director she represents BEA institutional and individual members in Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, the Dakotas and Wisconsin.
**COCURRICULAR ACTIVITIES**

MHTV is starting the semester off strong after recently receiving six awards from the Michigan Association of Broadcasters (MAB). This year MHTV took 1st place in "Talk Show" (Matt Bleau), and 1st place in "Station Activities Report" (Dani Mann and Matt Bleau). MHTV also received 2nd place in "Talk Show" (Kelly Armbruster, Colin Walker, Mason Fick, Shelby Miller), and second place in "Sports Play-By-Play" (Kelly Armbruster, Stephanie McClung, Shelby Miller, and Ryan Daigler).

This semester we welcome back many of our series from the fall semester: "Central View" produced by Matt Bleau, "MHTV Sports" produced by Kelly Armbruster, "FIRST Post" produced by Ally Imhoff, Josh Garmo, and Adam Glenn, and "The Horror Show" produced by Samuel Dietzmann and Christina Mills.

Our staff this semester largely the same as the fall with two key differences; we said goodbye to our field producer Dani Mann and Sale Manager Randy Oja as they graduated and headed off into the world. We welcome Zach Allen as field producer and Rita Olenjniczak, who is now head of Sales.

Our last bit of exciting news will be coming in the summer of 2012 when the Moore Hall television studio will be converting completely to HD. This upgrade further enhances BCA's dedication to our students.

MHTV is ready to continue the tradition of media excellence and hopes more and more people will join this terrific organization. We can now be followed on Twitter (Handle:MHTV1) and Facebook, and are currently developing our iPhone app, so it has never been easier to stay in touch! If you have any question regarding MHTV feel free to direct them to Station Manager Matt Bleau at bleau1mf@cmich.edu. Otherwise, MHTV will see you on channel 97 off campus and channel 34 on campus.

"MHTV: Think it, Shoot it, Show it."

The annual International Film Festival takes place March 28-April 1 in the Park Library Auditorium and at the Celebration Cinema on Pickard Road. This year’s festival features films from Australia, Belgium, Canada, China, Croatia, France, Germany, India, Ireland, Norway, Peru, South Africa, South Korea, Sweden, Turkey, UK, Vietnam and the USA. Among some of the more intriguing selections were Nine Nation Animation, a collection of shorts, Tyrannosaur, which has nothing to do with giant reptiles, but rather with rage and redemption among human beings, and Romeo, a film from Germany about transgender and love. Also on this year’s festival program is Octubre, a widely-acclaimed recent film from Peru, the Ides of March, directed by George Clooney and the controversial Chinese film Lost in Beijing. By special arrangement, the festival offered one of the first public screenings in the world of the recently-completed Horse and Rider, a documentary from India about the rescue of children from slavery. CMU graduate Rodney Green was the assistant director for this film. The committee members who picked this year’s films included Film Society members Stephen Cahoon, Derek Howes, Jackie Knake, Kelsey Shore and Ryan Tierney. They were joined by CMU Instruction Librarian Stephanie Mathson and Festival Director Dr. Mark Poindexter.

Moore Media Digital Design (M2D2) is responsible for the design, development, and maintenance of the BCA website. Our weekly updates include upcoming job opportunities as well as career and industry events information. This semester M2D2 has been exploring various multimedia activities relevant to the electronic media. Utilizing the tools we have received with our acceptance into the Apple App Developer program, we have been developing an interactive MHTV app that will allow you to have access to all the shows from MHTV right on your smart phone. Online, you can now find the MHTV Vimeo page that we are moderating with up to date content. We are inquiring into developing interactive experiences with other BCA student organizations as well. Looking forward, we are organizing some new media "bootcamp" workshops such as Photoshop Basics, Intro to After Effects, and Share-point Basics. This will attract more students and expand our BCA thumbprint.

News Central 34 is off to another great year. Producers for the show took first and second place in this year’s Michigan Association of Broadcasters Foundation College Broadcast Awards. These awards are in addition to a four-state regional award for Best Newscast for Post-Secondary entries bestowed in the Philo T. Farnsworth Awards competition.

We are continuing to enhance our social media presence by incorporating video teasers in our afternoon Facebook and Twitter blasts about stories coming up in the newscast. On the equipment front we have added two HD cameras giving us a total of seven mini-DV cameras to use in the field. We are also updating our control-room computer that is used for Skype live shots. The larger and faster computer should further improve the video quality of these field feeds.

The 2012 spring semester shaped up as a momentous time for Moore (cocurricular continued on page 5)
(Cocurricular continued from page 4)

Media Records. With the lessons and knowledge gained from previous years, MMR has worked feverishly to put past lessons into practice. The label’s executive staff was filled with a variety of ambitious and driven students. The leaders of this group consist of G.A. Ezra Bakker, president Robin Chan, production director Rob Koch, demo services coordinator Joe McCarthy, multimedia director Kelly Deboyer, and artist relations director Madeline Zeppa.

One of the label’s greatest successes last year came in the form of its sampler CD of local artists. MMR’s first project of this kind resulted in approximately 300 physical copies sold. Equally important, this album was accepted for consideration in the 54th annual Grammys. The sampler’s acceptance gave credence to MMR’s endeavors. It legitimized the group as an entity on a par with more established and professional organizations. In short, this event validated the efforts of Central Michigan University’s student-run record label and the hard work of its members.

Moore Media Records as a label works towards cultivating a richly diverse local music scene, as well as educating its student staff. In pursuing these goals, the label produced its second sampler album of local artists that includes bands like Hour 24, Delightfuls, Wavvy Hands, and Moses. With the development of last year’s sampler serving as a guiding template, this Moore Media Records release actively built upon the insights of how a real label operates. With many of the same staff who played pivotal roles in last year’s precedent setting sampler returning, the label is ready for further advances. Our general staff will play a significant role in these efforts.

Beyond the sampler, Moore Media Records has continued to promote and engineer several concerts that have served as showcases for the best of local music. In staging these concerts, the label has proudly worked with businesses that have served as new venues for these shows. Businesses like Six Lounge and CoCo Joe’s have shown themselves to be committed to furthering local music. A testament to this commitment came in the form of the show at CoCo Joe’s which has been the label’s most successful show to date. Besides its own musical interests, Moore Media Records is actively seeking to serve its local community. Events with charitable and community organizations like The Central Michigan Health Department, and To Write Love on Her Arms have been examples of how MMR has been proud to give back to its community. Currently the label is planning to once again assist with Relay for Life. This drive to give back is a dominating ideal of the organization and the label plans to further increase these efforts.

What we lack in professional experience, we have more than made up for with intense passion and heart. This organization still has much work left to complete before the year is finished. To paraphrase Robert Frost, we still have miles to go before we sleep. The remaining weeks of this semester will provide time to market and promote our exciting new album.

We head into the last few months of this spring semester with a great amount of anticipation and optimism as our sampler nears its completion. Our passion for music production and promotion, with our desire to give back makes Moore Media Records a student-operated organization with tremendous potential.

It has been a very successful past few months for Modern Rock 91.5. First off, let’s congratulate our MAB winners. Mike Hoover and Mitch Anderson received an Honorable Mention in the Talk Show category, and the team of Jay Gary, Dave Benton and Ryan Ehlke also won Honorable Mention for the Station Activities Report. The station, along with sister Mountain 101, had 40 entries for this year’s awards paving the way for more success in the future.

Speaking of the future, look for a change in the way Modern Rock sounds. By the time Fall 2012 rolls around, the Modern Rock moniker and logo will change. The staff is working on broadening the rock format and opening it up to more than just modern rock. This format change should result in more listeners and should lessen one of the biggest problems for the station: not having enough familiar songs in the rotation to balance out the new bands. The staff has put in a lot of time on this project early this year and the hope is to roll out the new logo, tag line and musical additions by early October, 2012.

Lastly, we are in the middle of another successful season with the Athletics department carrying women’s basketball, softball and baseball. This year CMU Athletics has also used some of our students as play-by-play talent for the sports streamed on their athletic website www.cmuchippewas.com. This experience has helped many of our young talent get a foot in the door, as well as preparing them for other sports in the future.

At Mountain 101, things are humming along very well. We have more volunteers for the station than ever before. This has helped us to fill most days of our on-air slots between 6 am and 10 pm, which helps us to connect with our listeners all across Isabella County. The station also has rolled out a daily newscast at 6 p.m every afternoon. This has been very popular among listeners and has helped students that are interested in pursuing broadcast news careers get more experience. Another positive for the station is the fact that we are being played in more and more Mt. Pleasant businesses. As the station approaches its second birthday in April of 2012, it can be said that the growth has been outstanding. Finally, the station has continued a very successful sponsorship with Central Michigan Roller Derby. As their main media partner, we have had unfettered access to the team and their events. It has gone very well and the station has been happy to help the team increase visibility.
STUDENT ORGANIZATIONS

**FIRST Post Entertainment (1PE)** is a registered student organization created for and by students who have one common interest: producing films. 1PE interacts with every step of the filmmaking process. Teaming with MACTV Network, MHTV, and now M2D2, 1PE members write, produce, direct, act, and edit every film that they create. More experienced members teach younger/newer members how to use equipment, and help them navigate the general filmmaking process. Currently in its 4th year of existence, 1PE has created award winning short films such as *Puck’d Up* (winner of the NBS 48-hour Film Competition People’s Choice Award); *Unrequited Love* (winner of an Award of Distinction from the Communicator Awards); and the MAB Award-Winning *Torpedo*. We are currently under-way on our 3rd feature-length film, *Lime Light Records* scheduled to premiere Fall of 2012. Assisted *Loving*, our second feature premiered February 28, 2012. Meanwhile, the group’s first foray into feature film making, *The Summer House*, debuted Fall 2011 on MHTV, preceded by a red-carpet premier at the Broadway Theatre. 1PE plans continued feature film production, and development of short form projects. For more information, visit [firstpostentertainment.com](http://firstpostentertainment.com).

**Alliance for Women in Media (AWM)** is a chapter of the National Association of Broadcasters, the nation’s largest organization promoting and protecting the future of broadcast communications. AWM is an organization focusing on increasing the number of women in all aspects of the broadcast media. The AWM student chapter encourages members to network and assist each other in achieving career goals. AWM continues to promote diversity and to strengthen the influence of women in the vast media community.

This is the CMU chapter’s fifth year as a BCA co-curricular organization with a strong and highly motivated executive board. Our chapter President is Kate Coates, Aubrey Pettry is serving as Vice-President and Treasurer, Ashley Raymond holds the position of Event Planning, Nichole Humes is Membership Chair and Natalie Nako is our Secretary. We also have a new advisor, Professor Curt Sutterfield.

Back in September, we went to Chicago for the AWM Symposium on Digital Literacy for Women and we networked with National AWM members from all over the country. We gained advice from media professionals on how to build our careers in this growing digital world.

In November, AWM skyped with WJRT-TV News Director (and CMU alum) Jayne Hodak, and received insights on the type of employees she looks for.

AWM went on a station tour in October to WOOD-TV 8 in Grand Rapids. We observed the 6 p.m. newscast and met meteorologist Bill Steffen. In February, the group also toured WXYZ Channel 7 in Detroit and had a great time networking with their professionals. We met news anchors Stephen Clark and Carolyn Clifford, and meteorologist Chris Edwards. That same day we went to Channel 95.5, Detroit’s Hit Music Station, where we became acquainted with Nick Craig.

Later in February, AWM hosted a resume builder workshop where Career Services came in to give us tips on what makes up a good resume.

Our organization worked very hard to raise money to go to the AWM Spring National Convention in Washington D.C. We hosted fundraisers at Bennigan’s, Buffalo Wild Wings, Biggby Coffee and participated in our annual bake sale at the Dicken’s Christmas Festival in downtown Mount Pleasant.

In March, AWM had Joanna Weinreich come in as a guest speaker to share her experiences and to give advice to students. Weinreich is a recent CMU grad and a former AWM member. She is now a Sales Assistant at Katz Continental TV Sales.

At the end of March, 15 AWM members were able to attend the two day Alliance for Women in Media National Convention in Washington D.C. The first day was a leadership training program. The following day was a Symposium on Diversity: Defining Different in a Changing Society. It was a great experience and the AWM Board of Directors said they were very impressed by our CMU students asking questions, and taking the time to network with them. We believe it is very important to help members get to know professionals.

Our organization is full of wonderful leaders with great energy who want to get as much experience as we can. We hope to maintain a large number of committed members next year. We encourage anyone interested in media to join our organization and to help us achieve our goal of helping women succeed in the media community.

**NBS AERho**

This semester was an exciting one for Central Michigan University’s chapter of the National Broadcasting Society, as our annual convention was a huge success. From March 20th–25th many students from across the country, including those from our very own School of Broadcast & Cinematic Arts, attended the convention at the Hyatt Regency Jersey City on the Hudson River near the heart of New York City. This conference was the highlight of the year for NBS, featuring numerous panel sessions with professionals involved in news, freelancing, sales and marketing, film, advertising and public relations, radio programming, sports, video production, and much more. Not only did NBS members have the privilege of sitting in on these panel discussions with media professionals, but also gained the opportunity to speak with some of them directly during the small group career focus meetings. Additionally, students were able to explore the area and experience New York City.

Back in Michigan, NBS focused its attention on planning other large events at CMU including the semi-annual 48-Hour Film Competition, as well as the NBS Film Showcase that featured all of the student-made films—and bestowed awards for Best Editing, Best Director, Best Film, and more. In the years past, these events have given NBS members the chance to get involved with filming, planning the showcase, and enjoying the work of their peers.

NBS would like to congratulate the following winners of awards issued at last semester’s NBS Film Showcase: Best Director: Colin Walker – *The Other Rail*; Best Cinematographer: Kevin Neil Smith – *Punkin Love*; Best Editing: Tyler Besh and Kyle Minich – *Documentary*; Best Actor: Colin Hennessy – *The Other Rail*; Best Actress: Ali Menninger – *Punkin Love* and *The Other Rail*; Best Film: Angela Simon – *Documentary*; Best Script: Angela Simon and Kyle Minich – *Documentary*.

Aside from nationals in NYC and the film competition, the NBS chapter hosted many other exciting events; working hard to assist students in establishing industry connections. NBS hosted guest speakers during general meetings, and conducted station tours in the area throughout the Spring. Additionally, NBS hosted a resume workshop for its members, preparing them for the BCA Career Fair at the end of March, and future jobs for those about to graduate.

Overall, this was another great semester for NBS, and its members could not be more excited for what Fall 2012 has in store for the organization.

**#RTDNA**

In the Fall semester of 2011, RTDNA began to attract new members to the group. We visited 9&10 News in Cadillac, meeting a lot of great people who were able to share their experiences in the industry with the members of RTDNA. These were CMU alumni who could relate to group members and give specific advice about what was needed to get careers launched.

The Spring semester also got off to a great start. More members continued to show interest in RTDNA. We planned a station tour to WLNS in Lansing, and are focusing on a trip to Chicago for early May. Students in the group will have an opportunity to visit the third largest television market to learn how major market TV stations operate and compare that information to what was learned in the small market station visits. RTDNA has been successfully fundraising to help pay for this Chicago trip.
MEDIA MANAGEMENT DAY

The School of Broadcast and Cinematic Arts teamed with Saga Communication’s top management to present Media Management Day in November. Eight members of the media, local officials, CMU administrators, faculty, staff and students attended the various sessions. Topics included Web and Social Media News Applications; Programming and Intellectual Property Regulation; Media Management and Research, and Dynamics of Electronic Media Sales.

Thanks to Ed Christian and the entire Saga corporate team for making this such a successful endeavor.

Ed Christian named 2011 Radio Executive of the year by Radio Ink

As the trade publication wrote in their January 9 issue showcasing Ed’s award:

“Employees love to work for him. Communities love his radio stations. Shareholders love to invest in him.”

Starting 25 years ago with stations in Columbus, Ohio, Norfolk, Milwaukee and Rochester, NY, Ed has built Saga Communications into a powerhouse group of 91 radio stations, five television outlets, three state radio networks, two farm networks, and four LPTV operations. As Chairman, President, and CEO he is in a position to put his community service stamp on every one of these operations.

As Ed told Radio Ink, “If you look at the failure of any company, the failures have basically been because their products were not germane or relative or natural to what’s going on in the marketplace. You have to be able to reach the needs and sensitivities of the marketplace. You don’t really need to be a general manager. You need to be an environmental behaviorist, and judge the pulse of people. You have to find out what’s important to them, what’s necessary to them.”

BCA is proud to have Ed as a distinguished adjunct professor.
Where are They Now?

**Greg Moceri (80)** is President of Moceri Media in Grand Rapids, Michigan.

**Tim Roberts (82)** Operations Manager/Program Director, WCYD, Detroit, was named by *Radio Ink* as the nation’s number one country music programmer.


**Roy Johnson (88)** is an Instructional Learning Senior at the University of Michigan’s InterPro-College of Engineering.

**Jeffrey DeChausse (92)** lives in Los Angeles as a writer/director working on commercials, documentaries and films.

**Brad Eichkorn (’06)** is the production and web director for 93.7 *The Ticket*, an all sports radio station in Lincoln, NE.

**Kelly McMann (07)** is now the Music Director/Midday On Air Personality at WGER-FM 106.3 in Saginaw, MI.

**Jason Kester (’07, MA ’08)** is the Promotion Director for Saga Communications Columbus Ohio Group. He recently won the first ever Columbus Radio Group GREAT Award, which is akin to the Saga Viking Award.

**Ashleigh (Klipper) Laabs (07)** has been selected as a member of the CMU Young Alumni Board.

**Stuart Cram (09)** is working as the Creative Director for Brand-In Entertainment in Santa Monica, California.

**Jacy Lancaster (10)** was recently promoted to Design and Content Assistant for Saga Corporate Interactive. Jacy spent the last year working in Asheville, North Carolina, as Saga’s Interactive Promotions Coordinator.

**Dom Fracassa (10)** is the new News Director for WLEN in Adrian, Michigan.

**James Slider (11)** is working on Vice President Joseph Biden’s advance team and will soon be placed in a similar role for the Obama Campaign.

Constituent Chapter News

Kevin Campbell  President, BCA Constituent Alumni Chapter

Another class of broadcasters graduated in December, joining our ranks as the newest alums. I had a chance to spend time with some BCA students at CMU & You Day in September and I can tell you we have a great group of people in the program.

The Alumni Takeover went well again this year. On behalf of your chapter board, I extend a big thank you to all who participated this year. I had the opportunity to be on the air with Dr. Jerry Henderson and Bill Thompson. Jerry did a fantastic job of organizing music from the Vietnam era.

I also want to thank the students who took the time to come in and converse with the alums and/or those who took on a shift or two. Our treasurer, Tom Worobec, reports that we raised $1,040 in Fall 2011, a little above last year’s revenue. This brings our chapter total to $8,205. As you recall we are working toward endowing the Al Painter Outstanding Newcomer Award. We only need $17,000 more to reach our goal.

No remarks about our chapter Takeover would be complete without a big thank you to our organizer, Bill Thompson. He makes it seem seamless, but we all know the hours Bill puts in throughout the year to keep us all on schedule. BCA alum Phil Tower has indicated that he is working to bring back the Mentor Fair, the Friday afternoon of Homecoming Weekend. Please join Phil in helping to counsel our students. Your experience is invaluable to them.

I hope to see many of you at the BCA Awards banquet on April 20. We’ll plan once again to hold our chapter meeting Saturday, April 21st at 9 a.m. in 114 Moore Hall. Join us if you can.
Greetings once again BCA Alumni!!  I don’t know where the weeks and months went since we last communicated, but it is time again to start planning for our 13th Annual WMHW-FM Alumni Takeover during the 2012 CMU Homecoming Weekend.

I must say I have been impressed (although not totally understanding) of the scope of technology being used today that has made the Takeover a global event in the last few years.  It is hard to imagine how we can improve on Derek Van Dam’s live show from South Africa last year, but we will try.

For those of you who are unfamiliar with the Takeover, it began in the fall of 2000 as a once-a-year opportunity for BCA Alumni to return to campus and re-create shows from their college years.  The Takeover is THE major fundraiser for the Broadcast and Cinematic Arts Constituent Alumni Chapter.  All of the donations support chapter activities, including the Al Painter Outstanding Newcomer Award.  We are asking for a donation of $30 per air-shift.  Bring your vinyl, tapes, cd’s, etc., and join us. You will have a really good time.

As I enter my 10th year of heading up the Takeover, I have gained a “Program Director.”  Cleveland radio news legend Tom Moore will handle the scheduling.  (Thank you, Tom!)  You may contact him at tommoore@wtam.com.  We plan on being “on the air” from 12:01 a.m. Friday through Saturday midnight, Homecoming Weekend.  Please think about joining us.  If you cannot be here in person, we may be able to “broadband” you in.  I will continue to oversee Facebook and BCA Alumni Chapter updates.  I will also continue to manage the current email listserve.  If you want to be included (or excluded) please email me at bstcmu78@yahoo.com as I want to keep my list updated and current.

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Join us at our 39th Annual BCA Awards Banquet, Friday, April 20, 6 p.m.

Buck’s Run Golf Club, 1559 S. Chippewa Road, Mt Pleasant, Michigan
Keynoter: Julie Brinks (82) Vice President and General Manager, Journal Broadcast Group/Tucson
Tickets —$25.00  Contact the BCA office — BCA@cmich.edu or 989-774-3851

Jim Hughes Memorial One-Time Scholarship Established

Long time Mt Pleasant radio newscaster Jim Hughes passed away in September 2011.  His family established a one-time scholarship to be awarded to a BCA student preparing for a career in radio news.  The scholarship will be presented at the April 20 BCA Awards Banquet. BCA wants to thank the following donors for their support.

Ms. Elvera Bluemlein
M/M Robert Bucholtz
Ms. Eunice Burgess
M/M Allan Caesar
M/M Joseph Caleca
M/M T. Michael Carey
Mrs. Ginger Kjolhede
M/M Raymond Koslowski
Mr. Timothy Rynearson
M/M Paul Siers
M/M William Sowle
Mr. Ronald Verch
M/M Jack Westbrook

Alumni Takeover

Bill Thompson
Takeover Coordinator

Greetings once again BCA Alumni!!  I don’t know where the weeks and months went since we last communicated, but it is time again to start planning for our 13th Annual WMHW-FM Alumni Takeover during the 2012 CMU Homecoming Weekend.

I must say I have been impressed (although not totally understanding) of the scope of technology being used today that has made the Takeover a global event in the last few years.  It is hard to imagine how we can improve on Derek Van Dam’s live show from South Africa last year, but we will try.

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BCA Donors

Many thanks to those of you whose generosity helps the BCA program purchase necessary equipment

Dr. Carolyn Hanes and Dr. Richard Goodkoop
M/m Hans Guilbeaux
M/M Patrick Hanlon
Brett Holey
Tim Hygh
Tim Jackson
Jeffery Jirkovsky
M/M Robert Johns
Edmund Kaltz
Emil Kunze
Jeffery Larkin
Dennis Majors
Karen McPhee
Dan Nelson
Jeff Smith
Beth Snyder-Zonsius
Mike Steger
Mark Stevens
Rick Sykes
Ben Tigner
Trapline Productions
M/M Gregg Walterhouse
Allison Wasilewski
Kimberly Welch
Thomas Worobec
Mickey York

BCA MATCHING DONATIONS OPPORTUNITY

The Provost and the Dean of the College of Communication & Fine Arts have pooled resources to provide a dollar-for-dollar match of any contribution made to the BEST Equipment Fund (for immediate needs) or the Campbell Equipment Endowment (to build a permanent source of facility support). This is a wonderful opportunity to double the impact of your contributions to BCA and ensure the present and future well-being of the School’s physical plant.

Please consider supporting this campaign. As part of the plan, the Provost and Dean have made a commitment to extend this matching offer for at least the next four years. If you have any questions, contact Pete Orlik or Joan McDonald.

Contributions may be sent directly to Joan, made out to either fund.
### Key Student Awards & Honors

#### COMMUNICATOR AWARD
*Award of Distinction*  
"Unrequited Love"  
F1RSTPost Entertainment

#### 2011 PHILO T. FARNSWORTH FESTIVAL OF MEDIA ARTS
1st place—Post Secondary Newscast - Jason Ikeler  
Best of Show—"Preemie" - Nicholas Kuiper

#### CENTRAL MICHIGAN UNIVERSITY
Outstanding Thesis/Dissertation/Plan B—"Preemie" - Nicholas Kuiper

#### MICHIGAN ASSOCIATION OF BROADCASTERS

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We will gladly email you the BCA newsletter, beginning Fall 2012.

*The Moore Holler* is also available on the BCA website.

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