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

Director’s Doodle
By Pete Orlik

In the last Holler issue, I detailed the university’s comprehensive Program Prioritization Process that will reshape CMU by emphasizing certain successful programs while downsizing or even deleting those to substantially contributing to the campus mission. BCA prepared a one-inch thick report detailing elements of both our academic program and our six major “service units,” otherwise known as cocurriculars. This document may be thin on plot, but it is thick with interesting characters, settings and perspectives. Results of the prioritization process are expected to be announced sometime in October.

As we move ahead this year, BCA is pleased to welcome back Dr. Mark Poindexter from his three-year stint as CMU’s Director of International Affairs. For 2011/12, Mark will primarily be covering classes normally taught by Dr. Patty Williamson and Dr. Will Anderson who will be on sabbatical leave in Fall and Spring respectively. He will then reassume his normal class schedule in Fall 2012. With one exception, all other faculty and staff from last year are returning to join our largest ever corps of graduate assistants. Seven of these sixteen students are new to the staff. One of them, Jason Ikeler, won the “Entertainment News” internship from the Academy of Television Arts and Sciences for work in Los Angeles this summer on Extra. Jason was one of only 40 students selected for the various ATAS intern placements from over 2,000 applicants.

The person not returning is Lori Rathje, who has served for the past five years as our half-time front office secretary. As the first office professional hired after creation of that position, Lori developed an entire new set of administrative procedures and systems in addition to her duties as morning receptionist and supervisor of lab key distribution. BCA greatly benefited from her expertise and dedication and we wish Lori well in her new full-time position off campus. Michelle Carson has been hired as Lori’s replacement and brings extensive office administration experience from the public health and brokerage sectors. If you happen to make a morning call to our office, please be sure to welcome Michelle to the BCA family.

There were several student successes since the Spring Holler went to press. MHTV/News Central again combined to win College Television Station of the Year designation from the Michigan Association of Broadcasters – an unprecedented 10th year in a row that they have garnered this honor. This is the result of outstanding individual work by a number of students in news, entertainment, and sports programming under the skilled guidance of Ben Tigner, Rick Sykes, and Eric Limarenko. The competition becomes keener every year — but our video and news students continue to raise their own bars to meet it.

BCA’s Student Broadcast Executive Council (SBEC) also took the initiative to encourage student cooperative success within Moore Hall’s walls by setting up a “Render Room”. As Anna Trupiano, leader of the project, defines it, “The Render Room name came from the term ‘rendering’, ... the process of calculating effects in a video or audio editing file to produce final output. We wanted students to have a place to go while waiting for longer renders and exports, or between BCA classes, that they could relax and de...

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

As I write this, it is the day after Labor Day when summer is officially over. Sure, the last day of summer is technically the autumn equinox (September 23, this year) but we all know the truth – and it’s time to get back to school and work after the summer holidays. The end of summer also means the beginning of fall and football season, and home-coming! The members of the Alumni Advisory Board stay in touch with the academics and activities of the School of Broadcast and Cinematic

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

-stress in. We also wanted an area where all sections of BCA could come together to network so we could become more unified as a School.” Along with fellow SBEC member James Slider and other colleagues, Anna spearheaded the conversion of the former SBEC executive staff offices in Moore 119. Desks and file cabinets were cleared out, the walls were painted, and comfortable furniture was secured from students leaving town at the end of the semester. The new facility officially opened for business immediately after Labor Day. Even though Anna and James graduated in May and were not themselves able to enjoy the Rendor Room they created, students still with us are already benefiting from their innovation and hard work.

There is also a new student opportunity on the financial aid front. For those not able to attend the Spring Awards Banquet, you missed the first-time presentation of the new Fausto & Gladys Fernandez Scholarship that was endowed by Ed Fernandez in honor of his parents. Ed is a 1984 BCA graduate and Vice President/General Manager of WXYZ-TV in Detroit. He designated that this scholarship be awarded to a student active in BCA cocurriculars who is also working toward the advancement of minorities in broadcasting. It was especially fitting that, as keynoter for the Spring Banquet, Ed was able to personally present the award to its first recipient, Stephanie McTung.

Another CMU alum named ‘Ed’ also figures prominently in our news. Ed Christian, founder and CEO of 100-station Saga Communications and long-time distinguished BCA adjunct professor, has won CMU’s 2011 Distinguished Alumni Award. He will be formally recognized at the Alumni Awards Banquet on Friday evening, September 30, in the rotunda of the University Center. Please contact Cindy Jacobs jacob1cs@cmich.edu of the Alumni Relations Office, to secure a ticket for the event and join us in recognizing Ed’s immense service to the broadcasting profession.

Only two weeks later, there is another reason to visit campus. Homecoming is October 15 and, as has been the custom for more than a decade, includes the Alumni Takeover of WMHW that begins the day before. (Takeover Taskmaster Bill Thompson provides more details later in this issue.) Because of the 3 pm kickoff, we will not be hosting the usual BCA postgame reception in Studio A. However, the late game start also makes it much easier for folks to enjoy events at Alumni Village outside the stadium that begin at 1 PM. These include a live WMHW remote as part of the Takeover, and the reappearance of Tim Jackson’s “one and only gen-u-ine, broadcast Kazoo Band.” Meet us at the College of Communication & Fine Arts tent to meet, mingle and showcase your musical talents (or lack of same). As always, food is tasty and plentiful from the tents of all the assembled Colleges. We look forward to seeing you there. Free kazoos are provided courtesy of the Jackson Tonal Trust.

One more homecoming item. In the previous Moore Holler I noted that the raised flooring in our three control rooms was being replaced. This project was successfully completed in early August. As I also mentioned, we were retaining a few of the original tiles for presenting to alums who helped wear them out over the course of 40 strenuous years. As of this writing, there are 9 such tiles left and will continue to be reserved for those who wish them on a first-response, first served basis. The only stipulation is that you would need to be at Homecoming to pick yours up because we can’t afford to ship these historic but weighty souvenirs.

Floor tile or not, we hope you consider joining us for the Alumni Awards Dinner on September 30. Homecoming festivities October 14-15, or anytime your travels take you within range of Mountain Town. At other times, go to wmhw.org to give a listen to our two radio stations and visit us on the School website www.bca.cmich.edu. We rely heavily on the support of BCA alums and other friends both inside and outside the electronic media industry to help us meet the challenges posed by today’s higher education climate as we strive to continue to launch the successful careers of talented and conscientious professionals.

Snippets (continued from page 1)

Arts regularly, including two meetings a year (in April, to coincide with the annual BCA Awards Banquet and in October, the Friday before Homecoming). We also try to get to campus more frequently, whether it’s for a social visit or to lend our expertise to classes. All these activities are unique in their own way but they all serve one important purpose: to connect those of us in various parts of the “industry” with BCA students and faculty. In all of these interactions, I can’t tell you who ends up learning more – but I certainly come away from campus visits with heightened understanding of the new generations of students, the campus, the classes, and the faculty. It’s an experience I relish and invite all of you to share – by returning to campus, visiting classes, meeting students, catching up with faculty, and perhaps even re-living some college experiences (as the law allows). There is a whole list of activities surrounding Homecoming (Bill Thompson’s column will fill you in on some of them) associated with the School, the College, and the University. Please take time this year to come on back, meet up with old friends, and make some new ones. Above all, share your expertise with students, and reminisce with faculty and other alumni. Maintaining the connection with BCA is not only fun, it’s important for the next generation of electronic media industry professionals to meet a diversified group of alumni. You’ll be glad you provided this opportunity! We look forward to seeing you the weekend of October 14-16 on campus!
Faculty Notes

Jeff Smith presented “Charm and Attitude Versus the Monsters: The New Mythic Heroine in HBO’s ‘True Blood’” at the BEA National Convention in Las Vegas.

Rick Sykes presented “Working with a Weather Forecasting Vendor to Support the Training of Student Weather Forecasters” at the BEA National Convention in Las Vegas. He was also elected Chair of the News Division non-daily student newscast competition.


Kevin Corbett presented “High(ly) Un(def) indeed: Re-conceptualizing Independent Cinema” in the Scholar-to-Scholar Poster Session at the BEA National Convention in Las Vegas. Also, his paper “The Evolution of ‘I’: 25 Years of First-person Documentary” won first place in the Open Category of the BEA Documentary Division academic paper competition.

Rick Sykes was selected to receive one of four NATPE Faculty Development Grants for 2011.

Chad Roberts presented “From Secondary HD to FM Translator: A Case Study” at the BEA National Convention in Las Vegas. He was also chosen for a sub-committee of the Student Media Advisors of BEA.

Chad Roberts served as a judge for radio entries for the Michigan Association of Educational Broadcasters.

Jeff Smith published the WMHW iTunes app. This was revised by two editorial boards before being pushed live for download.

Jeff Smith was elected chair of the CMU Assessment Council for the 2011-2012 school year.

Trey Stohlman successfully defended his dissertation “Two Disciplines, One Class: Assessing Interdisciplinarity in Writing” and was awarded his Ed.D. in Educational Leadership from CMU.

Trey Stohlman was selected as the newsletter chair of the Gender Issues Division of the Broadcast Education Association.

Mark Poindexter returned to BCA as a faculty member after serving as the Executive Director of International Affairs for CMU for the past three years. We welcome our relic back from his many sojourns overseas.

2011-2012 Graduate Assistants
Roger (Buddy) Allman
Kelly Armbuster
Ezra Bakker
David Benton
Steve Bishop
Matt Bleau
Ben Griffiths
Jason Ikeler
Allison Menninger
Eric Mithamo
Karlie Powell
Jing (YoYo) Ran
Kevin Smith
Sarah Sorensen
David Sutton
Colin Walker
News Central 34 is moving forward on a number of exciting projects this year. We have updated some of the equipment in the studio including adding new show monitors for use by the on-air talent. The controlroom has undergone some renovations. We have added a new computer server that will allow us to broadcast our newscast in a tapeless format. Additionally, the controlroom has been reconfigured to allow for better traffic flow.

We have also added two more non-linear editing stations which will give us a total of four stations dedicated to the news operation. Finally, we are planning some exciting promotions during the year to help build awareness about the re-broadcasting of the nightly broadcast later in the evening. The goal of the re-broadcast is to try to reach viewers who may not be able to catch the live newscast at 5 p.m.

MHTV is back after joining with News Central to win Michigan Association of Broadcasters (MAB) Station of the Year designation for the 10th year in a row. This year we have a brand new staff along with some brand new shows. Returning shows include “Central View” produced by our new graduate assistant (GA) Matt Bleau, as well as “MHTV Sports” with our new GA Kelly Armbruster. The final returning program is “The First Post Show” now produced by Ally Imhoff and Josh Garmo. We also have two shows piloting: “The Horror Show” produced by Samuel Dietzmann and Christina Mills and “The Best of…” produced by Alyssa Atkinson and Wade Shields. We are very excited about what could be the largest number of programs the station has had in quite some time.

In terms of staff, we are completely new aside from Ben Tigner who still serves as faculty advisor for the group. The duties of Station Manager this year fall to Matt Bleau. The new Field Producer is Dani Mann. Leah Castile is the Promotions Director. Randy Oja and Rita Olenjniczak are the Sales Managers, and Jason Ikeler is the new GA in charge of Content Management.

In other recent news, the work MHTV Sports accomplished in cooperation with Chip Athleticts increased CMUCHIPPEWAS.com website views from 200,000 in 2008 to 1.7 million in 2010! There were also 219,000 video specific views and 85,000 unique visitors, further demonstrating MHTV’s growing capability in showcasing CMU activities. MHTV and Chippewa Athletics continue to build on this success within our new fall lineup.

MHTV is excited to be back and encourages anyone interested in video/television to please join in our future quality production pursuits. If you have any questions regarding MHTV feel free to direct them to the Station Manager, Matt Bleau at bleau1mf@cmich.edu. Otherwise, MHTV will see you on channel 97 off campus and 34 on campus.

“In MHTV: Think it, Shoot it, Show it.”

For the first time in many years, Modern Rock 91.5 completed an audience analysis survey. 216 respondents answered 22 questions about their radio listening habits, what they thought of Modern Rock and offered suggestions about what could be improved. At the mid-April end of the survey period, the station gave away an iPad to one lucky survey respondent. The survey gave the station some valuable feedback. Some of the suggestions made will be put to use in the very near future. Summer saw an increase in the number of student staff volunteers. At any given time 15-20 on-air personalities were using the summer schedule to sharpen their radio skills. Hopefully many of those that took advantage of the summer will be back to make the ranks even stronger in the future.

(cocurricular continued on page 5)
(co-curricular continued from page 4) fall.

Big thanks go out to summer Station Manager Chuck Oberski and Music Director Allison Wilkins. These two dedicated students were able to pull off the “Summer Meltdown Concert” at Riverwood on August 12. Three bands played and a lot of people showed up to enjoy a Friday night. None of this would have been possible without the hard work of Chuck and Allison.

Fall is off to a good start, new students are being trained everyday, sports is back with more Shepherd football, and the speciality shows are up and running. With a veteran executive staff big things should be going on all fall long. Keep listening to find out more. Hope to see a lot of alumni coming back to participate in the Takeover this year.

It is hard to believe that Mountain 101 is just over one year old. A very exciting and positive first year was capped with the audience analysis survey that covered both student-run stations. The results showed that Mountain 101 programming is definitely on the right track. Now it is a matter of recruiting more students to help staff this Triple-A station.

The big project for the fall is to add more news programming to the Mountain 101 schedule; to make the station a more news-focused outlet that people can tune into when they want Mt. Pleasant and state information. Overseeing this project is Graduate Assistant Alli Menninger. She will help with writing and reporting by our undergraduate staffers and packaging everything for airplay.

Thanks to Dr. Jeff Smith for upgrading the Modern Rock/Mountain 101 iPhone app. He is also working on one for the Android platform.

This promises to be an exciting year for Film Society. We have a whole new executive board, and with that talent we will be planning a fundraiser to raise money to go to the Ann Arbor Film Festival. Bi-weekly, we will keep up with the film schools by reviewing the latest in innovative and artistic filmmaking. Planning for the 2012 Central Michigan Film Festival will also be underway as we welcome back Dr. Poindexter to the faculty-advising role beginning in Spring semester. Check out our Facebook page “CMU Film Society” for our schedule of events.

Moore Media Records heads into the 2011 fall semester with a great deal of anticipation and optimism. After having completed its first sampler CD and putting on numerous multiple genre shows the previous year, the label has a legacy on which to build. This fall MMR is proud to be staffed with leaders that include Ezra Bakker as graduate assistant, Robin Chan as president, Joe McCarthy as demo coordinator, Rob Koch as production director, Kelly Deboyer as multimedia director, and Madeline Zeppa as artist relations director.

Currently, Moore Media Records is in the planning stages for its second sampler CD. The label is seeking new artists of different genres to work with and is aiming for a mid-Spring release. The process of developing last year’s product proved itself to be an excellent lesson for the label as a whole. From our sound engineers to promotion members, the sampler provided many insights into how a label creates and markets a product.

Many of the same dedicated staff that were influential in the production of MMR’s first sampler have returned this year. In combination with a collection of new and enthusiastic general staff, Moore Media Records is poised to make an even bigger splash this year.

Last year, MMR helped to promote and engineer several concerts and plans to continue this excellent showcase of its musical acts. The label has also been able to reach out to the community. Past charity events with organizations like Tom’s Shoes, Relay for Life, and To Write Love on Her Arms have proven to be great ways for the label to serve others. In continuing with this community outreach, Moore Media Records plans on working with the Central Michigan AIDS Walk for the first time this year.

MMR and its staff are looking forward to the opportunities that the coming year holds. The label plans on creating a larger presence on campus, while continuing to serve community needs. A passion for music production and promotion with a desire to help its community makes Moore Media Records a student-run entity with opportunities unlike any other.
STUDENT ORGANIZATIONS

With our new advisor, Curt Sutterfield, Alliance for Women in Media is shaping up for another great year! Kicking off, we participated in Main Stage to great success. We had many new recruits interested in joining from freshmen to upperclassmen. We have exciting ideas for events this year and hope to make it beneficial for every member of the group. This year, AWM will continue to promote diversity and strengthen the influence of women in the vast media community.

Our CMU chapter is entering its fifth year as a BCA co-curricular organization with a highly motivated executive board. Our new chapter President is Kate Coates, Aubrey Petty is serving as Vice-President, Rikki Jo Holmes holds the position of Event Planning, Jenn Sula is our Treasurer, Nichole Humes is the Membership Chair and Chelsey Humphrey is our Secretary.

Last year, AWM went on a station tour to WZZM 13 in Grand Rapids, observing the 6 pm newscast and talking with news anchor Juliet Dragos. The group also toured WDIV Channel 4 in Detroit where we networked with anchor (and BCA alum) Guy Gordon and meteorologist Andrew Humphrey. That same day we toured 96.3 WDRV radio station and met radio personality Jake Edwards. We also observed how they produce radio commercials and even got to be on air during a show.

In March, four AWM members attended the Alliance for Women in Media National Conference in Washington D.C. It was a great experience. Professional member attendees from around the country said they were very impressed by our CMU students asking questions and taking the time to network with them. The networking at the conference helped Jasmine Smith receive an internship at C-SPAN. It’s stories like these that really make AWM a great organization to be a part of!

Alliance for Women in Media expects to go on several station tours this academic year in order to network with more professionals. AWM plans include more guest speakers and we expect to attend the Symposium on Digital Literacy for Women & Girls in Chicago, Illinois in September. Our organization hopes to raise enough money to again attend the AWM Women’s Media Forum in Washington D.C. in the spring. From our experience last year, we believe this is very important to help members network with media professionals. It also will give members the experience to advance their knowledge in preparation for their future careers.

Our organization this year is full of wonderful leaders with great energy who want to get as much experience as they can. With the response at Main Stage, we hope to grow the number of committed members. We encourage anyone interested in media to join and help us achieve our goal of helping women succeed in the media community.

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 about the general filmmaking process. After their third year of existence, 1PE has created award winning short films such as Pack’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. Now in its seventh semester, FIRSTPost is currently underway with several projects including a two hour made-for-TV comedy for MHTV, video shorts for their website, and a feature-length horror movie called The Grounds.

This summer members created a two-hour feature, The Summer House, to debut Fall 2011 on MHTV. 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.

RTDNA finished last year on a strong note with several station tours and a Skype interview with a CMU alum from The Oprah Winfrey Show. The station tours included WXMI FOX 17 in Grand Rapids, WJRT ABC 12 in Flint and WDIV-TV in Detroit. RTDNA members also took part in a broadcast workshop that focused on social media. It was well attended and the group had a chance to network with a number of industry professionals. In addition to touring WDIV-TV, RTDNA members also toured a radio station.

This year RTDNA would like to focus more on marketing the organization to attract more students. We intend to do even more visits to television stations and have more guest speakers. We would like to increase the opportunities for the members of RTDNA to network with the industry professionals they plan to work with after college as well as through internships. Students who participate in the group will be able to impact the future of RTDNA with their new ideas and suggestions as the school year progresses.

NBS went out with a bang last semester, finishing the year with a successful trip to LA for the National Convention and the Spring 48-Hour Film Competition and awards ceremony.

At the 2011 National Convention, students were able to choose from a plethora of sessions including “From Graduation to Hollywood,” “Breaking into Television Production in LA,” and “Career Focus,” which provided networking opportunities with a number of media professionals in small group settings. After a busy week, the CMU chapter of NBS took home the grand prize for the best “Video Program Opener” by Matthew Resnik for MHTV’s “High Adventure Club.”

The 48-Hour Film Showcase featured nine student-produced films all battling for the title of “Best Film,” “Best Editing,” “Best Sound,” “Best Cinematography,” and other awards. The Oscar-style awards night allowed students to socialize and enjoy all of the films made by their peers.

This year, our chapter is looking to make activities such as these even bigger and better. With two more film competitions planned, along with monthly socials, resume workshops, station tours, speakers, and fundraisers, it’s safe to say NBS members will have a wide variety of activities to look forward to.

This year, our chapter of NBS is fortunate to have an experienced and energetic e-board who are passionate about expanding the organization, getting more general members involved, and having a fulfilling experience that will help define them as young media professionals.

One of the biggest events on our 2011-2012 calendar is the 70th National Convention in New York City this upcoming spring. By attending this convention, members of NBS at CMU will have another great opportunity to attend sessions about various media topics, interact with professionals in the industry, and meet other NBS members from across the country. There is also the opportunity for students to enter the National Student Electronic Media Competitions, and we plan on bringing home more awards than last year. Look out New York, here comes CMU!
Imagine replacing a 40 year old floating floor system, in three radio and television control rooms, without removing any hard-wired equipment. That was the scenario presented to BCA this past summer, when the “floor project” was finally approved and sent out for bids by CMU. MHTV, 91.5 Modern Rock and The Mountain 101.1 were able to stay on the air during the entire endeavor. Construction firm Gardiner C. Vose, CMU Facilities Project Manager Chris Rau, BCA contract engineer Robert Johns, and BCA facilities managers Chad Roberts and Eric Limarenko did a stellar job in keeping everyone (and everything) on the air; and without damage to any of the in-place equipment.

Construction was a challenge (watch your fingers)!

But it was all worth it in the end.
Where are They Now?

Lisa (Albyn) Drummond (76) is Sales and Event Coordinator at Meadow Brook Hall in Rochester, Michigan.

Bill Hewitt (78) is at WSGW NewsRadio 790 in Bay City/Saginaw. He recently won the Radio Class II Hard News Category for stories on the Flint serial stabber.

Mike Grisdale (83) is Director of Public Relations for Cheboygan Memorial Hospital. He continues to work for Northern Star Broadcasting in Cheboygan handling news and play-by-play duties.

Jayne Hodak (‘91) has been promoted to News Director of SJL Broadcasting’s WJRT ABC12, in Flint. She had been Assistant News Director.

Eric Coleman (94, MA ‘00) is managing the Internal Medicine/Hospital division for Weatherby Locums, a physician staffing agency in Boca Raton, FL.

Matt Franklin (04) was recently promoted to anchor on the 5, 6 and 11 p.m. newscasts at WJRT-ABC 12 in Flint.

Jason Kester (07, MA 08) is the new Promotions Director for Saga Communications’ Columbus, Ohio Radio Group.

Jeremy Noell (08) is in Roanoke, VA, as the new video producer/director at StarCityGames.com

Jon Greenhoe (MA 09) is the Assistant Director of Video Production for Bradley University, in Peoria, IL.

Tristan Calhoun (10) is Assistant Manager for the City of Troy, Michigan.

Jacinda Lancaster (10) was the Saga Communications April Viking of the Month at their North Carolina cluster. This is the second time this year Jacy won this prestigious award. Way to go Jacy!

Constituent Chapter News

The Fall semester has begun with freshmen looking for their classrooms and seniors looking to graduate. Fall is the traditional kickoff for BCA Constituent Alumni Chapter activities. At our spring meeting, we made a change to the chapter bylaws splitting the duties of the secretary and the treasurer. Brianne Frucci-Tucker continues to serve as Secretary and Tom Worobec has taken on the role of Treasurer. Many thanks to them and to Chapter V.P. Jeff Kimble for their leadership. A big thank you also goes out to Bill Thompson for his hard work in organizing the annual WMHW Alumni Takeover, which is the Constituent Alumni Chapter’s largest fundraiser. Money raised helps fund the Al Painter Outstanding BCA Newcomer scholarship. Freshman Lauren Culver was awarded this scholarship last spring at the BCA Awards Banquet. She served as historian of NBS and also chaired the BCA 48 Hour Film Festival.

We just received word that the Homecoming stage is being moved to the top of the hill at Alumni Village and the BCA Alumni Takeover will now be the “Welcome Gateway.” This relocation will allow more banners, tents, green space and room to roam in Alumni Village. The Honors Program Alumni and the Class Reunion of 1961 will be joining the festivities. Marcie Otteman, Executive Director of Alumni Relations, reports she is searching for a larger sound system so the Takeover can be heard in the parking lot. Our Chapter’s partnership with Alumni Relations continues to grow. This could not happen without your support of the chapter and the Takeover.

I also want to thank our alums who have taken the time from their busy schedules to participate in class discussions, reviewing resumes, and coaching students. Your participation is invaluable to the students and they very much appreciate your time. I also want to encourage all of you to consider volunteering in the classroom. If you cannot come to Mt Pleasant, we can link you in through the virtual world, just contact me at campb1km@cmich.edu

Our fall meeting is Saturday, October 15 at 8:15 a.m. in Moore 108. We hope you can join us.
Greetings once again BCA Alums! In just a few weeks, we will all gather in Mt. Pleasant for another CMU Homecoming. That means our 12th Annual WMHW-FM Alumni Takeover, is on Friday, October 14th and Saturday the 15th. This year’s Homecoming Theme is “I Dream A Dream.” For those of you who are unfamiliar with the Takeover, it began in the fall of 2000 and thanks to School of BCA Director Pete Orlik, is a once-a-year opportunity for ANY BCA Alum to return to campus and re-create shows from their college years or simply pack a show with whatever they wish … within FCC and Orlik limits. It also allows you to reconnect with professors, classmates and see firsthand the ever-changing campus.

While we have a fairly “full schedule” again, whether we can repeat last year’s 48-hour event depends on you, because at this writing “night owl” times of 12 midnight—4 am early Friday morning and 10 pm—12 midnight Saturday are available. If anyone wants to brave the hours, please let me know at thompsonarms@voyager.net. Keep in mind that there is always room in the studio, so stop by Moore Hall and either “sit-in” or say “hello.” This is a prime way for students to talk with you about your career, something we have strongly encouraged since the Takeover began in 2000. Many students express interest in networking with us each year, so I hope many of you can help.

In the coming days, I will start to send e-mail invitations to our various CMU VIP’s for them to join us for in-studio interviews on Friday. If you have a shift or are at WMHW-FM that day, you may get the opportunity to interview or visit with a CMU central administrator, dean or coach. As I have been hinting at all summer long, we still plan to score a Takeover “first” by linking up with 2009 CMU Outstanding Young Alumni winner, Derek Van Dam (’05), via Skype, from South Africa, for a truly LONG DISTANCE connection. Also, we will welcome to the chaos “first-timers” Cara “Stern” Carriveau (’88), to bring her Chicago on-air expertise back to campus, Pat Johnston (‘99/’01), Geoff Cole (’05) and Don Nadeau (’04). I can guarantee you’ll discover what the rest of us “veterans” have experienced. The Takeover is great fun and a great service to BCA, and you’ll want to keep coming back.

If a shift isn’t your thing, join us during our two-hour pre-game Alumni Village remote at Rose Ponds, hosted by Brianne Frucci-Tucker. Let her know if you would like to help out at fruccitucker@gmail.com. The Homecoming game with EMU kicks off at 3 pm, meaning our two-hour tailgate remote from the Alumni Village is from 1-3 pm Saturday. Also a quick reminder that the BCA Kazoo Band will again perform, and there may be some surprises in store, so be ready to join us. The Takeover continues to be 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 BCA Newcomer Award, that helps an incoming BCA student get started on his or her career path. Please keep checking www.bcaalumni.org for the most up-to-date Takeover schedule and information.

This 12th year of the Takeover will be my 9th as coordinator, and it continues to impress me how BCA Alums continue to “step up” for both the fun, and the chance to help students and the School of BCA. Let’s keep it going!!! I hope to hear from more of you in the coming weeks, and hope to see everyone in October!!

Bill Thompson
Takeover Coordinator

Did you know you that all alumni can have a “cmich.edu” email address? Even if you use a different provider (such as “gmail”), you can also maintain your “cmich” account. You can set up items to forward from “cmich.edu” to a different email address. This is particularly helpful if you have just graduated. The BCA office will set up “The Moore Holler” to go to your preferred email address.

https://alumni.cmich.edu/Pages/LifetimeEmail.aspx
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 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

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

Will Anderson  
Kelly Cameron Bowers  
Carrie Ann Brickner  
David Burdette  
Ed Christian  
Craig Cole  
Kevin Corbett  
Louis A. Day  
Robin Lin Duvall  
Ed Fernandez  
Douglas Gerowski  
Julie Gilbert-Brinks  
Garry Graskinski and Amy Ripepi  
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High Adventure Club—Colin Hennessy
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