Director’s Doodle
By Pete Orlik

We are striving to get this Fall’s Holler out to you more quickly because Homecoming takes place much earlier this year. The aim is to put this edition in your hands soon enough for you to make firm plans to join us.

Homecoming 2014 features several key events. The 15th annual Alumni Takeover of WMHW is set to begin rockin’ early on Friday, October 3 and continue until the clock strikes Sunday. The popular Mentor Fairs are scheduled for 11 AM and 1 PM on Friday in Moore 107 and 110. These are a rich opportunity for current students to bask in the sage wisdom of alums and for those alums to get to know the attitudes and aspirations of today’s BCA enrollees. Articles on these events appear later in this issue. I encourage you to contact the event coordinators to join up for either or both of these worthwhile activities. A landmark Homecoming event will be the naming of the Dr. Jerry Henderson Radio Complex. Jerry logged three decades’ service as faculty operations manager of WMHW so it is wonderful that key alums made donations to facilitate this recognition. A plaque will be placed below the ON-AIR lights between the Moore Rock 91.5 and Mountain 101 control rooms. Jerry will be present to accept this much deserved documentation for his many contributions to the nurturing of what began as a 10-watt station in 1972 – just two years before his arrival. Over the summer, both stations were completely rewired and equipped with new Wheatstone control surfaces, bringing them up to the state of the art level (and yes, I get noticed much).

We start the school year with three new faculty members; two of them full time. Tiffani Waite joins BCA in a new Lecturer I position to teach beginning and advanced audio production as well as sections of copywriting. Tiff was a former BCA audio graduate assistant and on-air show host and promotion writer for WCMU-FM. Lecturer I Maggie Mayes comes to us from Ohio State, most recently, she taught at Lakeland Community College. Maggie was a former producer at WJRT- TV12 in Flint/Saginaw, as well as news director for WIXC in Bay City and manager of that same city’s community cable television channel. Maggie will teach our gateway Survey of the Mass Media course (BCA 210) and instruct sections of newswriting, reporting, and sports broadcasting. Maggie replaces Curt Sutterfield who is now working full-time on his doctorate. Meanwhile, BCA alum Pete June takes over the Electronic Media Sales course (BCA 511) from Tim Hygh who served in this capacity for several years. Currently a sales executive with Clear Channel Communications, Pete possesses decades of experience in both broadcast and digital sales. For his part, Tim is now the executive director for the Mackinac Island Visitors Bureau and Chamber of Commerce with a daily boat commute from the Island to his Mackinaw City condo (tough duty, Mr. Hygh). For the past year, he dutifully trekked from the Straits to Mt. Pleasant to teach his evening course, and we greatly appreciate his hanging with us during the transition.

We are also happy that 12 new graduates have joined us this year. In addition to CMU, they hail from Adrian College, University of Akron, Chicago State University, Ferris State University, Tianjin Polytechnic (China), Valdosta State University, and the University of...

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

Every day if you watch or listen to national media, you hear all about war, crime, earthquakes, floods, violence, and problems in the world. Right in the middle of this a lot of good is happening that doesn’t get noticed much. Recently, however something good has become a household reference. The phenomenon of the ice bucket challenge for ALS which has taken over social media and Facebook has raised over $60 million for charities and has been absolutely mind blowing in its depth and success level (and yes, I’ve done it already). Another instance of charitable difference making occurred in Detroit in an August week that had massive area flooding. Over 12,000 volunteers in the Detroit Metro area participated in a vast neighborhood rebuild project called “Remodeled...
Director’s Doodle (continued from page 1)

Wisconsin/Stevens Point. They join our returning 5 GAs in helping us with classes and cocurriculars spread out among all five units of the School of BCA: Audio, Video, News, Film Studies, and Multimedia. Under the supervision of graduate coordinator Dr. Patty Williamson, BCA’s graduate program is now the largest in the College of Communication and Fine Arts with well over 50 domestic and international students enrolled.

Speaking of the College, there have been changes “at the top”. Dean Salma Ghanem left for a similar position at DePaul University in Chicago and has been replaced on an interim basis by Associate Dean Shelly’s previous position is now being filled by Interim Associate Dean Dr. Lesley Withers from the Department of Communication & Dramatic Arts. A search for a permanent dean will launch this fall. We are all looking forward to working with long-time colleagues Shelly and Lesley to continue to advance both CCFA and BCA over the coming year.

After a year of chugging its way through the curricular process, the new Electronic Media Sales minor that BCA initiated will be ready for a mid-year launch. This is an interdepartmental effort between BCA and the Department of Marketing in the College of Business. The minor consists of four sales and sales management courses from Marketing plus three BCA courses: the new Understanding Media Measurement class, Pete June’s Sales course, and a soon-to-be launched three-hour Sales Practicum that will serve as the minor’s capstone. Directed by our Radio Operations Manager Chad Roberts (who has also developed the Media Measurement course), this practicum experience will focus on the actual selling of underwriting for both WMHW and MHTV. Dr. Ken Cherry, head of the Marketing Department’s sales curriculum, and BCA law/management professor Dr. Amy Sindik are the co-directors of this new minor which is unique in the country and designed to serve the ever-expanding need for well-trained media account executives.

In the previous Holler, we solicited donations for our Live Video Pack project. This was a challenge grant in which a donor who wishes to remain anonymous pledged up to $20,000 in a dollar-for-dollar match for contributions to a fund that would obtain this gear. Highly portable Live Video Packs enabled the gathering of live HD-quality video from the field for insertion into news and other programming. I am pleased to report that, through the generous contributions of many people (most of whom are you Holler readers) we met the challenge and thus have accumulated the full $40,000 to devote to this project. Over the past month, Video Labs Manager Aaron Jones and News Unit Head Rick Sykes have been evaluating our camera options. They have now selected a system that should be commissioned in the next few weeks and fully broken in by the time News Central’s election coverage rolls out.

I do encourage you to support our students through your continuing contributions. Our new Dean has continued the matching program for donations to the BEST Equipment and Campbell Equipment Endowment accounts. From now until the end of our fiscal year on June 30, she will kick in 50 cents for every dollar given to either of these funds. This is an enhanced way to provide gear for student training over and above what our basic equipment budget can accomplish.

Finally, as I begin my 46th year at CMU, I reflect on the previous year’s student and faculty accomplishments with a great deal of pride. These achievements extend a tradition that goes back to BCA’s beginnings. At our Annual Awards Banquet last April, we were honored to recognize as BCA Pioneers those who helped shape those beginnings and graduated from our program 40 or more years ago. Those alumni able to return were featured guests and their group picture is found later in this issue. THIS YEAR, WE INVITE ALL THOSE GRADUATING IN 1975 TO RETURN FOR SIMILAR RECOGNITION AS BCA PIONEERS. Please let us know if you can attend this year’s banquet on Friday, April 24. You will receive two complimentary banquet tickets, a certificate and a lapel pin to mark your Pioneer status. And, if you are a pre-1975 graduate who we somehow missed inviting last year, just drop us a line and we will include you in next April’s cohort of honorees.

All auspicious autumn wishes to you. Hope to see you at Homecoming on October 3/4.

Snippets (continued from page 1)

Life” in the square mile around Cody High School. They rebuilt housing, tore down abandoned homes, landscaped, weeded and rehabbed a high school and a football field in a week, based completely on volunteerism. So now the question, “What does this have to do with broadcasting and BCA students?”

A great deal in my opinion. It’s always seemed like broadcasters that give back to the community they are serving reap the rewards tenfold. And I don’t mean paying lip service to good works by running PSA’s on your stream or burying interviews on Sunday morning, but by truly giving back in an impactful and meaningful way. It’s funny how often winning stations and media personalities who are the biggest media entities also seem to be the most charitable and really make an influence different in their community. I could literally cite hundreds of examples of broadcasters doing exactly this. You learn quickly that nothing builds loyalty more with constituents, community leaders and (frankly) advertisers than working with something that actually changes someone’s life. People want to do good but sometimes don’t know how to get it done. That’s where broadcasters and leaders come in.

When you make that kind of difference in a community or family, you’ve built a fan for life, and you’ve changed the world—sometimes in a very profound way. As broadcasters, we have a responsibility to continue this kind of work whether we’re students or veterans. I exhort you to your own personal bucket challenge. Go make a difference! Look at the astounding social media success of the ice bucket challenge. You can have impact in your community and moreover, you should! It will be rewarding professionally and personally and your community will stand up and take notice.

(P.S. If Doctor Orlik needs me to dump a bucket on him I am completely at your service.)
Faculty Notes

Mark Poindexter presented “Noble Savages and Sinister Civilizations in King Kong and Mighty Joe Young” at the Popular Culture Association National Conference in Chicago.


Jeff Smith co-presented with Associate Dean Lesley Withers “Call Me A Princess...One More Time: Female Protagonists in Video Games” at the BEA convention in Las Vegas.

“The Gamer Revolution,” co-produced by Jeff Smith and Rick Sykes, earned a Communicator Award of Distinction in both the Film/Video-Documentary and Program/News Documentary categories. This video also tied for second place in the National Broadcasting Society Professional Documentary Competition. In addition, it was shown at the 2014 International Film Festival in Mt. Pleasant.

Chad Roberts presented “The Job Market and Student Media Broadcasting” at the BEA National Convention in Las Vegas. Roberts was also elected Chair of the Student Media Advisors Division.

Rick Sykes has been appointed coordinating chair for the BEA “Sports Production Peer Review Program.”

Jeff Smith published “Cyber-Synchronicity: A Theoretical Model for Bridging the Virtual and the Material” in the International Journal of Virtual Communities and Social Networking (IJVCSN).

Trey Stohlman presented “Using Digital Portfolios for Program Assessment” at the BEA Model Rubrics Workshop in Las Vegas. He also served as a judge for the 2014 BEA Writing Division paper competition.

Pete Orlik presented “Seeding My Turf and Our Turf: Co-Nurturing Disciplinary and Inter-disciplinary Programs” at the BEA Convention in Las Vegas.

Jeff Smith co-presented with Associate Dean Lesley Withers “Call Me A Princess...One More Time: Female Protagonists in Video Games” at the BEA convention in Las Vegas. Jeff was also re-elected to the NBS Board of Directors for a second term.

Rick Sykes’ and Heather Polinsky’s paper “An Investigation of Social Media Use in Student News Operations” won second place in the 2014 BEA Student Media Advisors paper competition.

Patty Williamson presented “Teaching the Next Generation of Radio Programmers: Current and Future Challenges” at the BEA National Convention in Las Vegas. She also moderated a panel on “Advancing the Impact of Women In Media: Educating and Mentoring the Next Generation” and served as a reviewer for paper competitions in both the BEA Gender Issues and Research divisions.

Mark Poindexter hosted a panel “Entertaining the Masses: Technology and the Changing Face of a Modernizing America” at the International Graduate Historical Studies Conference at Central Michigan University.
COCURRICULAR ACTIVITIES

M2D2
MULTIMEDIA
DIGITAL DESIGN

Multimedia Digital Design (M2D2) is quickly gaining popularity and we encourage anyone with an interest in all things Internet to join us. After successfully creating the video that appears on the BCA webpage last year, we are eager and excited to begin working on a new video for 2015-2016. During the Fall semester we will be focusing on the script and pre-production of the piece. Everyone who contributes in a substantial way will be included in the credits.

In addition to maintaining the BCA website, we will be continuing to host workshops each semester to help students who are interested in learning about Photoshop, Audition, and Premiere. We would also like to hold workshops for website critiques and social media/self – marketing seminars. M2D2 members will get priority access to these workshops.

With several new projects ahead of us, it is going to be an exciting and busy year for the M2D2 team at the School of BCA.

MOORE HALL TELEVISION

Each new school year brings fresh books and school supplies, new students, but most of all new equipment. Moore Hall Television will be adding two additional edit bays to room 119 for better efficiency and workflow. These bays will make it easier to accommodate students who need to work on various projects for classes or content to air on MHTV. Along with a fresh batch of students, MHTV is also graced by the presence of several new graduate assistants including Mason Flick taking over the executive producer role for Sports Central, Dorian Baber, becoming executive producer for Central View and Mengxiao Wang assuming the roll of Traffic Director. MHTV plans to continue airing more episodes of Sports Central and Central View with the addition of several short episodes and films from Central Premiere Productions. MHTV also plans to spice up their content with various other student produced work such as the music documentary show The Gazebo produced by Nick Voigt and Brian McKnight and a sketch comedy show currently in production produced by Miles Johnson. The current lineup along with the fresh new energy from eager students yearning to get involved is helping MHTV get off to a great kick start for the new year. The station has a high hope of retaining the ever coveted title of Best College Television Station at the MAB awards again this year.

Moore Media

With the success of last year’s record Like the Back of Your Hand Moore Media Records has decided to pursue another sampler album for the 2014-2015 school year. These sampler albums feature songs from three or four local bands to compile a full length album, which we coin “The Sampler.” If you are curious about what the sampler albums are all about you can acquire hard copies of last year’s Like the Back of Your Hand in the BCA office, Moore 340, or find tracks available on iTunes, Amazon, and CD Baby.

Over the past few years Moore Media Records has expanded its view of what “local” music talent means for the sampler albums. Bands are being considered from the east to the west side of the state to come and sign with the label and produce their portion of the Moore Media Records sampler. We can’t release any details about who we may be considering for the Sampler quite yet but the competition has been narrowed down to a handful of bands. Recording for this year’s Sampler is expected to begin on or before October 1st.

Moore Media

Record’s demo services are going full bore as well. Along with handling a full length Sampler album each year we also have recording engineers anxious and waiting to record bands on a fee basis. Even in the first week we have taken on two separate artists for demo services. Inquiries for demo services can be e-mailed to mooremaderecords@gmail.com.

Just in case demo services and a sampler album weren’t enough, MMR has also decided to supply live sound at local venues. On the agenda for this semester is Midwest Fest, which is being held at Hunters Alehouse from September 25th to 27th.

We understand that many younger students want to get involved in what we do, but sometimes we get so busy that we are hard to track down. For this reason, the label is instituting a Google Calendar that will be accessible to everyone and will have a detailed list of what we are doing, when we are doing it, and where it will be. This includes all recording sessions, live shows, and meeting times. To view the calendar, find us on Facebook under “Moore Media Records.” A link to the calendar will be posted regularly and updated often, so come visit us and hang out!

Spring 2015 brings MMR’s 10th anniversary. We need your help to set up a celebration for Homecoming 2015. If you are interested in getting

(cocurricular continued on page 5)
This has been a great year so far for News Central 34 and the students in the news division. MHTV and News Central 34 jointly captured the College Television Station of the Year award in the Michigan Association of Broadcasters Foundation’s student competition for the 13th consecutive year. It is a major accomplishment for the students in the School of Broadcast & Cinematic Arts. News Central 34 also received its first Student Award For Excellence from The National Academy of Television Arts and Sciences Michigan Chapter. The production award was for our November 15, 2013, nightly newscast.

We are now in the final stages of deciding on the purchase of a cellular/WiFi driven live video unit. The portable unit will allow us to do live reporting from any location where we can receive a cellular signal. It will greatly enhance our live field reporting during the year. Finally, we have just finished installing a new newsroom integration system with a special emphasis on social media injection. The new newsroom system will allow us to focus a lot more attention on ways to interact with our audience using multiple media platforms.

WMHW is proud to announce that our work through Moore Rock Radio 91.5 and Mountain 101 earned us second place in the nation for the 2014 BEA Signature Station Award.

It was a wonderful way to close out the Spring semester, and now, with the Fall semester fully underway, we will be vying for first place in 2015. With this comes a renewed emphasis throughout the station to focus on WMHW’s role as a teaching and learning environment.

Our production team is getting to work to create all new imaging for each station, to be launched at the beginning of 2015. Auditions will be held to find a new branding voice for each station, and we hope to get students involved with producing and editing the new station ID’s, liners, and promos.

In addition to production, we are seeing a growing student interest in all aspects of on-air work, from traditional DJ shifts to morning and specialty shows to news and sports broadcasting. Sports Director Jim Costa is currently working hard on Mt. Pleasant High School football and CMU volleyball. We also look forward to starting back up with the topnotch CMU women’s basketball team in November.

In addition to daily news segments, News Director Kathryn Havirilla hopes to have our weekly news magazine “Central Beat” back on-air by the middle of the semester.

Finally, WMHW is excited to get back out into the Mt. Pleasant and CMU communities this year, starting with Midwest Fest at Hunter’s Ale House, September 25th through 27th. Our promotions team will also be looking to set up live remotes at local businesses during Homecoming weekend.

Homecoming also signals the arrival of our illustrious alumni for the 15th annual Alumni Takeover on October 3rd and 4th. Students will have the chance to network and pick the brains of previous BCA graduates who have gone on to do great things in the industry. October 3rd is also College Radio Day. To celebrate and promote college radio and all that it means to us, we will have students on-air with our alumni for twenty-four hours straight.

So keep your eyes – but mostly your ears – open! This is going to be a great semester for WMHW, and we look forward to sharing it with you. Just go to wmmh.org to join us anytime and anywhere.

A lot of things have changed this year for the CMU Film Society. Though last year’s President Davis Nixon has stayed on to lead us, other officers have changed. Our new Vice President is Erin Woirol, our Secretary is Deanna Johnson, our Promotions Managers are Josh Belliel and Alex Carter, and our SBEC Representative is Cody Williams. We are excited to bring about a revitalization of this organization as well as continued growth of the annual Film Festival, which doubled in attendance this past year. The 2015 Central Michigan International Film Festival will take place February 5-8 and 12-15. Films will be shown in the same locations as last year: CMU Park Library Auditorium and at Celebration Cinema on Pickard Road. For more information on the festival visit www.cmiff.com. We are very excited to return to Chicago this year for our 2nd annual trip to the Chicago International Film Festival. During our regular meetings, we plan on holding film debates, showing many more films than last year, as well as competing in and co-hosting the 48 hour Film Competition. For future information about our screenings, send a request to cmufilmsocietytv@gmail.com to be put on our mailing list.
STUDENT ORGANIZATIONS

Each year the Alliance for Women in Media (AWM) strives to break the media industry’s glass ceiling. Welcoming both men and women, we look forward to more networking, friendships, fundraising, and behind-the-scene experiences this year. Last year we participated with a bake sale for the 5th consecutive year in the annual Dickens Festival in downtown Mt. Pleasant. We fundraised at Relay for Life, and we hosted socials at local Mount Pleasant restaurants. AWM also participated in on-campus resume workshops, and spoke with professionals in the industry to increase our knowledge of the ever-changing world of media. We skyped with former AWM President Kate Coates, who is now a campaign manager at Wisconsin Events, a company that specializes in direct marketing and event promotions. Kate discussed the PR world and the importance of getting involved in co-curriculars while in college. AWM also welcomed WMU Public Radio news anchor and local All Things Considered host Amy Robinson. Amy discussed her experiences in both radio and television, and reinforced the importance of internships.

This year, the CMU Chapter of Alliance for Women in Media plans to do something bigger than we have ever done before. AWM will create a video exemplifying our strengths, skills, and strategies. This video will also act as a recruitment piece for future members. We plan to utilize our members’ unique skills and strengths. All of our members will contribute to this video, which will be used to help spread AWM’s message and raise the awareness of the group here at CMU. The fall semester started off strong with a recruitment push at CMU’s Mainstage. Our first meeting of the semester was well-attended and new members had the opportunity to hear from former AWM E-board member Alyssa Hearin, who is now working as a reporter at TV 7&4 WPBN in Traverse City.

This year our goals are to improve our member retention rate, fundraise more, and go on a trip that will never be forgotten. All this and more will be accomplished this year as we work together in an effort to advance our networking skills and industry knowledge, while continuing to promote diversity and strengthen the influence of women in the media community.

The National Broadcasting Society at Central Michigan University focuses on enhancing the developmental skills of students while assisting in their career preparation. This organization specializes in networking with broadcast professionals, career and personal development and enhancing interviewing skills. NBS also creates workshops throughout the course of the year that work with students to enhance their resumes and build the confidence they need to interact with professionals.

Last year saw a successful NBS National Convention in Los Angeles, which was attended by one of the largest groups ever sent from CMU. Chapter Advisor Dr. Jeffrey Smith and seventeen students made the trip and were able to attend sessions with media personalities and experts like Alan Duke (CNN), Brad Wollack (Chelsea Late Night), Brian Gadinsky (Executive Producer, FOX), David Ahrendts (Talent Representative, Napoli Management Group), Jeff Thomas (CMU ’80, VP of Sales, Clear Channel, Los Angeles), and Marc Summers (Host, “Unwrapped,” Food Network).

This year, Central Michigan’s NBS chapter is led by President Alysia Burgio and Vice President Catie Goins. Our plan is to lead this chapter to national prominence and make this school year one of the best yet. Some of our specific goals include increasing and maintaining the number of members throughout the school year, having several successful fundraisers and volunteering to help out with community service projects. Above all, we want everyone to create those connections and friendships that last a lifetime, and have a fantastic time doing it.

Over the course of this academic year, NBS is planning tours of television studios and radio stations to really observe what goes on behind the scenes of our favorite shows. Our chapter will also be bringing in CMU alumni from the media industry to speak to our members. This will give students a chance to listen to what these professionals have to say and also allow them the opportunity to interact one-on-one and offer their resumes and demos.

Coming up in Spring 2015, the National Broadcasting Society is traveling to Atlanta, Georgia for NBS’s Annual National Broadcasting Convention where members will network with students from other chapters across the country as well as with broadcast professionals. During their time in Atlanta, students will be able to attend several panels on television production, news, film, copywriting and many other media-related fields, obtain career advice, discover leads on media internships, and make those all-important connections as we move toward graduation.

The CMU student chapter of the Radio Television Digital News Association (RTDNA) is beginning the year with a brand new Executive Board.

The new president of the chapter is Kathryn Havrilla. Chris Michael is the new Vice President, Kaitlin Petrillo is Secretary and Gina Tomlinson joins the E-Board as Treasurer. RTDNA finished off last year with guest speakers and Skype interviews, as well as a resume workshop to help students prepare for the BCA career fair.

This year we hope to hold many more workshops to help students prepare for their future careers. We’re also planning several station tours and Skype interviews to give members more networking opportunities.
INAGURAL BCA PIONEER AWARD GIVEN

The inaugural BCA Pioneer Award Ceremony was held April 11, 2014, at Bucks Run Golf Resort in Mt Pleasant as a new component of the BCA Annual Awards Banquet. BCAers from 1974 and earlier were honored and we plan to continue these 40 year recognitions at each future banquet. Thus, BCA Alums from 1975 will be featured at the April 24, 2015 Banquet.

We hope to see all alums (and especially those from 1975) at this signature event.

ARE YOU A BCA PIONEER?
Did you Graduate in 1975?

You are invited to the BCA Awards Banquet as our guest. Contact Joan McDonald (mcdon1jk@cmich.edu) for more information. If you are a graduate from 1974 or before and we missed contacting you last year, we would be happy to induct you this Spring.
Where are They Now?

Paul Caron (77) is working as the CNN National Center Manager/Senior Assignment Editor in Atlanta.

Tim Roberts (82) was named one of the top Program Directors in the country by Radio Ink. Tim is Program Director for CBS Radio/Detroit.

Justin Hynous (95) has worked in the Detroit advertising community for the last 15 years. He also has produced and edited films for Exodus Pictures in Detroit including Jinn and Annabell & Bear.

Brienne Frucci-Tucker (04) has been promoted to the University of Farmers Brand Ambassador. She will remain in Grand Rapids, with frequent trips to the home office in Los Angeles.

Wes Meisnitzer (05) left the Detroit Lions staff to join ENCO Systems in Southfield, Michigan. He and his wife Kristen had their first child in August,

Phil Sherby (04, MA 06) recently relocated to Ipoh, Malaysia, to work for the Ministry of Education.

Mike Foss (07) is working as the producer for the “7 Sports Cave” onWXYZ-TV in Detroit.

Brad Pack (08, MA 11) is working as a recording and mixing engineer and a live sound engineer in the Chicago area. He is also a professor at SAE Institute, Chicago.

Mike Germond (09) is the Owner of Orlando Steadicam, LLC. He is therefore the supervisor and senior Steadicam Operator for NBC Golf in Orlando. One of his ads helped with the launch of Harry Potter’s “Diagon Alley” at Universal Studios.

Ryan Ehlke (13) is working for the Detroit Tigers Foundation as a member of their event staff.

Kurt Rempe (MA 14) is a photographer and weekend director at WNEM TV 5 in Saginaw.

Anna Swando (14) finished her internship at The Colbert Report in May; graduated; worked on an HBO pilot Untitled Rock and Roll Project directed by Martin Scorsese; and THEN became a background fittings PA on the new Steven Spielberg Cold War movie with Tom Hanks. Not a bad summer, Anna.

Constituent Chapter News

If you are reading this, you are a member of the BCA Constituent Chapter of the CMU Alumni Association. Every BCA alumni is automatically one of us. We are in charge of the WMHW Alumni Takeover, as well as the Al Painter Memorial Scholarship, for which the Takeover is the primary fundraiser.

Our next meeting will be Saturday, October 4, at 9:30 a.m. in Moore 114 (thanks to Joan McDonald for reserving the room). Be aware that the 9:30 time is flexible. As of this writing, the kickoff time for the CMU-Ohio game has not been set. If kickoff is later in the day, the meeting may be pushed back an hour. The whole idea is, if you’re coming to Mount Pleasant for the game, and you want to go to Alumni Village at Rose Ponds before the game, this will give you plenty of time to get over to Alumni Village.

I’m also hoping that you can be in Moore Hall the day before. At 3 p.m. on Friday, October 3, the control rooms for Moore Rock Radio and Mountain 101 will officially be named The Dr. Jerry Henderson Radio Complex, for all the service he gave to the School of BCA. There are more details about the ceremony elsewhere in this edition of The Moore Holler. I can still remember when Jerry arrived at CMU, as I took his BCA 221 class his very first semester in Moore Hall, in the fall of 1975. (I guess I’m showing my age.)

If you can’t take part in the WMHW Takeover, we still appreciate contributions to the Al Painter Scholarship Fund. Our goal is to get enough in the fund so that it can reach Endowment status. The Scholarship payments would then come from the interest and not the principal, therefore ensuring the permanence of this award. Your donations can be made through the Alumni Office, or the BCA office can get you information on how
Hello again School of BCA Alumni!! I’m not sure where summer went, if it got here at all, but it’s now Fall and almost time for our milestone 15th Annual WMHW-FM Alumni Takeover during the 2014 CMU Homecoming Weekend, October 3rd and 4th.

What began in the fall of 2000 as a one time opportunity for ALL BCA Alumni to return to campus and re-create shows from their college years (or create new ones) has reached its “crystal” anniversary year. We again plan to put Alumni “on the air” for 48-hours, beginning at 12:01 a-m Friday of Homecoming Weekend through midnight on Saturday.

I’m so grateful this year to our founder and President of the BCA Constituent Alumni Chapter, Tom Moore, for handling the shift schedules, of which most have been filled. But fear not, you can always “drop in” and join us at any time and contribute. Or contact Tom tommoore@wtam.com

BCA Alum Brianne Frucci-Tucker will once again handle our traditional two-hour tailgate remote from Alumni Village at Rose Ponds on Saturday, so contact Brianne fruccitucker@gmail.com if you want to help out. We will have current WMHW-FM students be part of the event and cover the pre-parade Alumni Breakfast remote for us. As usual, I will work to bring CMU administrators, sports leaders and Alumni Association officials in-studio on Friday.

We continue to strongly encourage you “younger” Alums to become involved so you can “takeover” for some of us veterans in the coming years. If I do not have your email, or you can think of someone who may not my list and wants to take part, please 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. However, we have dropped the minimum donation this Fall to 30-dollars per person/per shift, to encourage more participation. If you are a recent graduate and money is short, there are some people who are willing to help cover your donation.

And, of course, the biggest news this fall will be naming of the WMHW and Mountain 101 control rooms as the “Dr. Jerry Henderson Radio Complex.” Check out those details elsewhere in this newsletter.

So, you can see this will be a special milestone year, and I urge you to come and be a part of it!! I hope to see everyone in October!!
BCA Mission Statement

The School of Broadcast and Cinematic Arts strives to serve five fundamental objectives:

1. To provide BCA majors and minors with a comprehensive media education that will prepare them for a successful career progression in electronic media or associated enterprises.

2. To provide students with a broad experiential foundation that helps them remain flexible and adaptable even as technological and organizational developments bring about changes in the media environment.

3. To provide the essential media literacy component of a broad, liberal arts education with specific emphasis on the impact and influence of electronic media and cinema on all CMU graduates’ professional and personal lives.

4. To provide hands-on co-curricular laboratories in which participants gain realistic media experiences in facility operation, programming, and management.

5. To provide local and global audiences with quality audio and video programming, via radio, television, digital, and emerging media, that broadens their listening and viewing options across multiple platforms.
Key Student Awards & Honors

**Michigan Association of Broadcasters Facility Awards**
MHTV and News Central 34—College Television Station of the Year for 2014

**Michigan Association of Broadcasters College Television Awards**

**Daily Newscast/Sportscast**
SECOND - Central Michigan University, *News Central 34* - 11/15/13, Rodney Harris
HONORABLE MENTION - Central Michigan University, *News Central 34* - 11/22/13, Makenzie Walter, Rodney Harris

**Hard News**
SECOND - Central Michigan University, *CryptoLocker Virus*, Mason Flick

**News Feature**
HONORABLE MENTION - Central Michigan University, *The Making of Niner*, Grant Pichla

**Public Service Announcement**
FIRST - Central Michigan University, *Texting Zombie PSA*, Kenisha Shields, Russell Tandy
SECOND - Central Michigan University, *Rainn PSA*, Hunter Hanson
HONORABLE MENTION - Central Michigan University, *Sexual Aggression PSA*, Mike Torrento, Torrie Goedtel

**Talk Show/Scripted Show**
FIRST - Central Michigan University, *Immortal*, Miles Johnson, Pat Hoban, Justin Jones
SECOND - Central Michigan University, *Central View*, Grant Pichla

**Michigan Association of Broadcasters College Radio Awards**

**Air Check**
HONORABLE MENTION - Central Michigan University, *Air Check*, Sydney Van Munster

**Public Service Announcement**
FIRST - Central Michigan University, *Nick Voigt STI PSA*, Nick Voigt

**Sports Play-by-Play**
FIRST - Central Michigan University, *Central Michigan v. Ohio Softball*, Matt Kearney
SECOND - Central Michigan University, *CMU v. NIU MAC Championship Softball*, Adam Jaksa, Matt Kearney

**EMMY**

**Student Production Award**
News Central 34, November 15, 2013 newscast

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