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The past summer has seen a major enhancement of BCA facilities with the conversion of the Moore Hall TV Studio to full HD capability. Under the supervision of our contract engineer Robert Johns and with the tremendous installation expertise of Joel Holzknecht from AVI Systems, the control room was completely gutted and new equipment installed, including a multi-screen display projected from two 60-inch plasma screens. Sony HD cameras were placed in the studio atop new tripod pedestals and all graphics in our WeatherCentral system were converted to full HD imaging. The massive wooden monitor wall and its monochrome screens were removed along with thousands of feet of legacy wiring to create a truly modern productional environment. Funds for this project came from a combination of a one-time grant from Dean Salma Ghanem, a permanent increase in our equipment budget as a result of the Provost’s Program Prioritization process (that ranked our undergraduate curriculum among the top 8% of programs on campus), laboratory fees from production classes, and funds donated by our loyal alums. Before and after this project, Robert also was responsible for disconnecting, wrapping, and then reinstalling the Anspach TV equipment because Anspach Hall was completely shut down all summer for replacement of its entire air handling system and the ductwork that goes with it. Once he could get back into the building, the old Moore Hall cameras and pedestals were relocated to Anspach to provide much needed backup for gear that has been very heavily used over there in teaching basic video and performance classes.

In the past few months, we have also been able to purchase additional HD field cameras for class, MHTV and News Central use to enrich that aspect of our video curriculum. As we start the new semester, BCA’s television plant is far more robust than it has ever been and we are anticipating a very exciting and productive video year. This follows up on video successes earlier in 2012 when MHTV won College Television Station of the Year designation from the Michigan Association of Broadcasters for the 11th consecutive year. Meanwhile, a new features creative unit, Central Premiere Productions, was administratively set up in the Spring and begins full operation this year under the direction of Video Laboratories Manager Eric Limarenko. CP-Squared is dedicated to the production of a variety of independent projects.

Some staff changes have further strengthened the School. Our half-time “front-office” secretarial position, filed since last August by Michelle Carson, has now been increased to full-time through the support of Dean Ghanem. Michelle and office manager Joan McDonald are therefore both available throughout the work day to handle (Director’s Doodle page 2)

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

What an exciting time to be a Chippewa and to be involved with the School of Broadcast and Cinematic Arts. As Dr. Orlik explains in his column, the entire University went through a program prioritization process last year where programs were ranked with the goal of being provided more support, equal support, or less support from the University so that limited resources could be used in the best manner possible. With BCA receiving a Priority 1 designation in the process (the highest), the Dean of CCFA and the Provost of the University have increased the annual funding for BCA (Snippets continued on page 2)
Director's Doodle (continued from page 1)

(Continued from page 1)

on-going administrative duties and undertake some new projects that previously lacked staff time to accomplish. Michelle’s move to full-time also freed up a graduate assistant office staff position that has been shifted to our video unit, making it possible to add two more laboratory sections of backlogged core course BCA 223 (Basic Video Production). In addition, we received two new permanent graduate assistant positions as a result of Program Prioritization, enlarging our GA corps to 18. Seven of these students are in the video unit, five in the audio group, two each in news and film studies, plus one working with multimedia M2D2 and one helping with our gateway BCA 210 class. This year, twelve of these assistants are incoming graduate students, recruited from five different institutions.

Ed Hutchison, who served half-time in BCA and half-time in the Integrative Public Relations program, has retired. To replace Ed, we have hired Laura Michaels as a full-time lecturer to teach both copywriting and newswriting. A 2000 BCA graduate, Laura also earned an M.A. in Public Affairs Reporting from the University of Illinois/Springfield. She began her industry career at KTVO-TV (Kirksville, MO) as a general assignment reporter and videographer with subsequent work at WHOI-TV (Peoria, IL) as reporter/weekend anchor, and WICS-TV (Springfield, IL) covering the state capitol. Laura has also taught at Grand Valley State University and Grand Rapids Community College and will be assisting News Unit Head Rick Sykes with News Central on-air talent coaching.

In the curriculum development area, we are now offering the new BCA 399 elective class (Electronic Media Career Building). This has enabled us to modify the required capstone BCA 499 (Senior Seminar) to focus more on exit/assessment issues while the new 399 provides students with career information earlier in their academic career. The addition of this class was itself a response to student suggestions received via the capstone course’s programmatic assessment process. Taught by Dr. Trey Stohlman, Electronic Media Career Building has quickly filled in both of its initial semesters. BCA also continues to support professional networking opportunities for our students. We are again partnering with the Michigan Association of Broadcasters to co-host a regional career fair on Tuesday, October 9 from noon to 3 PM in the University Center Rotunda. Alumni are welcome to participate in this activity as well.

Speaking of on-campus activities, Homecoming this year is slated for October 20. But don’t forget that BCA events begin the previous day with the 13th annual WMHW Takeover. With a 9,000 watt HD signal serving multiple counties, participants have a prime opportunity for displaying their “on-air chops” to a great many potential listeners. Bill Thompson provides more information about the Takeover elsewhere in this issue. It is never too early or too late to get involved in this BCA Constituent Alumni Chapter project.

Before the Saturday game, the College of Communication & Fine Arts will again host a tent at Alumni Village with fun food and more free cowbells. This classy tchotchke is especially appropriate given the 2012 “Western Gold Rush” Homecoming theme. Conversely, as appropriate as ever, The Tim Jackson One and-Only-Genuine Kazoo Band will constitute itself for another on-air performance as part of the Alumni Village Takeover remote. We hope to see you there on Saturday as well as back in the hallowed hall of Moore on Friday to view the upgrades that many of you have helped to make possible through your donations. Your support and encouragement for our program and our students is greatly appreciated. We now have a 40-year assemblage of alums that constitutes a mutually supportive resource in which we can all take pride.

Snippets (continued from page 1)

back at Homecoming to participate in the WMHW Takeover, mentoring students, and speaking to classes. I encourage you to reach out to any of us to become more involved and learn first-hand about the great work going on throughout the hallowed halls of Moore.

As part of the continued support of BCA by CCF’s Dean Salma Ghanem and the rest of the University, the Dean will continue to match 50% of each contribution to the School’s BEST Equipment Fund for continued operations as well as the Campbell Equipment Endowment which builds for long-term needs. Your continued support towards either or both of these funds means that matching funds can be provided, so the actual impact of your donation is 150% of the actual cash or pledge that you commit.

We really want to increase the participation of alumni in the activities of the School, whether it be financial support to the accounts noted above, or coming back to speak to classes or participate in mentoring or our Homecoming activities. Please join us the weekend of October 20th to see all the exciting things Dr. Orlik and the team is doing at BCA – you won’t be disappointed!
Faculty Notes

Chad Roberts was named Vice Chair / Paper Competition Chair for the Student Media Advisors division of BEA. He also presented on a panel “Student Media and the Tenure Process” at the BEA convention in Las Vegas.

Heather Polinsky presented “Can Independent Record Labels Compete with the Majors? An Investigation of the Legal Digital Music Download Market” at the BEA convention in Las Vegas as well as at the Radio & Audio Media Division of the Popular Culture Association National Conference in Boston. She was also elected to a two-year term as Communication Director for the Law & Policy Division of the Broadcast Education Association.

Jeff Smith was appointed National Broadcasting Society Webmaster by NBS Executive Director Jim Wilson. Smith was also elected to the NBS Board of Governors.

Sangwon Lee presented “An Empirical Analysis of Fixed and Mobile Broadband Diffusion” at the 2012 CMU Faculty Excellence Exhibition.

Jeff Smith organized and presented on a panel entitled “Self Marketing and Social Media: How Not to Lose Your First Job” at the NBS National Convention in New York.

Ben Tigner presented “Sports Remotes Futures: Peer to Peer Broadcasting in the Cloud” at the BEA convention in Las Vegas.

Larry Patrick received the 2012 Distinguished Alumni Award from the University of Tennessee at a gala dinner on September 7.

Kevin Corbett presented “Gleaners and ‘Waste’: The Post Issue-Advocacy Documentary” at the BEA Convention in Las Vegas.

Mark Poindexter presented “Socioeconomic Class in Andy Hardy Films” at the Popular Culture Association Annual Meeting in Boston.

Chad Roberts and Jeff Smith published “Making Connections: Using Audience Analysis in a Laboratory and Classroom Setting” in the April issue of The Journal of Media Education.

Trey Stohlman presented “Teacher to Student: How Earning a Doctorate Made Me a Better Teacher; Strategies for Engaging Your Undergrads” at the BEA convention in Las Vegas.

Rick Sykes presented “Students Covering Local and Regional Politics During an Election Year” at the BEA convention in Las Vegas. He also gave a presentation at the BEA gathering on using Facebook and Twitter as news-gathering and promotional tools.

Patty Williamson presented “The Insane Quest for Perfection: Identity and Otherness in Darren Aronofsky’s ‘Black Swan’” at the International Conference on the Fantastic in the Arts in Orlando.

Emeritus Professor Rob Craig reviewed both “Let There Be Darkness: The Vampire as Agent of Theological Dialogue” and “Lives of the Monster Plants: The Revenge of the Vegetable in the Age of Animal Studies” for the Journal of the Fantastic in the Arts.

BCA Graduate Assistant Roger (Buddy) Allman presented “Too Fat to Love: Size Issues and Size-ism in CBS’s Mike and Molly” at the BEA convention in Las Vegas. This paper also won the Gender Issues Division paper competition.

Will Anderson’s script “Take Your Daughter to Work Day” won the Midnight Audio Theater summer scriptwriting competition.

Pete Orlik made two presentations at the Broadcast Education Association’s April Convention in Las Vegas: “Defensing Your Station Through Mission Specificity”; and “LPFM’s Precursor and Competitor Compared: The Class D FM and the HD-2 Translator.” This second presentation was the basis for an article in the July 2012 issue of the Journal of Media Education: “Two Other Approaches to Hyper-Locality: The Class D FM and the HD-2 Translator.”

Sangwon Lee presented two research papers at the 2012 AEJMC annual conference in Chicago: “Mobile OS Competition and Early Diffusion of Smartphones in Global Mobile Telecommunication Markets” and “Behavior of Smartphones: An Extension of the Technology Acceptance Model.”

Will Anderson presented Promoting Audio Drama in the Twenty-First Century at the Popular Culture Association National Convention in Boston, MA. He was also the Visiting Artist at the University of Wisconsin-Whitewater workshop on radio drama lecturing in copywriting and media history classes.

Eric Limarenko’s BCA 521 class project A New Mutant was screened at the Burbank International Film Festival in September. Four BCA graduate assistants Grant Pichla, Matt Bleau, Ezra Bakker and Leah Castile helped with this project. (see link to this film on page 5)

Kevin Corbett’s script Forgotten Man won 3rd place at the University Film and Video Association juried Feature-length Screenplay competition.

Ben Tigner’s Purple premiered in Clare in August. Over 1500 people came to see this documentary. It will be shown in Detroit this winter.


Rick Sykes was elected Vice Chair of the Michigan Association of Broadcasters Foundation.

Heather Polinsky was awarded a Creative and Scholarship Support (CSS) Grant from CMU’S Office of Research and Sponsored Programs to produce the Michigan Soap Box radio program. She records residents around Michigan as they voice concerns. Episodes are available at http://soundcloud.com/michigansoapbox.
COCURRICULAR ACTIVITIES

Film Society again helped select the films and staffed the theatres for the Central Michigan International Film Festival in Spring, 2012. We are now busy planning for the 2013 festival, which will be February 8-10 and February 14-17 (two weekends). By the middle of December, 2012 preliminary information about the upcoming festival will be posted at the Film Festival website: www.cmffilmfestival.com.

Ashleigh Curp was elected 2012-2013 President of the Film Society at the last meeting of the Spring semester. Plans this year include, in addition to working on the festival, screening films at the Film Society monthly meetings, and selling t-shirts promoting the Film Society and the Central Michigan International Film Festival. If you have original work you would like to offer for Film Society screenings at its meetings, please contact cmufilmsociety@gmail.com.

If you have work you would like considered for inclusion in the festival, please contact the Festival Director, Dr. Mark Poinsetter, at poin11m@cmich.edu.

MHTV had a remarkable summer and looks forward to continuing that momentum into the fall. Our biggest news comes from the incredible Moore Hall television studio update. This summer our engineer Robert Johns and Video Labs Manager Eric Limarenko spent countless hours configuring and overseeing the installation of almost $400,000 worth of new equipment. Our Moore Hall studio is now completely HD based. A huge thanks goes out to the GA’s that helped support the effort as well. Both Kevin Smith and Eric Mithano did an amazing job helping with the build. We now have a studio and control room second to none.

We have also expanded our field production capability by increasing the number of Sony NX5U camcorders available for our sports, news, and cinematic productions. MHTV Sports and Central View return for another year of award winning programming and we welcome a new addition to the MHTV family, Central Premiere Productions. CPP will focus on cinematic productions and help grow creative opportunities for our students. It looks to be another exciting year for MHTV and we appreciate all the support from our alumni and staff.

This year Moore Hall Television added another group to its list of already successful Co-Curriculums. Formerly known as F1rstPost, Central Premiere Productions is now under the Moore Hall Television umbrella. With the new name, come new faces. The faculty advisor is Eric Limarenko and the graduate assistant supervising is Jennifer Headley. This year’s president is senior Abi Haggart. Along with a strong executive board, they are ready to crank out many professional quality productions this semester.

One production that is currently being wrapped is a feature length movie titled, “Limelight”. This is a project carried over from the previous year. Vice President of Central Premiere Productions, Adam Glenn, has been editing all summer to have it ready at the beginning of this semester. Also in the works for Central Premiere Productions, is an episodic show called Adventurous Detectivous. Long-term members Pat Hoban and Miles Johnson will be producing six, 20-minute-long episodes over the span of the semester. They began filming over Labor Day weekend.

We began this semester with the Co-Curricular Kick-Off on Thursday, September 6th at 7:00 pm in Moore 101 and held our first official meeting on Wednesday, September 12th, at 6:00 pm in Moore 120. These meetings set the stage for new productions. People returning from last year have brought with them ideas and scripts they are eager to produce. Having this be Central Premiere Productions’ first official year as a Co-Curricular group at BCA, we want to generate professional grade shows and movies that we are proud of and that the School can be proud of as well.

The news division is truly excited about this school year. We will be producing our newscast in total HD starting this fall. The picture quality of the new field and studio cameras is amazing. We are also planning extensive coverage of the 2012 presidential election campaign with a special focus on key local races.

As part of that effort, we are establishing a special political unit that will be responsible for coordinating our coverage before, during, and following the November 6th election day voting. The election night coverage will include a special edition of News Central 34 using multiple reporting platforms.

Finally, we are in the middle of a major reconstruction of our website. The new site will be much more interactive and a lot easier to access. Stay tuned for more updates. We hope to have the new site fully operational by mid-semester.

The fall has started with a bang for the students of the radio stations. First off, you may have noticed the new logo that signals Modern Rock 91.5’s change to Moore Rock Radio 91.5 starting on October 1. Listeners now hear a broader format on the station (coccurrel continued on page 5)
Almost Famous, MMR is poised to grow stronger.

Beyond the walls of the studio, Moore Media Records is also passionately involved in the live music scene. A hallmark of the label is the various live shows of differing genres that the organization arranges every year. These live shows enable MMR to actively promote local artists. At the same time these concerts also allow members to gain real life experiences in the realm of live audio. As a group that is committed to both music and education, these concerts serve as an excellent compliment to the label’s recorded works.

A sense of community and a willingness to give back is also another driving factor in the operations of the label. In the past, Moore Media Records has had the pleasure of working with and assisting charity events like Relay for Life, To Write Love on Her Arms and the Central Michigan AIDS Walk. Beyond a reputation for quality music both live and recorded, MMR seeks to further demonstrate it is an organization that is committed to improving its community.

Moore Media Records and its staff are eagerly working to maximize the potential of this year’s opportunities. A priority of this year for the label is to further engage and educate its general staff.

BCA 521’s Project
A New Mutant
was screened at the International Burbank Film Festival.
Follow the link below to view it:
http://www.youtube.com/watch?v=l1_aAgNW99o
STUDENT ORGANIZATIONS

The CMU Student Chapter of the Radio Television Digital News Association (RTDNA) is set to kick off another great year with a new executive board. The new president of the chapter is Rodney Harris. Alex Decke is the new vice-president. Stephanie Santostasi and Mason Flick are the group’s new secretary and treasurer. The chapter ended last year by touring the facilities at WLNS-TV in Lansing. RTDNA members met with the station’s news staff and learned a lot about how the newsroom operated.

This year, chapter members are planning to focus on conducting more station tours and networking with more industry professionals. The chapter is also planning a trip to Chicago in the spring to tour local newsrooms in the 3rd largest market in the country.

The National Broadcasting Society is a registered student organization created with the prime purpose of helping its members further their student careers and opportunities. The organization always welcomes new faces and is happy to see returning faces as the semester gets going! While any student may join NBS, the honor society of NBS, Alpha Epsilon Rho, has certain academic requirements for membership. The society puts together visits to local and regional production facilities, sponsors guest speakers, holds resume building workshops, and organizes exciting events on campus.

At the March 2012 convention, our advisor, Dr. Jeff Smith, was elected to a two-year position on the NBS board of governors. Jeff has also accepted the position of webmaster for NBS-AERho national and has been working on the new NBS-AERho website (nbs-aerho.org) since the start of the Summer.

This Spring, NBS is looking forward to the 71st National NBS-AERHO Convention, which will be held in Washington DC. The convention will be in March from the 20th through the 24th. Attending this meeting is a great opportunity to extend contacts and networking relationships, listen to talks and presentations put on by professionals currently working in the industry, and hopefully win some honors at the Awards Ceremony held at the end of the convention. It is not too late to sign up and join us in DC for what will hopefully be our best convention yet!

We have experienced a great kick-off to the Fall 2012 semester. With our general membership growing, the organization is working on planning several fun events! We are focusing our current efforts on our semi-annual 48-Hour Film Competition as well as the 48-Hour Film Showcase featuring all of the films that were entered. Each film is eligible to win awards, including best director, best cinematographer, best editing, best actor and actress, best script, and everyone’s favorite, the people’s choice award. As the weather cools off, NBS will be hosting seasonal socials to look forward to. This includes the Halloween double-movie feature and our trip to Uncle John’s Cider mill.

Overall, we’re sure this semester will prove to be another exciting one for the National Broadcasting Society and its’ members! New and friendly faces are always welcome to any of the organization’s events and meetings.

 Alliance for Women in Media is shaping up for another great semester! Kicking off the start of the school year, we participated in CMU Main Stage and it was a great success. We had many new recruits interested in joining. There was a lot of interest from freshmen as well as upperclassmen - including some males. We have exciting ideas for fun events this year and strive to have every member in the group benefit.

Our CMU chapter is entering its sixth year as a BCA co-curricular organization with a strong and highly motivated executive board. This year AWM will continue to promote diversity and to strengthen the influence of women in the vast media community.

Based on the great interest in journalism/multimedia careers expressed at the Women in Media to join our organization and to help us achieve this that really make AWM a great organization to be a part of!

Last spring, we also went on a station tour to WXYZ Channel 7 in Detroit where we were able to sit in on a live newscast. We met news anchors Stephen Clark and Carolyn Clifford, and meteorologist Chris Edwards. Later that day we went to Detroit’s Hit Music Station, 95.5 in Detroit where we met Nick Craig. We had a great time networking and making connections with these professionals. AWM Events Chair Ashley Raymond earned a summer internship at WXYZ after the station tour.

AWM is full of wonderful leaders with great energy who want to get as much experience as they can. We hope to maintain the large number of committed members this 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!
Check out these selected pics of the new MHTV and click on the Vimeo link for a more dynamic perspective. This construction replaced a 16-year-old physical plant and now integrates multiple systems. Successful completion of this project would not have been possible without the skilled and intense efforts of BCA contract engineer Robert Johns, Video Laboratories Manager Eric Limarenko, graduate assistants Eric Mithamo and Kevin Smith, and the world class talents of AVI Systems contractors Bob Zeichner and Joel Holzknecht. Greg Surma of CMU’s Public Broadcasting Center provided additional key consulting services. Experience this facility for yourself next time your travels take you to the Mt. Pleasant area.

Check out the video:

http://vimeo.com/48711781
Where are They Now?

Tim Roberts (82) was named by Radio Ink as one of the country’s top two Program Directors in Markets 11-25. Tim is the Program Director for 99.5 WYCD, 104.3 WOMC, Sky Radio, and Meuvette in Detroit.

Bill Fritz (83) is working as the co-executive producer for The Real Housewives of Orange County. He also has been part of the executive team for The Real Housewives of Beverly Hills.

Michael Steger (93) is the Director of Marketing and Communications at Edmonton Space & Science Foundation/TELUS World of Science, Edmonton, Alberta, Canada.

Isha Cogborn (00) has her own business as an Entrepreneurship/Business Motivational Speaker in Phoenix, Arizona.

Nicole DeRuiter (05) is the current Social Media Manager for Fresh & Easy Neighborhood Markets in the Greater Los Angeles area.

J.R. Curtis (MA 07) is the Director of Education and Production at Your Media in Fayetteville, Arkansas.

Chris Rodela (09) is working as the Associate Director of Event Presentation at the University of Michigan Athletics Department.

Dan Durkin (09) recently accepted the Video, Web and Print Technician position with the Walled Lake, Michigan Consolidated School District.

Tristan Calhoun (10) is a Board Operator at Journal Broadcast Group in Tucson, Arizona. He has been busy producing Arizona Diamondback baseball games.

Jerry Taylor (10) is the Sports Director at WBUP/WBKP in Ishpeming, Michigan.

Brittney Carlson (11) is working as a Digital Production Assistant at MTV Networks.

James Slider (11) is a member of the advance team for President Barack Obama

David Benton (MA 12) is working as a broker analyst for Patrick Communications in Ellicott City, MD.

Constituent Chapter News

I was on campus recently and had a chance to see the new Moore Hall television studio. To quote Professor Sykes, “WOW!” You will want to see it when you come for Homecoming. I was one of the first students in Moore Hall when it was opened on 1971. We thought we had state of the art then – monochrome RCA PK330’s, an audio board with eight inputs, the capability to key titles with art cards made on a hot press. Everything had tubes. What a change! The new digital studio is probably BCA’s most significant technology upgrade since Moore Hall was built. Our students now have a state of the art facility in which to learn.

Bill Thompson and team have another fantastic lineup for the 13th Alumni Radio Takeover this year. If we raise enough money from this year’s Takeover, we plan to endow the Al Painter Outstanding Newcomer Scholarship. We are very close to reaching that goal through your participation and generous contributions over the past several years. Megan Shire was the 2012 recipient. Megan developed an impressive list of work in just her first year. If you see her in the halls during homecoming, take time to stop and chat for a moment.

Our annual Fall meeting is scheduled for 8:30 a.m. on Saturday October 20th in Moore 109. I hope you can join us as we will be making plans for the rest of the year. We welcome your participation.
Greetings BCA Alumni!! We are now in the home stretch in planning for our 13th Annual WMHW-FM Alumni Takeover during the 2012 CMU Homecoming, October 19th and 20th. The CMU Alumni Association has dubbed it a “Goldrush” weekend, and we welcome back Herb and Marilyn DeRemedi as co-Grand Marshals.

Looking over the schedule this year, I am really excited to see a lot of new names along with many of the trusted veterans!! We owe a huge thanks to Tom Moore, who serves as Program Director for our version of a “fall classic.” Tom has been able to build a nearly complete line up for our 48-hour event, which runs from 12:01 a.m. Friday through midnight Saturday. The only void at this writing is Saturday 3 pm - 6 pm during the game, so there is room for someone seeking some time back on the air. Shoot Tom an e-mail at tommoore@wtam.com if you want a shift.

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, or launch new ones. In the past 12 years, it has grown to become a showcase for the School of BCA and for BCA Alums to relive their days on campus.

I want to add that there are many chairs in the studio, so please come and join us – especially if you’ve never participated. You will be hooked!!

For participants, I am now in the process of luring CMU’s top administrators and Alumni Association officials to join us in-studio on Friday, so be advised that you MAY have a guest joining you. I have already spoken with President George Ross, Athletic Director Dave Heeke, Vice President Dave Burdette, Alumni Association Director Marcie Otteman, and am working on lining up times for others, like CCFA Dean Salma Ghanem.

BCA Alum Brianne Frucci Tucker has again agreed to handle our traditional two-hour tailgate remote from Alumni Village at Rose Ponds, which runs from 1-3 p.m. Saturday. Contact her at blfrucci@gmail.com if you want to help out. That remote will again feature a performance by our now famous Tim Jackson BCA Kazoo Band. We also will enlist students to cover the pre-parade Alumni Breakfast remote. Check our Facebook page at “Broadcast and Cinematic Arts (BCA) Constituent Alumni Chapter” or www.bcaalumni.org for updates. I also continue to build an e-mail list, so contact me at bstcmu78@yahoo.com.

Keep in mind that the Takeover is THE major fundraiser for the Broadcast and Cinematic Arts Constituent Alumni Chapter and we ask a minimum 30-dollar donation per person/per shift. All of the money directly supports chapter activities, including the Al Painter Outstanding Newcomer Award, that helps get a new BCA student started on a successful career path. If you’ve never been part of the Takeover, at least stop by sometime to experience it for yourself, whether you are a “radio person” or not!! I’m counting on meeting many of you in person in October, so til then!!

Bill Thompson
Takeover Coordinator

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BCA Mentor Program

Liz Wright, BCA Alumni Advisory Board

Connecting students with alumni has always been a priority for the BCA Alumni Advisory Board, whether it be participating alongside employers at the annual Career Fair, hosting its own Mentor Fairs or interacting with students during the WMHW Takeover weekend. More importantly, we thought it was time to create a network of alumni that BCA faculty and co-curricular executive boards have the ability to access year-round. The board has been working throughout the summer to gather fellow BCA grads from around the country to be a part of our BCA mentor database. The industry is changing; we’re defined as much more than ‘broadcasters’. We also work in digital media, social media, marketing and public relations. The database reflects this broad range of professionals. BCA staff and students now have access to mentors in a number of capacities - for demo and resume review, Skype lecture opportunities, 1-on-1 online mentoring, and speaking engagements on campus. Some have even opened the door for groups to come take a tour of their facilities. These mentors impart real-world advice and experience to students and help prepare them for this exciting and fast-paced field. We’re always looking for more alumni to step up and become a mentor. If you’re interested, please contact me at lizwright0000@gmail.com. Help shape the next generation of young electronic media professionals and fellow BCA alums.
BCA MATCHING DONATIONS OPPORTUNITY

The Dean of the College of Communication & Fine Arts provides a 50% 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 leverage 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 Dean has 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 the BCA office, Moore 340, Central Michigan University, Mt Pleasant MI 48859, made out to either fund.

BCA Donors

Many thanks to those of you whose generosity helps the BCA program meet its educational mission

Will Anderson
Broadcast Education Association
Kelly Bunker
M/M Thomas Cole
Kevin Corbett
Country Radio Broadcasters
Lou Day
Hilary Louise Farrell
Ed Fernandez
Tracy Galloway
M/M Christopher Gerhardt
Jamie Lynn Gilbert
Brett Holey
Tim Jackson

Jeffery Jirkovsky
M/M Edward Kerr
Jeffrey Larkin
Scott Loomis
M/M Mark Mueting
Rebecca Mestelle
Kelly Milionis
Darcy Orlik
Pete & Chris Orlik
Jeff Rivard
Scripps Howard Foundation
M/M Steve Serkaian
Jeff Smith
Todd Sokolove
Ben Tigner

Donors since The Moore Holler, Spring 2012
Key Student Awards & Honors

MICHIGAN ASSOCIATION OF BROADCASTERS
College TV Station of the Year 2012
11th Year in a Row

BROADCAST EDUCATION ASSOCIATION
MHTV/News Central 34 was awarded the inaugural
BEA Television Signature Station designation.

TELLY AWARD
Michigan Beerology (from Central View) Bronze Colin Hennessy

NATIONAL BROADCASTING SOCIETY
First Place Studio or Live Performance Audio Ryann Daigler and Michael Torrento
First Place Sport Play By Play Shelby Miller and Ryann Daigler

2012 NEWMAN CIVIC FELLOW
Jason Vasquez

MAB SCHOLARSHIP WINNERS
Orlik MAB Scholarship
Erin Calhoun
Cheyenne Badder

WXYZ MAB Scholarship
Ashley Raymond

Help BCA Save Printing and Mailing Costs

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We will gladly email you the BCA newsletter, beginning Spring 2013
Please send your email to:
bcacomich.edu

The Moore Holler is also available on the BCA website.