As I write, the chair is not only creaking but festooned as well with drywall dust. Moore Hall and BCA are in the throes of a major remodeling project that will bring aspects of the College of Communication & Fine Arts closer together and greatly improve departmental workspace.

In December, Communication Disorders moved to the new Health Professions Building located behind Finch (where the baseball field used to be). This freed up a significant amount of space in Moore. The fourth floor was completely gutted over Christmas break and is being remodeled to house Journalism and CM Life who are moving over from Anspach Hall late this spring. BCA acquired new space on both the second and third floors. On the second floor, we now have our own conference room (211) that has been completely renovated from its former use as a pre-kindergarten lab. All the tiny chairs and graham cracker crumbs are gone and a fully equipped meeting facility installed in their place. Our first staff meeting in this new area took place on February 24. In addition to housing department confabs, special events, and graduate classes, the room contains BCA research materials formerly located in the small Resource Center within the crowded department office.

On the third floor, we have divided the old Speech Science room into two facilities to create dedicated workspace for M2D2 (Moore Media Digital Design) and a “bullpen” office for seven of our nine Graduate Assistants. (The two News Central G.A.s have their office in the MHTV loft.) We have also taken over an Audiology suite and are converting it into an Advanced Audio Lab. The two existing soundproof booths make for perfect studios and we have separate space for a control room, small classroom area, and the office for our Audio Unit Head Heather Polinsky. Next to that

(Creaking Chair page 2)
More than 30 films from around the world were shown at the Central Michigan International Film Festival, March 25 through April 4 in Mount Pleasant. The Film Society, a BCA curricular organization, is one of the primary sponsors of the event. BCA Professor Mark Poindexter is the director and more than half of the BCA fulltime faculty serve on the festival’s advisory council. Professor René Blatté was the main judge for the festival’s short subjects competition.

A major innovation this year was a festival program book which featured reviews or summaries of all of the films that were screened, many of which were written by BCA faculty or students. The program book and tickets were sold all over Mt Pleasant, including the BCA office.

The festival films were screened at three locations -- on campus at Park Library Auditorium and off-campus at The Broadway Theatre in downtown Mount Pleasant and Celebration Cinema on Pickard Road.

More information about the festival, now in its second year, is available at http://www.cmffilmfestival.com

Creaking Chair (continued from page 1)

(Continued from page 1) room, we are occupying the office space that used to house the Speech 101 Graduate Assistants in order to bring the Basic Audio Lab upstairs from 118 so that all our audio instructional facilities will be located together. Before that happens, however, the department office and chair’s office are being temporarily located in this third floor space while contractors knock out walls in our old office to create a much larger and more user friendly reception area. More than one person at a time will now be able to enter our outer office. We also acquired two more offices immediately across the hall (and are dividing one in half) to complete a block of ten BCA faculty offices. Everything should be finished by mid-Summer. But until that point, we will be living out of boxes. All phone numbers and email addresses will remain the same during the transition, so contact with you should not be interrupted --- as long as we can find the phones in the piles. The end result of all of these changes should be well worth it and mark a major step forward for BCA in better serving our students and expanding our capabilities in audio and online technologies.

On a much less positive note, CMU’s overall budget situation remains of significant concern. Cuts last year and this year have been substantial and it appears that by the beginning of the new fiscal year, the amount of state support provided the campus will have regressed to roughly what it was in 1996-97. As I write this, an additional $7 million must be cut from the budget. And an agreement with the Governor limits CMU’s ability to raise tuition and fees for next year to less than 2 ½ percent. The administration has indicated that there will be no more across-the-board cuts. Rather, weaker operations will be targeted so “star” programs can be protected and nurtured. As BCA has received very high marks in its latest Program Review, we are guardedly optimistic that we will be spared further reductions. The main items we have lost to this point are $14,000 of our $24,000 in Special Talent Scholarships and one of our film Graduate Assistant positions. Although these cuts were difficult, the department was spared the deep reductions experienced by many academic and non-academic units. Our comparative good fortune was due to the vigorous support provided by Sue Ann Martin, Dean of the College of Communication and Fine Arts, and Associate Dean Roger Rehm.

To view our new facilities, and see for yourself that BCA remains alive and well, we invite you to attend our Spring Awards Banquet at The Embers on Friday, April 23. It has been several years since we have been able to secure this venue and we know it will make for an enjoyable evening. In addition to our regular slate of awards, we will be recognizing our many student winners in Communicator, National Broadcasting Society, and Michigan Association of Broadcasters competitions. Guest speaker will be BCA alum Mike Feltz, director of national account development for Yahoo! who will be addressing the topic: “Media Convergence and Your Career.” Tickets for the evening, including a full buffet dinner, are $20 and can be reserved by communicating with Joan McDonald in the BCA office. We hope to see you on campus on April 23 or anytime your travels take you to the Mt. Pleasant vicinity. Also consider joining the BCA Constituent Alumni Chapter --- one of only six such chapters chartered by CMU. The chapter is ramping up its activities and providing new ways for BCAers to enlarge their professional network and renew old acquaintanceships. Whether you are still in the business or have embarked on other ventures, we think you will enjoy getting in touch and staying in touch with the department and its many fine graduates.
Faculty Notes


Rick Sykes wrote a guest editorial for the Educator’s Corner of the September/October issues of The Michigan Broadcaster.

Greg DeLauro presented “Extreme Media” to several Mid-Michigan high schools in October.

Rob Craig presented “Re-Imaging the Modern Prometheus: Peter Cushing, The Baron and the Hammer Frankenstein Films” at the Midwest Popular Culture Convention in Minneapolis.

Will Anderson presented “From Hick to Hip: An analysis of promotional acquisition, retention and recycling strategies for Spike TV (part one: The TNN Years)” at the Midwest Popular Culture Convention in Minneapolis.


Mark Poindexter contributed articles on KMOX (St. Louis) and KCMO (Kansas City).

Rob Craig presented "Seeking Narrative Consistency: The Origin Story in the Hammer Frankenstein Films" at the 25th International Conference on the Fantastic in the Arts, March 24-27, 2004, in Fort Lauderdale, Florida. In addition, he also chaired a panel discussion on horror cinema in the year 2003 that featured BCA’ers Dr. Ken Jurkiewicz, Graduate Assistant Don Rottenbucher, and former BCA GA Jeff Smith. This was also Dr. Craig’s fifth, and final, year as the organization’s Film and Media Division Head.
COCURRICULAR ACTIVITIES

by Allison Wasilewski, Station Manager

The hearts (and wallets) of the Modern Rock 91.5 staff opened up as we participated in the second annual CMU Relay for Life on April 2nd- April 3rd. We walked in shifts for 24 hours and held on-site fundraisers. Modern Rock also teamed up with the Leadership Institute and hosted a Bowl-A-Thon to benefit the cause. Staff, faculty, and listeners dusted off their bowling balls on Friday, March 26th after obtaining pledges for the number of pins obliterated.

The 91.5 Battle of the Bands rocked Rubbles on St. Patty’s Day with appearances from Michigan area bands. The line up included: Torrid, Quid Pro, Soapbox Paradox, and The Last Broadcast. Portions of the proceeds were donated to Relay for Life.

Congrats are in order to the following MAB winners: John Davis- first place radio aircheck, Andrew Wilkinson- honorable mention radio aircheck, Greg Angel- second place radio sports/play-by-play, Geoff Cole and Josh Lukkonen- second place radio promotional announcement.

This semester the specialty show line up has welcomed Hometown Heroes (featuring Michigan based bands), Kick It To The Curb (a listener-driven show that gives callers control over the new music heard on Modern Rock), 2 Tone Madness (Ska), and Downbeat Delight (Trip-Hop and Drum and Bass) as new additions to the night broadcast.

The Sports Department is in full swing. While the women’s basketball season is over, we are thoroughly excited about another season of CMU baseball and softball broadcasting.

Pretty lights and a plethora of buttons have graced a new production studio for WMHW. We have moved our production operation to Moore 188 and have been adjusting to the Cool Edit Pro software.

The Modern Rock staff decided to shake things up and created a midnight rotation clock. The new clock will offer a chance for 91.5 to play music that is beyond the format of regular rotation.

I want to thank the staff at Modern Rock 91.5 for a great year.

This semester, the staff of M2D2 will finish the redesign of the BCA web site, with a heightened focus on BCA’s academics and student production work. Testing on the site will conclude in March, with an expected rollout date of April 1st.

We at M2D2 are excited about a new multimedia aspect of the website. For the first time, the BCA website will feature original print, audio and video content exclusively for the web. The new portion will debut as a one-page sampler this semester, with plans for a complete site up in early October.

M2D2 also is expanding from the web and is beginning work on a promotional interactive CD-ROM for the BCA department, which will include elements of the website, interviews with faculty, staff, students and alumni, an interactive tour of the BCA department, and short-form documentaries on the co-curriculars. Pre-production planning on the CD-ROM began in January.

If you have any questions or comments about M2D2, or if you would like to be interviewed for the CD-ROM, please contact Webmaster Dr. Jerry Henderson or Senior Designer Mic Stankiewicz. Contact information is on the website: www.bca.cmich.edu.

The Starting Line Up is produced by BCA Seniors Dan Empson and Greg Miller. The show prides itself on covering not just national sports issues, but also local sports topics, both at Central Michigan University and the Mt. Pleasant area high school sports scene. The Starting Line Up features panelists from News Central 34, MHTV Sports, WMHW 91.5 Sports Talk Radio, and Central Michigan Life to debate on sports topics.

MHTV’s The Vault features past hit MHTV shows. Traffic Directors Jeff Sills and Adam Drankham are in charge of putting The Vault on air.

Power News for You @ 7:00 is MHTV’s newest comedy. The show is set in the lowest TV station market in the country, located somewhere in Michigan’s Upper Peninsula, and revolves around the new producer, young Ernie Stalworth (Jamie Maurer), as he tries to stay sane amongst the clueless anchors, bickering segment reporters, and the increasingly agitated news director. Intertwined with the storyline is the newscast itself, which is made up of hysterically funny fake news stories, kept afloat by the absurd and satirical world in which these characters reside. The show is produced by CMU students Mic Stankiewicz and David Seger, who also write the show along with Troy Reimink and Sean T. Johnston. The show stars Sean T. Johnston, Amanda Johnson, (WMHW continued on page 5)
RTNDA has a newly elected e-board this semester, and is excited to bring its members to many news stations across Michigan, as well as providing guest speakers to visit and consult with RTNDA members on campus.

RTNDA will tour various different TV stations across Michigan. This gives RTNDA members the opportunity to meet with staff members at local news stations, and observe the live nightly newscast. More importantly, it allows the students to network with business professionals.

RTNDA continues to focus on our goals of enriching the educational lives of our members, and crafting them into leaders in the news industry.

Matt Franklin, President

The National Broadcasting Society has had a spectacular year and is looking forward to another great year ahead! This semester, we worked hard conducting fundraising to help offset costs for the National Convention, which took place in Miami Beach, Florida. Central Michigan was represented by 26 attendees, one of the largest chapters at the convention. CMU also had four finalists in the National Electronic Media Competition. That's the largest number of national NBS finalists we have ever had!

We recently elected our new executive board for the 2004-2005 academic year. Our new group of officers is already busy making next year even better.

The CMU chapter is one of many other NBS chapters across the country that have taken part in the first and hopefully annual Tape Exchange Program. Our chapter has put together an audio and video reel of example work from MHTV and WMHW-FM and exchanged tapes with 11 other schools across the country. This is a collective effort with NBS to showcase to other schools what we do here at CMU and get a peek at what other schools are accomplishing.

We have hosted speakers at almost every meeting this year and have taken tours of WXYZ-TV and WWJ-AM Detroit, as well as an exclusive tour of the Motor City's Ford Field. Finally, we are trying to keep up with former NBS, Alpha Epsilon Rho, and IRTS-AERho members from CMU.

If you were involved with this organization, we would love to hear from you!

Matt Bellehumeur, President

The Film Society’s main endeavor of the 2003-04 school year has been the planning and execution of the second annual Central Michigan International Film Festival. Larger then its predecessor, this year’s festival includes 36 critically acclaimed films from all over the world, plus a Short Subjects Video Competition. In addition to the film festival, the Film Society’s Production crew has worked extra hard to create a short film, as well as several short film bumpers to be shown during the film festival. To enrich and expand a basic sense of film knowledge and experience, the group is planning on attending the Ann Arbor Film Festival in mid-March. The Film Society is extremely happy and pleased with the success of this year’s projects and is already excited about the upcoming year.

Amy Farr, President
WHERE ARE THEY NOW?

**Pete Bowers (75)** has been the General Manager of WBFH-FM radio and radio teacher in Bloomfield Hills, Michigan for the past 27 years. WBFH was named MAB High School Station of the Year in 2003 and BEA High School Station of the Year in 2002.

**Phil Sgriccia (79)** is a producer/director on the CBS show “Hack”. They shoot in Philadelphia and post in LA.

**Dave Harbison (82)** moved to Houston with his wife, two year old daughter and new baby. He is working as a freelance writer after 9 years in sports in Michigan.

**Ed Fernandez (84)** was named Vice President and General Manager for Telemundo’s WSNS, Channel 44, Chicago.

**Bob Bolak (86)** was recently named Vice President/Market Manager of Clear Channel Radio’s four stations in Ann Arbor, Michigan.

**Bruce Wayne Gillies (88)** was just blessed with a new 10 lb, 7 oz baby— Broch Marino. All this and he produced three movies, too!

**Matt Baumann (95)** recently had his documentary on the band Fleetwood Mac aired on VH-1.

**Dan Gallagher (00)** is an assignment manager for WXYZ-TV Detroit.

**Joe Lecz (00)** told us he is now working for the Oprah Winfrey Show in Chicago.

**Matt Wentworth (01)** wrote to tell us he is a morning show producer for WWMT in Kalamazoo.

**Tom Santilli (01)** received a Telly Award for “Golden Mettle” a senior sports documentary he produced for Clinton Township. He is also a partner in JD Entertainment in Mt Clemens, Michigan.

**Jamie Sisson (02)** is working in Alpena, Michigan, as a television producer, director and on-air news personality.

THREE PEAT

For the third consecutive year, Moore Hall Television, a collaboration of the Broadcast & Cinematic Arts department’s MHTV and News Central units, was designated “College Television Station of the Year” by the Michigan Association of Broadcasters at its Spring convention in Lansing.

Students from the organizations took first place in five of the six program categories: Best Newscast, Best Sportscast Play-by-Play, Public Affairs Program, Best News Feature, and Best Large Group. They swept all awards in the Best Sportscast Play-by-Play and Best Large Group competitions.

MHTV and News Central are Cucurricular units of CMU’s Broadcast & Cinematic Arts department. Dr. Kevin Corbett and Television Facilities Manager Greg DeLauro supervise MHTV. Professor Rick Sykes oversees News Central.
It’s hard to believe that it has been 5 years since Tom Moore first led us to "victory" in the 1st WMHW-FM Alumni Takeover. Then Kelly Flynn Fortier took hold of the reins for two successful years. It is now 2004 and ... and the BCA Department is going to let us do it again!!

In honor of this milestone, the recruiting process is now officially beginning for BCA grads to participate in this year’s WMHW-FM Alumni Takeover, Homecoming Weekend, October 8 and 9. Shifts begin at 6 a.m. on Friday and continue through 4 p.m on Saturday. We will again attempt a live Pre-Game Tailgate Remote from the Alumni Association Tent. We need assistance handling the non-stop interviews and a variety of other entertainment from 10:30 a.m. - 12:30 p.m. and hope we can count on you to help. This is a GREAT way to reconnect with old classmates and faculty, no matter how long you’ve been away.

The Takeover is a fundraiser for the BCA Radio Station, so we’re asking a minimum $30 donation for a two-hour shift and $10 for four news/sports updates an hour. The donations are tax deductible. Shifts and Schedules are VERY flexible and will be modified. I will E-Mail updates as changes arise or check at www.bcaalumni.org.

Bill Thompson, Takeover Coordinator E-Mail: thompsonarms@voyager.net

Tom Moore, Audio/Promo Coordinator E-Mail: tommoore@clearchannel.com

Maryland, has also been awarded the Honorary Alumni award from the Alumni Association, so BCA was very well represented University-wide. Congrats to all. These awards will be given out on June 5th at a banquet in Mt. Pleasant.

For the 3rd consecutive year, MHTV has won College TV Station of the Year honors from the Michigan Association of Broadcasters. In addition, students took top individual honors in five of six categories. Congratulations to Kevin Corbett, Greg DeLauro, and Rick Sykes for an awesome job with MHTV and News Central. It’s clearly paid off.

As always, the Alumni Advisory Board seeks your input on hiring trends, academic/work experience preparedness, and any other things that can assist in our feedback to the department. Feel free to e-mail me (tmjackson@comcast.net) with any feedback on what’s happening in your specific industry area.

Finally, last year I was asked to participate on the Capital Campaign Committee of the College of Communications and Fine Arts. As tax dollars continue to come in short supply, particularly for co-curricular activities (e.g. MHTV, News Central, WHMW) we need your support for private funding. We appreciate any individual or corporate giving you can assist with to further the goals of the Department and the continue to excellence that Dr. Orlik and the team have been delivering for many years now.

My term as Advisory Board Chair comes to a close with the April meeting, and it has been an honor to serve for the past two years. I look forward to continuing as a member of this group.
Student Awards

The Communicator Awards
MHTV’s *The Starting Line-Up*, “Award of Excellence”

NBS National Community Service Award

NBS Regional Competition First Place Winners
Rebecca Trylch: *Emergency Warning Signs*, News
Cory Weigle: *Central View*, Magazine
Dave Seger & Kari Bellinger: *Jam Session*, Music
Chad Livengood: *MHTV Sports-Game of the Week*, Sports

NBS National Competition Honorable Mention
Rebecca Trylch: *Emergency Warning Signs*, News
Cory Weigle: *Central View*, Magazine
Dave Seger & Kari Bellinger: *Jam Session*, Music
Chad Livengood: *MHTV Sports-Game of the Week*, Sports

MAB Awards

Radio
John Davis, 1st place, Air check
Andrew Wilkinson, Hon. Mention, Air Check
Gregory Angel, 2nd place, Sports Play by Play
Josh Lukkonen and Geoff Cole, 2nd place, Promotional Announcements

Television
Melody Cochran & Greg Miller: 1st place, Newscast
Dan Empson & Greg Miller: 1st place, Sports Play by Play
Luke Aeschliman: 2nd place, Sports Play by Play
Cory Weigle: 1st place, Public Affairs/Talk Show
Cory Weigle & Kelly Kibbler: 1st place, News Feature
Nick Bonnevelle: Honorable Mention, News Feature
Cory Weigle, Karah Leitz, Chris Gerhardt, Todd Treece and Ken Ochalek: 1st place, Large Group
Kari Bellinger, Mary Murphy, Steven Tally, Tim Marklevitz and David Seeger: 2nd place, Large Group
Greg Angel, Nick Bonnevelle, Ryan Raiche and Rebecca Trylch: Honorable mention, Large Group

(MHTV continued from page 5)
Broadcast Awards competition. Our newscast took first place in the best newscast category. We also picked up the top prize in the news feature category as well as an honorable mention for a News Central 34 promotion. The awards presentation was held in Lansing during the annual MAB Conference in March.

BCA Department Mission Statement

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

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

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

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

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

To provide Isabella county residents with quality FM radio and cable television programming that broadens their listening and viewing options.