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

Director's Doodle
By Pete Orlik

As BCA enters its 33rd year as an independent unit, we look with pride on our massive list of successful alums and with gratitude for the support they continue to provide for a program that continues to evolve and expand.

On the radio side, we now have two multi-operational stations. At the end of April, work was performed on the CMU broadcast towers to accomplish two significant projects. Modern Rock 91.5, the HD mother station, is now being propagated from a five-bay antenna at the top of the higher tower in a new nondirectional pattern that extends its southern signal all the way to St. Johns. Meanwhile, our newly acquired translator’s antenna near the apex of the second tower is covering Isabella County and beyond with a Triple-A (Album Adult Alternative) service at 101.1. Known as “Mountain 101,” this outlet is actually our big station’s HD-2 output which can now also be heard on the analog band. Of course, both facilities are streamed worldwide at wmhw.org. We encourage you to visit the site to experience the dual output of BCA’s very own radio cluster. This is certainly a long way (in time and reach) from the 10-watt WMHW we launched from the roof of the new Bush Theater in 1972!

Following the recent retirement of legendary radio operations manager Dr. Jerry Henderson, we have hired Chad Roberts to continue our audio odyssey. Chad occupies a newly-created staff position which replaces Jerry’s faculty billet. This means he is employed on a twelve- rather than a nine-month basis to provide seamless facility direction throughout the calendar year. Chad joins us from Simpson College in Iowa where he supervised all student media since 2005. He previously spent a dozen years in Minnesota commercial radio as on-air personality/sports director for KRBI/KQAL (Winona), sales promotions coordinator at KTCZ-FM (Minneapolis), and morning show host/news director at KEEZ-FM (Mankato). He holds the B.A. in Organizational Communication from Winona State University and an M.S. in Mass Communication from State Cloud State University.

Our second new full-time colleague is Dr. Sangwon Lee who has been teaching at Jamestown College in North Dakota for the past two years. Dr. Lee earned an M.A. in Telecommunication Management and Policy at George Washington University and a Ph.D. in Media Management and Economics from the University of Florida. Industry experience includes work as strategic planner for Kore Telecom Freetel, researcher in the Division of Policy Studies at The Sejong Institute, and policy researcher at the Sejong Institute (all Korea), as well as service as a research consultant at the International Telecommunication Union in Geneva. Sangwon will be teaching upper level and graduate coursework in management and media convergence as well as sections of the storied Survey of the Mass Media (BCA 210).

To fill out our professional teaching roster, we have also hired two part-time faculty from the industry who both have longstanding ties to BCA. Tim Hygh (class of ’82) takes over the Sales course that Jerry Henderson so successfully taught for three decades. Tim’s past sales management experience with Clear Channel, CBS stations (Detroit), ABC Radio, and Citadel Broadcasting will prove a great asset to students learning the account side of the business.

Director’s Doodle page 2

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

Oh no, it’s me again! I am honored to once again be serving as the Chair of the BCA Alumni Advisory Board, and would like to commend Tim Hygh on his stewardship of the group over that past two years. Here we are at the start of another school year, and it seems that our business is evolving almost daily! The latest big story (always subject to change) is that Apple’s new version of Apple TV (dubbed “iTV”) “will change everything.”

(Snippets continued on page 2)
Director’s Doodle (continued from page 1)

Meanwhile, in the Copywriting arena, Craig Allen Munn (class of ’93) is handling an additional section of the BCA 311 course each semester. Craig is currently the award-winning Creative Services Director for Citadel Broadcasting/Saginaw with additional radio production and on-air experience dating back twenty years.

In addition to these four appointments, we also benefit from nine new graduate assistants who join our six returning GA staffers for a total of 15. Thanks to grants from the Provost and Dean of Graduate Studies, this is the largest graduate assistant corps in BCA history and has allowed us to expand audio and broadband activities as well as providing long-needed support for our Survey of Mass Media faculty. Our new assistants come from Illinois State, Marist College, and Beijing Normal University (China) as well as CMU. We look forward to the enrichment they will provide to our classes and cocurricular operations.

One of these operations, MHTV, is also breaking new ground, after winning College TV Station of the Year from the MAB for the 9th consecutive year. A year ago, what was then CMU’s Public Relations Office got out of the television business and turned over the university’s cable television network (34 on campus, 97 in the community) to BCA. Since that time, video laboratories manager Eric Lamanenko and video unit head Ben Tignor have been laying the groundwork to convert from responsibility for five hours of programming per day during the academic year to 24-hour-a-day year-round operation. Programming is now being archived and MHTV production expanded to fill this new role. A new branding identity is under development and we are now field-testing an automated traffic system to fully exploit this video opportunity.

In the previous Holler edition, I mentioned (okay – griped about) the laborious Program Review process in which BCA was then engaged. This once-every-seven-year burden has now been completed with very positive results. The Provost has ranked both our undergraduate and graduate program as “High Quality” and given both a “Top Priority” ranking for additional resources. Our external reviewer, Dr. Bill Christ of Trinity University (the recognized expert in assessment of communications programs), was very laudatory in his comments and positive in his evaluation. In fact, he was so impressed by our program, and so convinced of its equipment needs, that he donated one-third of his honorarium back to the School! We will see how these determinations impact the BCA budget. We hope that a combination of increased internal resources paired with outside donations and grants will drive refurbishing and maintenance of our physical plant.

Finally, there are three Fall events of interest. The annual Alumni Awards Dinner is scheduled for Friday, October 1. BCA is again blessed with two winners. Recent graduate Ryan Walsh has won the Outstanding Young Alumni Award for his work as a videographer and production staffer for Discovery as well as the NBC sitcom Community. WMHW’s communications attorney Alan Campbell has been given the Honorary Alumni Award for four decades of “over-and-above-the-call” labors on behalf of the station – including its recent translator acquisition. If you wish to join us at the Dinner, please contact Assistant Director of Alumni Relations Cindy Jacobs at jacobs1@cmich.edu. Homecoming occurs two weeks later on October 16. The annual alumni takeover of WMHW begins a day earlier. See Takeover-Guru Bill Thompson’s article elsewhere in this issue. We will also have the usual post-game reception in the BCA complex, another assemblage of — and performance by — Tim Jackson’s BCA Kazoo Band (all are welcome to join — kazoo provided) plus many opportunities to connect with old friends, old and new faculty, and today’s students. We look forward to seeing you back in the Mount for this epic weekend.

Lastly, at the December commencement in the new Events Center, BCA alum and NBC Nightly News director Brett Holey will serve as speaker and be awarded an honorary doctorate. Brett has been a continuing consultant to our Alumni Advisory Board since its inception. We are proud to have him back on campus in this distinguished role.

Have a pleasant autumn and join us when you can!

Snippets (continued from page 1)

according to Digg founder and blogger Kevin Rose. No question, the launch of the iPad has people viewing content in different ways than ever before. Music and video, the traditional content fueling radio and television, are available on a wide variety of devices over a wide variety of networks.

So what does this have to do with the School of Broadcast and Cinematic Arts? Well, like most of you reading this, we have all taken our knowledge and degrees from BCA and CMU and gone out into the world to work in various types of communications careers. Every day we come across situations where the business and technology are evolving. Our role is to understand and bring these experiences back to Dr. Orlik and his team so that they understand what we see and experience with all the changes.

CMU’s School of Broadcast and Cinematic Arts continues to excel as one of the top programs at CMU. The program and its offerings have evolved a lot since my days here in the 1980′s but so have all of us. Being able to link our time at CMU to our current roles and back to CMU is an enjoyable and rewarding experience. If you haven’t returned to campus in awhile, please join us for Homecoming weekend October 16th and experience the changes yourself. The future is exciting – and to witness the current crop of students ready to go forward is energizing!

(Tim Jackson is Vice President, Media Product Management, for Intelsat)
Faculty Notes

Kevin Corbett was selected as one of two recipients of the 2010 Central Michigan University Honors Faculty of the Year award.


Ken Jurkiewicz presented “I was a Pre-Teen Swedish Welfare State Vampire: Let the Right One In as Critique of Scandinavian Style Socialism” at the International Conference on the Fantastic in the Arts in Orlando, FL.

BCA graduate assistants Gabriel Kuchar and Michael Marra presented “When Worlds Collide: A Monomythic Analysis of Blomkamp’s District 9” at the International Conference on the Fantastic in the Arts in Orlando, FL.


Trey Stohlman was the panel moderator for “Less Equals More? The Status of Women in Broadcasting” in the Gender Issues Division at the Broadcast Education Association National Convention in Las Vegas. Trey also presented “Women vs Men: The Broadcasting Classroom Under Review” at this same convention.

Trey Stohlman presented “Process Model for Determining Reasonable Accommodations Based on Technical Standards” at the Association on Higher Education and Disability (AHEAD) conference in Denver, Colorado, with Susie Pletcher-Rood, Director of Student Disability Services at CMU.


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Rick Sykes and Ed Hutchison co-authored “How Two Communications Or-
COCCURRICULAR ACTIVITIES

It was a busy summer for WMHW -FM. The staff of Modern Rock 91.5 revamped its playlist and sound and is now rocking through the early fall. Thanks go out to Prof J, Papa Trey and The Budman for doing an outstanding job last summer on their show “The School of Rock.” Modern Rock will be displaying a new banner when it comes around town with live events. News and Sports were quiet in the summer, but things are going strong now. Sports continues to broadcast Shepherd football and the News Department works hard to keep you up to date on all the happenings in the Mount Pleasant area.

On the flip side, to use an old radio axiom, people working with Mountain 101 did a great job of getting the station established over the summer. Thanks go out to Eric Limarenko for being the first person to have a specialty program on Mountain 101. “Read Icuculus” radio was a Wednesday night sensation, with people listening across Michigan as well as across the country. Eric had some great jam band tunes and banter that made it a must-listen-to show every week. A full scale, weeklong “new station” launch was held Sept 14-18 at various locations around Mount Pleasant. Prizes were given away and listenership was increased.

You can always hear us streaming at www.wmhw.org. Please give us feedback on our formats.

Film Society is back again for an exciting year of film exploration. This year we plan on examining more films and giving Film Society more of a film school feel to it. We will also be watching films that many of our membership haven’t heard of and then we go over the film to discuss its impact, strengths and weaknesses. We plan on getting more guest speakers to come and explain their works and demystify the process of creating film. Film Society also plans to work on many joint endeavors with First Post Entertainment, a filmmaking group here within BCA. In addition, Film Society plans on doing some new fundraisers, all in the name of showing innovative films in different ways.

Meanwhile, the Spring Film Festival may be redesigned to present theme nights.

The overall goal for this year is a give students and the community the ability to see films on a regular basis that were over-looked, hard to find, or are just plain interesting. This approach should help in expanding young film lovers’ minds and allowing them more exposure than can be gained via the local movie theatre.

Moore Media Digital Design is tasked with upgrading software and hardware this semester to help keep the BCA website up to date with the latest information about the School’s co-curricular and student organizations. Also this semester, M2D2 is continuing its relationship with Moore Hall Television by bringing their show web pages to the next level with video interaction. Helping us with this endeavor is our newest graduate assistant, Jing “YoYo” Ran. She comes to us from Beijing Normal University. Her impressive sense of design coupled with her technically savvy will bring a fresh perspective to the group and we are expecting big things this year.

Keep an eye out for our social network presence via Facebook and Twitter. M2D2 will be looking for ways to streamline the social network interface within the construct of the BCA website.

This is shaping up to be a very good year for News Central 34. We upgraded our weather forecasting system this year. The new system offers our students the latest tools in weather prediction. In addition, we enhanced our Facebook and Twitter postings with the latest weather data. We see this new capability as a major asset as we continue to look for ways to add value to our news coverage for

(cocurricular continued on page 5)
MHTV is starting the year strong with new shows, new faces, and new opportunities! The shows launching this semester are “High Adventure Club” following the student organization that skydives and rock climbs, and the “First Post Show” bringing cinematic style programming to our channel. The two shows are both original in format and content, which will be a great addition to MHTV. Of course we are continuing our long running shows MHTV Sports and Central View, both of which are being updated this year.

The new additions to the lineup are accompanied by new equipment and opportunities for the channel. Over the course of the summer $120,000 of new equipment has been purchased for field production. This will allow access to training and gear never before possible. The station also transitioned into a twenty-four hour channel, continuously airing student produced entertainment shows and news programming. Along with the new technology, MHTV Sports has formed a partnership with Chippewa Athletics to help produce online content for the web and MHTV. With new equipment upgrades for MHTV Sports, we hope to move from our previous five games per semester schedule to include at least 10 games each term.

Moore Media Records is continuing to expand and evolve as a record label during the 2010-2011 school year. The group was pleased to release their second complete album starring hip-hop performer Klass Witta K and is eagerly looking forward to the creation and release of their third polished work, which is to be a compilation of talented artists from the Mount Pleasant area. MMR is looking to retain the frequency of the concerts the label stages, hosting about four concerts per semester, and has shifted its focus to increasing music quality and attendance at these shows.

Losing only three members of its executive staff, the label looks forward to a very productive year. Retaining his former position of Demo Director, Mike Wells will add another year of production experience to MMR. Joining him in this position as Co-Demo Director is Thomas Mayer, a newcomer to the production side of MMR, but a longstanding member of the label. Former Multimedia Director Ezra Bakker will assume the position of Production Director and will undertake the task of spearheading the production of the label’s next album. In the marketing department, promotions veteran Nikki Burnstein is a welcome addition to MMR’s staff. Joining the staff at the position of Business Director, Ryan Iles will work to facilitate the group’s revenue stream. Returning to his position as Label President, James Slider is looking to lead MMR to another productive and positive year. Also rejoining the staff is Graduate Advisor Brad Irvan. As the label’s most experienced production member Brad will be helping to guide a number of audio projects for MMR. Beginning this year, staff Advisor Chad Roberts will oversee operations at MMR as well as the School of BCA’s radio stations.

As the label looks to another year, it seems that its biggest challenge will be the production of a sampler CD consisting of a dozen songs, written and performed by local artists. MMR made the decision to experiment with this format in order to diversify its musical content, and to raise awareness of local performers. By signing as many as six local artists for two or three select songs each, the label plans to immerse itself in the local music scene and work to promote Mt. Pleasant’s musical culture.

While MMR sets its next production project, the label is also enjoying the fruits of the extensive production process it underwent last year in creating the hip-hop album “Boarding First Klass,” featuring rapper Klass Witta K. The release of this album to the public is definitely cause for celebration, and is an event that will allow MMR’s members to enjoy the rewards of their hard work. With several projects already under way and a number of other developments in the making, Moore Media Records will face a challenging but ultimately rewarding year. Headed by an experienced executive staff and with the support of the largest general staff the label has ever seen, this co-curricular hopes to accomplish a number of new things in the 2010-2011 academic year, and even more in the years to come.
STUDENT ORGANIZATIONS

The Radio Television Digital News Association is having another great year here at Central Michigan. CMU's student chapter of RTDNA is a professional organization aimed at helping students meet industry professionals in the world of broadcast news. Our goal is to establish relationships between our members and those in the news industry. As is commonly known in this business, it really is about who you know! Every year we make it a point to tour news stations across the state, attend professional workshops, host résumé building sessions, and put on fundraisers to support our cause. This year we have some exciting new ideas and look to accomplish more than we ever have in the past. If your passion is broadcast news, you should join the Radio Television Digital News Association!

F1RST Post Entertainment (1PE) is a registered student organization created in late Spring '08 by four students who had one common interest: producing films. 1PE interacts with every step of the filmmaking process. Teaming with MACTV Network and now MHTV, 1PE members write, produce, direct, act, and edit every short film that they create. The more experienced members teach younger/newer members how to use equipment and about the general filmmaking process. After their first two years of existence, 1PE members created short films such as World of Loneliness, Money Laundry, and Fish Eyes. Now in their fifth semester they’ve added several more short films to their inventory. 1PE is currently producing an MHTV program showcasing members’ work from Fall 2008 to Spring 2010. In the future, 1PE plans to apply to be an official part of the BCA co-curricular family. For more information, visit www.firstpostentertainment.com.

Alliance for Women in Media, formerly known as American Women in Radio and Television, is currently undergoing many changes that we are very excited about. Over the past summer, AWRT underwent its name change in order to embrace women in all media fields. The new title reflects the shifts we’re seeing in the media industry, while still respecting the organization’s long history working for the advancement of women. We are excited that this new label has allowed us to expand our membership and make a greater impact on Central Michigan’s campus. Our predecessor AWRT was formed in 1951 as a national non-profit organization and has grown to be a powerful voice for women in the broadcasting industry. AWM continues this work to promote diversity and strengthen the influence of women in the vast media community.

Our CMU chapter is entering its fourth year as a BCA co-curricular organization with a strong and highly motivated executive board. Our new Chapter President is Rikki Jo Holmes, Kate Coates is serving as Vice-President, Jenn Sala is our Secretary/Treasurer, and Nicole Humes is taking charge of Membership and Events Planning.

Last year, CMU AWM went on a station tour to NBC 25 in Clio and met anchorman Dan Armstrong. The group also toured Citadel Broadcasting in Saginaw and had a great time networking with other professionals in the media field. AWM also helped sponsor “Girls & Guitars” which raised money for the group, and also allowed women to showcase their musical talents.

Our organization this year is hoping to significantly build up membership. AWM already participated in Mainstage at the beginning of the year and saw a lot of interest from incoming freshmen, as well as upperclassmen. Alliance for Women in Media plans to go on several station tours throughout the year in order to network with professionals in the media field. Our organization also plans to raise enough money to attend AWM’s Women’s Media Forum in Washington D.C. next spring. We believe this is very important to help members not only network with professionals, but also use the experience to advance their knowledge of their future careers. We encourage anyone interested in media to join our organization and help us achieve our goal of helping women succeed in the media community.

With our new advisor, Dr. Jeff Smith and a bevy of enthusiastic new members, the National Broadcasting Society has been extremely busy this fall semester. To add more interest to our annual 48-hour film competition, CMU has teamed up with an NBS chapter in Dallas to compare films. The chair of this film competition, Colin Hennessey, worked hard to ensure the film competition went off without a hitch. This 48-Hour Film competition has been successful in the past and this year’s changes made it even bigger.

The 2011 national convention is being held in Hollywood, California. We currently have eight students and an advisor slated to attend. All the members are excited about this opportunity and are working hard to raise money to support member attendance. Fundraisers also raise awareness of our group.
Jerry Henderson Retires

On April 28, 2010, Jerry Henderson’s family and CMU friends gathered to say “Happy Retirement”. After 35 years, Jerry finally gets to sleep in and work on his “Honey Do” list.

Karol White, Executive Director of the Michigan Association of Broadcasters stopped by with a proclamation from the MAB, honoring Jerry for his service to the broadcasting industry and CMU.
Where are They Now?

Pete Bowers (75) Station Manager of WBFH-FM, Bloomfield Hills, Michigan for the past 34 years was elected to the Michigan Association of Broadcasters Foundation Board of Directors. His station also was named the 2010 MAB High School Radio Station of the Year.

Eduardo (Ed) Fernandez (84) was recently named Vice President and General Manager of WXYZ-TV, the top-rated news station in Detroit.

Tim Nye (84) is the news director at WXYZ-TV in Detroit. Tim was formerly news director at WZMI-TV in Grand Rapids.

Tracy Gallaway (88) was promoted to Senior Manager of Business Sales for T-Mobile, U.S.A.

Rob Davidek (89) has been appointed program director at all-news WWJ-AM, Detroit.

Scott Huver (91) is a freelance writer in Los Angeles, regularly filing stories with several media publications such as People Magazine and TV Guide.

Jamie (Jendrzejewski) Westrick (02) has been promoted to head the National Fundraiser Program Development Department at Detroit Public Television. As a bonus, she and her husband are expecting a baby in December.

Aaron Jones (04) is the new weekend director at WSIL – TV, Channel 3, in Carterville, IL.

Wes Meisnrtner (05) is completing his fourth season with the Detroit Lions and is the new Premium Sales Manager.

Jason Kester (07, MA 08) won first place in the NY State Broadcasters Association PSA category.

Greg Angel (07) is working as a general assignment reporter at ABC 27HD—WTXL in Tallahassee, Florida.

Bryan Carr (MA 09) is a PhD student at the University of Oklahoma’s Journalism and Mass Communication Department in Norman, Oklahoma.

Catherine Bodak (10) is WNEM TV-5’s newest meteorologist, reporting at 4 p.m. Monday—Friday. She also is the science reporter and the stand-in for their chief meteorologist.

Jacinda Lancaster (10) was hired by Saga Communications as promotions director for their Ashville, N.C. cluster. She will be working for station manager and fellow BCA alum Bob Bolak (86).

Raymond Nelson (10) was one of six students from around the world accepted into Florida State’s screenwriting MFA program. Way to go Ray!

Constituent Chapter News

Kevin Campbell  President, BCA Constituent Alumni Chapter

For those of you who don’t get to campus that often I can tell you that it’s exciting to walk through the halls of Moore and see all of the students on campus and getting active in the co-curricular activities again. Which leads me to our upcoming Takeover at Homecoming; a time for you to relive some of that time you worked in the studio, spend some time with today’s students and just enjoy a great weekend with your chapter friends. It is our 11th year for the Takeover and we are always looking for new alumni to join us.

Our Chapter meeting is Saturday, October 16, at 8:30 AM in Moore 114. We need to elect officers this year. If you have a nomination or would like to run for a position yourself please let me know.

This past spring we awarded the Al Painter Outstanding New Student award to Robin Chan. Robin has been very active in Moore Media Records (MMR), helping with promotions and a host of other activities. He is always there to lend MMR a hand.

I want to take a moment to thank Bill Thompson for his leadership of the Takeover. It has become one of the Homecoming traditions highlighted in Centralight. This event is not to be missed. I also want to thank Jeff Kimble, Constituent Alumni Chapter VP, as well as, Brianne Frucci-Tucker, Secretary/Treasurer, for their behind the scenes work throughout the year to make our chapter successful.

I hope to see you all at the Takeover and Between the Ponds before the game to participate in the Tim Jackson Kazoo Band. The CMU fight song, played on the kazoo, has become one of the feature highlights of the Alumni Pregame event.

If you have comments or suggestions for the chapter please let me know. You can email me at campb1km@cmich.edu
Hello fellow BCA Alums. Soon many of you will be in Mount Pleasant for CMU Homecoming and the 11th Annual WMHW-FM Alumni Takeover. I never would have believed it, but even as we move into our 2nd decade (and my 8th year of organizing), we are still marking “firsts” each year, and this fall is no different. This year BCA Alums will take to the air, “live,” for 48-straight hours, with Craig Allen Munn kicking it off with Radio KAOS at 12:01 am Friday, October 15. The Takeover continues through midnight Saturday, October 16.

This fall will be very special for me, and many of you, as we dedicate the entire 48-hours to Dr. Jerry Henderson, who retired from CMU this spring after a 35-year run. I will be hosting a special tribute show beginning at noon on Friday, including some surprises, so I STRONGLY ENCOURAGE all of you who will be on campus at that time to join us in Moore Hall. If you can’t get to campus and want to offer a tribute, you can send a scripted message or audio attachment to jerry_tribute@bcaalumni.org. We will also be introducing Chad Roberts, who has taken over as Audio Labs Manager, and I know all BCA Alums wish Chad well. He hopes to meet as many of you as possible.

2010 will also mark an introduction to the Takeover for new President Dr. George Ross and CMU head football coach Dan Enos. I’ve also confirmed that Athletic Director Dave Heeke and CCFA Dean Salma Ghanem will be joining us...and we further expect Vice President for Finance David Burdette and Provost Gary Shapiro.

Jeff Kimble, our resident night owl, will host his 3rd Annual “BCA Dancin’ PJ Sleepover” from midnight to 6 a.m Saturday...and welcomes anyone who will help keep him awake. Contact Jeff at jkimble@intelsat.com if you want to join him. At this writing, there is at least one Saturday shift still open, but remember there are five chairs in the studio, and ALL BCA grads are welcome, even if you don’t sign up.

Despite the early noon kickoff of the game on Saturday, the Takeover will once again “take to the streets” as students handle our Pre-parade/Alumni Breakfast remote from outside the Leadership Institute. Then, at around 10 a.m., we move to the Alumni Village at Rose Ponds for our two-hour pre-game tailgate remote. The tailgate remote will again be hosted by Brianne Frucci-Tucker, so let her know if you want to be involved at blfrucci@gmail.com. It will also feature the musical stylings of Tim Jackson’s BCA Kazoo Band, where you can be a “player” (and Tim has the instruments).

Remember that the Takeover is THE primary fundraiser for the Broadcast and Cinematic Arts Constituent Alumni Chapter and we ask a minimum 30-dollar donation per person/per shift. The money supports chapter activities, including the Al Painter Outstanding New Student Award. I encourage you to contact me at wmhwtakeover@bcaalumni.org or thompsonarms@voyager.net, and I’ll put you on our e-mail list.

The Takeover this year will be streamed on the web at www.wmhw.org and for those of you in the Mt. Pleasant area it will be broadcast on MHTV TV Channel 34 (on campus) and Channel 97 (off campus). Do not forget to visit www.bcaalumni.org for the latest chapter activities and check our Facebook pages: “Broadcast and Cinematic Arts (BCA) Constituent Alumni Chapter” and “CMU Broadcast and Cinematic Arts Mentors.”

Hope to see many of you in Mt. Pleasant in October.

Bill Thompson, Takeover Coordinator
JUST ANNOUNCED: BCA MATCHING DONATIONS OPPORTUNITY

We are pleased to unveil a new initiative from CMU upper administration designed to stabilize the flow of equipment dollars to BCA while leveraging donations to our program.

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 construct a permanent source of facility support). This is a wonderful opportunity to double the impact of your contributions to BCA and insure the present and future well-being of the School’s physical plant.

Please consider supporting this new campaign. As part of the plan, the Provost and Dean have made a commitment to extend this matching offer for at least the next five years. If you have any questions, contact Pete Orlik or Joan McDonald. Contributions may be sent directly to Joan, made out to either fund.

BCA Donors

John Anderlie
Christopher Bolla
Kelly Cameron
Bowers
Carrie Brickner
Julie Gilbert-Brinks
Ron Browne
David Burdette
Joseph Butkovich
M/M Kevin Campbell
William Christ
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Michael Stawiaski
Ben Tigner
Trapline Productions
Truist
Cindy Vautrin
M/M Ira Weinreich
WEYI-TV
Patty Williamson
Thomas Worobec
Key Student Awards & Honors

Michigan Association of Broadcasters
MHTV/News Central 34—College Television Station of the Year (9th consecutive win)

The Communicator Award
Devin Termini, Chelsey Kimbrough—Award of Distinction—Renaissance Festival
Devin Termini, Glenn Bronson, Stuart Cram, Anthony Galli—Award of Distinction—Campus: Episode 5
Glenn Bronson—Award of Distinction—Urban Renewalers
David Flora and Eddie Stachulski—Award of Distinction—Sports

Society for Professional Journalists
Central Beat—Best All Around Radio Newscast—Region 4 Winner
and one of three national finalists

Central Michigan University’s Martin Luther King, Jr., Oratorical Contest
Jalisa Cannon—First Place

Broadcast Education Association
Festival of Media Arts Student Documentary
Jacinda Lancaster—“The Simple Things”—3rd Place

NABEF Freedom of Speech National PSA Competition
Brent Wycinski—First Place

Help BCA Save Printing and Mailing Costs

Would you rather receive The Moore Holler electronically?
We will gladly email you the BCA newsletter, beginning Spring 2011.

The Moore Holler is also on the BCA website.
http://www.bca.cmich.edu/aboutbca/mooreholler.html

Please send your email to:
Joan McDonald (mcdon1jk@cmich.edu)
or
Lori Rathje (rathj1l@cmich.edu)
Visit Campus For

Alumni Awards Dinner  
WMHW Takeover  
Homecoming  
BCA Homecoming Reception

Friday, October 1  
Friday, October 15—Saturday October 16  
Saturday, October 16  
Saturday, October 16 (right after the game)

3:30 — 5:30 p.m.  Moore 182 (Studio A)

Listen to WMHW HD-1 and HD-2 worldwide at www.wmhw.org

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