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

Director’s Doodle
By Pete Orlik

Best wishes once again from the School of Broadcast & Cinematic Arts. Since our last edition, there has been a personnel change in our front office. Michelle Carson left BCA for another opportunity on campus and her position has been assumed by Cindy Main. Cindy comes to us after 27 years as Textbook Manager at the Student Book Exchange (SBX). SBX, which I am sure many of you frequented during your years on campus, suddenly closed its doors in the middle of last year and we were fortunate that Cindy thus became available. In addition to her office skills, Cindy also holds a B.S. degree in Broadcasting from Northern Michigan University so can relate very well to what we are all about. (Now, if I could just figure that out!!)

On the curricular front, our new Electronic Media Sales Minor is fully operational and students are signing up. This unique package blends four courses in sales and sales management from the Department of Marketing and three classes from BCA: our longstanding BCA 511 Electronic Media Sales course and new classes in Understanding Media Measurement (BCA 265) and a special 3-hour Practicum experience (BCA 451) selling underwater in our stations. Both departments have waived prerequisites for these courses once a person signs their minor. This package should provide students with excellent experience and credentialing. On a broader scale, we are beginning a comprehensive look at our entire undergraduate curriculum to refine our mission and see where that mission takes us in terms of possible changes to our majors especially. Assessment coordinator Trey Stohlman is playing a lead role in this venture.

In the last issue, I mentioned that our $20,000 Live Video Pack Challenge grant had been achieved and am happy to report that this gear has been activated in our news and video units. The LiveVu got its first trial by fire in remote coverage of the downstate Republican and Democratic campaign parties on election night and sent beautiful wireless HD pictures back to the MHTV control room. Our video looked better than that of certain commercial stations covering those events and our student reporters actually scooped some of these outlets in being the first to get interviews with key candidates. We have also just finished the upgrade of our main video editing suite in Moore 119. There are now twelve state-of-the-art video workstations with new work tables and chairs. The equipment upgrade was partially funded by the Office of Information Technology and we purchased the furniture at a tremendous discount tracked down by Video Labs Manager Aaron Jones. The room has been freshly painted in CMU maroon and is now a fully professional work space.

Our big equipment project for the summer will be the total upgrade of our audio recording laboratory (what many of you knew as Studio A) built around an Avid S6 control surface. Audio Unit Head Heather Polinsky, Audio Labs Manager Chad Roberts and contract engineer Robert Johns have been laying the infrastructure groundwork on this for the last several months. Immediately after the end of this semester, the facility will be stripped of its outdated gear and replaced with the new system.

Best wishes once again from the School of Broadcast & Cinematic Arts.

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

PREPARE FOR DIFFERENT
As we continue on our journeys in the media world, one thing has been crystal clear, you need to be very adaptive to change. This has been very true for me as on my journey in radio I’ve done things I never even considered possible such as hosting a TV show (yeah, probably not my best moment), doing sports play by play, social media posting, digital production, music recording and running giant festivals. None of this I ever envisioned when I wanted to be “on air” doing a morning show somewhere—-which I believed was my destiny when I was at CMU and WMHW.

I’m bringing up this subject be-

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

(Continued from page 1) giving a great boost to our audio curriculum and our in-house record label Moore Media Records (MMR). This major project is funded partially out of our CMU-provided equipment budget with needed remaining dollars coming from our BEST EQUIPMENT FUND to which so many of you have generously contributed. We simply could not undertake this upgrade with CMU dollars alone. The BEST fund has also been enhanced over the last five years by a 50-cents-on-the-dollar match from the Dean. We hope to get this matching program extended for the upcoming years.

We are, of course, in the middle of the awards season, and a complete list of winners won by BCA students is included later in this issue. Of special note is the selection of TWO of the thirteen total awards in the BEA competition. Kathryn Havrilla and Jennifer Weingart were recognized by the CMU Board of Trustees for this accomplishment at its February 19 meeting. Our students also continue to do very well in the Michigan Association of Broadcasters competition. On the television side, they took first and second place in the News Feature category, first place in the Digital Media experience category, and swept all three honors for a Talk Show/Scripted Show. They were also awarded first place in Mini-Documentary and second place in the Daily Newscast/Sportscast area. BCA radio students won first place in both the Daily Newscast/News Feature and Public Service Announcement categories and second place for On-Air Personality or Team. These awards were presented at the Great Lakes Broadcasting Conference and Expo on March 11 in Lansing. At this event (which has not yet taken place as the Holler goes to press), the coveted College Television Station of the Year and College Radio Station of the Year winners will be unveiled.

This issue should reach you in advance of our annual BCA Career Fair that is slated for Saturday, March 21 in the University Center rotunda from 10 AM to 1 PM. Planned as it has been for years by our Student Broadcast Executive Council (SBEC), this is a potent opportunity for students to network with key employers -- several of whom are represented by our alumni. If your company has not yet registered to attend, and would like to be part of this talent outreach, please contact us immediately. There is no charge for participating and this is a good way to get EEO credit for FCC purposes. You will even get a free box lunch!

SBEC also plans our Spring Awards Banquet. This year’s event (our 42nd!), kicks off at 6 PM on Friday, April 24 at Buck’s Run Golf Resort east of Mt. Pleasant. Our guest speaker this year is alum Brianne Frucci Tucker, Brand Ambassador of University of Farmers (Farmers Insurance Company) who will explore the student-requested topic: “Do I go to grad school or the industry -- and how do I survive with limited income either way?” Brianne is also a member of our Alumni Advisory Board.

I hope to see you at the Banquet. A special invitation is extended to our 1975 BCA graduates. Last year, we initiated the BCA Pioneers Award that recognizes graduates from exactly 40 years previous for their profound contribution to the formulation and growth of our program. Thus, we have sent out letters of invitation to all of those 1975 grads for whom we have records. If we missed you, or you were a 1972-74 graduate who could not attend last year’s ceremony, please contact us by April 10 at the latest. BCA will provide a pair of complimentary tickets, and you will be presented with a Pioneers certificate and lapel pin. I even promise to sign your certificate in red ink in homage to your past experiences in Broadcast Copywriting! We included a photo of last year’s group in the Fall edition of the Holler. They greatly enjoyed the event and we greatly appreciated having them back in Mt. Dis- mal to interact with our current students. It was especially exciting that some of last year’s award winners could meet the original recipient of the honor they had just received! It doesn’t matter whether or not you have subsequently worked in the electronic media because it is instructive for current students to see the diverse career paths that can spring from a BCA major.

Have a pleasant and air-worthy Spring. Please join us on April 24.

Snippets (continued from page 1)

cause I sit in meetings every day with various people from our radio cluster including clients, talent, account executives, digital experts, and corporate executives always trying to do new things and “think outside the box”. That’s a cliché I’ve tried to wipe out of my vocabulary. But it should really mean “doing things differently and creatively”. Different often gets attention and can result in “big wins” financially, high ratings and programming distinction.

This whole topic reminds me of the country parable about “Going to Abilene”, where two couples every Saturday night went to a Mexican Restaurant in Abilene. One Friday before the weekend, one of the folks said, “We go to Abilene every Saturday night, can’t we go somewhere else?” The others replied “Great idea!” Yet when Saturday night rolled around, not one of them came up with a better idea, so guess where they all went again? Abilene of course...and they were all totally bored!

It is extremely easy to keep doing the same thing or what seemed to work in the past. But to clients and the target audience, the same often translates to “boring” or “not innovative” as well. In my experience, doing things exactly the same will lead you in a downward spiral eventually as others with innovative thinking and fresh ideas and approaches will ultimately pass you by and pull revenue from you.

My point to students and broadcasters in all of this is to expect change, embrace it, and keep thinking of new ways to make your show, presentation, sales approach, concept, or idea a little different. Bring new people into your brainstorm sessions all the time. We regularly get outstanding ideas from people with the least experience here at CBS Detroit; even people outside the business.

Embrace ideas and creativity. Prepare for change. Adapt to change, and dare to be different. It’s not as bad or scary as you think. Being creative in your career journey is the most fun you can have in medias or wherever your path in life leads. Prepare for different, it’s a great thing!
Faculty Notes

Trey Stohlman presented Using Digital Portfolios for Student Self-Assessment at the 2014 Assessment Institute in Indianapolis, IN.

Chad Roberts judged the student PSA and the Faculty Audio Documentary Long Form and Short Form categories for the BEA Festival of Media Arts.

Kevin Corbett served as a judge in the BEA Gender Issues Academic Paper Competition and the Student Documentary Competition of the BEA Festival of Media Arts.

Trey Stohlman presented Making a Digital Impression: Student ePortfolios as Self-Reflection and Presentation Tools at the Assessment Retreat at Central Michigan University.

Amy Sindik published Standing Out in the Crowd: How Unique are the Lobbying Patterns of the Broadcast and Wireless Industries? In Telecommunications Policy, 38, 1024-1034.

Mark Poindexter presented “Seeking the Voice of the People in the Public Sphere: Radio Freedom in the French Overseas Department of Réunion” in April at the annual meeting of the Popular Culture Association in New Orleans. The paper is based on research he did recently on the island of Réunion (population approx. 850,000) off the east coast of Africa in the Indian Ocean.

Will Anderson presented Unshackled: An Analysis of History’s Longest-Running Radio Drama to the radio division of the Midwest Popular Culture Association Conference in Indianapolis, Indiana.

Former BCA faculty member Rob Craig reviewed Paul Meehan’s Horror Noir: Where Cinema’s Dark Sisters Meet, in the Journal of the Fantastic in the Arts, Vol. 25, # 1, pp. 139-141.

Patty Williamson presented The Power of Pretty: Re-Appropriating the Gaze and Feminine Agency in “Spring Breakers” at the North American Conference on the Media, Film and Cultural Studies in Providence, Rhode Island.

Will Anderson’s audio drama Bump in the Night was selected as a finalist in Radio Romania’s Grand Prix Nova and presented at the Grand Hotel Continental in Bucharest, Romania. It was also presented at the National Audio Theatre HEAR Now Audio Fiction and Arts Festival in Kansas City, MO.

Amy Sindik was selected to be a 2015 Scripps Howard Journalism Entrepreneurship Institute fellow, held at Arizona State University, in January. Amy was one of twelve fellows selected from an international pool of applicants.

Jeff Smith participated as a judge in the BEA Festival of Media Arts Student Documentary Film Competition.

Jeff Smith won 2nd place in the BEA Curriculum, Assessment and Administration paper competition for Assessing Creativity: Creating a Rubric to Effectively Evaluate Mediated Digital Portfolios.

Mark Poindexter led a group of students on a field trip to Paris again this March during Spring break. The trip is part of the course BCA 290: French Film and Other Media. The students visited the Cinémathèque Française, as well as other museums and famous sites. Prior to the trip, students spent more than 40 hours on campus watching and discussing French films.


Aaron Jones was selected to attend Broadcasting & Cable’s Technology Leadership Summit in Orlando, Florida.
COCURRICULAR ACTIVITIES

In February, Moore Media Records was in the process of wrapping up their new full-length album, Social Fretworking, for the spring semester. The students working at Moore Media Records have been putting in countless hours recording, mixing, scheduling time for photo shoots, and setting up dates for live shows. Social Fretworking will feature four bands, each contributing three songs to the album. The bands featured on this year’s sampler are from Mt. Pleasant, Muskegon, and Ann Arbor. Social Fretworking will be available as a CD, on iTunes, Amazon, and Spotify after its release on April 18th (more on that below).

Finding new talent has always been crucial to Moore Media Record’s success and we have added a new element to find talent, on and around campus. Every semester the record label holds an acoustic music competition at one of the campus resident halls. A certain number of contestants, who signed up via email, play a five to six minute set of original music for a chance to win a free demo session. These competitions allow MMR members to discover new artists on campus and potential talent. In addition, an acoustic show at Kaya Coffee House on March 27 featured some current, past and hopefully future sampler artists.

If students are looking to get involved, they can like Moore Media Records Facebook page where we post times and locations of general and executive staff meetings. We also have a Google Calendar that announces all live show dates, demo sessions, and when meetings take place. We regularly update the calendar and post it to Facebook frequently.

This year’s release of the sampler also marks Moore Media Records’ 10th Anniversary. We would love to see as many MMR and BCA alumni as possible at the sampler release show on Saturday, April 18th at Hunter’s Ale House in Mount Pleasant. Please come show support for the record label, see how far it has come, and enjoy some great music. If you are interested in getting involved, send an email to Label President Thibault Ruellan at ruell1tf@cmich.edu. You can find us on LinkedIn and join our MMR Alumni Group. And, remember to like us on Facebook at https://www.facebook.com/mooremediarecords.

M2D2 Multimedia Design was a sensational Fall semester for M2D2, and now, with Spring semester underway, we are determined to successfully complete production of our 2015-2016 promotional video that will appear on the front page of the BCA website. M2D2 is responsible for the design, development, and update of the BCA website and we are driven to make the location number one online information source for BCA’s faculty, current and prospective students, alumni, and the general public.

In addition to maintaining the BCA website, this semester M2D2 will be hosting workshops to help interested students learn about Photoshop, Audition, and Premiere. We would also like to hold workshops for website critiques and social media/self-promotion. Media Records have been proud to be offering students options for student activities which reflect a wide variety of possible career interests.

This is proving to be a strong semester for M2D2 and we’re hoping you’ll join us along the way. For more information about M2D2, send an email to Laura Cascio at casci1lm@cmich.edu.

The students involved in News Central 34 continue to be recognized for their efforts. The newscast received top honors in the 2014 Philo Festival Competition. The Philo Awards is a four state regional cable channel competition. Our newscast, along with individual reporting achievements by our students, also received recognitions in this year’s Michigan Association of Broadcasters Foundation competition. (see the list on page 11)

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We are continuing to grow the number of followers we have for our Facebook https://www.facebook.com/newscentral34 and Twitter @newscentral34 platforms. Our Facebook account cur-
WMHW is excited to have gotten the Spring Semester underway with several MAB Awards. (see the list on page 11). Coming off the MABs we are also eagerly anticipating the results of BEA’s Signature Station competition.

As always, WMHW continues its efforts to provide a professional and technical work environment that mirrors industry standards. Our most recent endeavor is coordinating and standardizing voicetracking. We are now implementing consistent voicetracking for overnight hours.

This semester has seen an increased interest in on-air work, from standard DJ shifts, to specialty shows, to news and sports broadcasting.

Both Moore Rock Radio 91.5 and Mountain 101 are currently running half a dozen specialty shows each, including Mountain 101 Music Director Kyle Catalano’s new call-in show Base Camp, dedicated to reviewing new music.

News Director Hannah Vogel has gotten our weekly news magazine Central Beat off the ground in record time with the help of an enthusiastic and dedicated staff.

The Sports Department enjoyed another great season with CMU Women’s Basketball, and Sports Director Jim Costa is currently preparing his staff for CMU Baseball and Softball.

WMHW is also enjoying brand new imaging for both Moore Rock and Mountain. Production Director Taylor Gross and her staff are responsible not only for newLegals, sweepers, and liners, but also for a set of new promos for WMHW specialty shows. In addition to content creation, Gross has done an excellent job educating her staff in both technical and aesthetic audio editing techniques.

Promotions Directors Emily Tiihonen and Nicole Allen are hard at work in both the CMU and Mount Pleasant communities, including attendance at Meet the Orgs Night, the Mount Pleasant Polar Plunge, and local shows at Hunter’s Ale House and Rubble’s Bar.

Under the promotions and social media departments, WMHW has also created a “Listener of the Week” platform in an effort to better connect and interact with our fans.

The Spring Semester is promising to be a good one, and we hope you’ll tune in to enjoy it with us.

Film society has a new look this year. Davis Nixon, the president, has stayed on to serve another term and has welcomed a new team of film enthusiasts to the executive board. The new players include, Vice President Erin Woitl, Secretary Deanna Johnson, SBEC Representative Cody Williams and Promotion Managers Josh Belliel and Alex Carter. With a revitalized crew, the organization parlayed the success of the 2014 Central Michigan International Film Festival into this year’s highly popular event, which took place over the first two weekends in February. One of the highlights of this year’s event was the original feature length production “Niner”, created by BCA’s own Grant Pichla. Our 2nd annual trip to the Chicago International Film Festival exposed us to many projects and provided excellent networking opportunities. During our regular meetings this year, we will be conducting film debates, showing and critiquing films, as well as competing in and co-hosting the 48 hour Film Competition.

For future information about our screenings, send a request to cmufilmsociety@gmail.com to be put on our mailing list.

With every new semester, come new students, new tech, and new ideas; and this spring semester is no different, with a lot of exciting things happening within Moore Hall Television. First, the recent renovations and additions of several new computers in the Gary Lico Moore 119 edit bay have made the conditions for student editors much better. Other updates and changes this semester consist of a new and considerably easier trafficing program for airing content. That has cut down on stress and hassle. Another notable change has come with the newfound success of Sports Central under the tutelage of graduate assistant and executive producer Mason Flick. With a great team of people behind him, Mason has effectively raised the production value of the show to phenomenal new heights. Another element being implemented is a new focus on the web platform, with more content being posted online for a wider audience. We have also placed more emphasis on social media.

The new semester brought the announcements of the winners of the Michigan Association of Broadcasters awards for 2015. (see list on page 11). MHTV locked up key wins in several categories ranging from top honors in Talk Show/Scripted Show for BCA 521’s Analogous, to racking up first and second place in the News Feature category.
STUDENT ORGANIZATIONS

Each year the Alliance for Women in Media strives to further fragment the media industry’s glass ceiling. Welcoming both men and women, we strive to network, make friendships, fundraise and gain industry knowledge through station tours and other real world experiences. Last semester we hosted several socials in an effort to create life-long friendships. Alliance for Women in Media had a fundraiser at La Senorita Restaurant, went on the haunted campus tour together during Halloween, and also painted pumpkins during one of our meetings. Earlier this year, we had a resume workshop and talked with Alyssa Hearin, an AWM alum, who is now a reporter at 7&4 News in Traverse City. We also spoke to her co-worker, Michelle Nemmers, who is another AWM alum and now a producer at 7&4. In addition, we had the chance to talk to our former Vice President Ariel Baar, who now works as a producer in Florida at WINK news. AWM teamed up with RTDNA for a weekend in Chicago. We visited WBBM TV and attended a live recording of the NPR program, “Wait, Wait...Don’t Tell Me” and the TV program “The Steve Harvey Show.” Our members enjoyed this trip and the other networking opportunities. We will continue to work together to advance our networking skills, industry knowledge and to strengthen the influence of women in the media community.

The National Broadcasting Society is an organization for college students that encourages high professional standards and networking with media professionals. NBS provides opportunities for students to connect with professionals and feel confident in themselves when applying their skills and knowledge toward their desired career goals. This organization holds resume and demo reel workshops for students, organizes speakers to come to general meetings, and sets up tours of television and radio stations.

In the Spring semester, CMU’s NBS chapter undertook numerous activities to assist students in each of these areas. In February, the group organized a fundraiser at Tropical Smoothie Café and Riverwood Bowling Alley to help cover the costs of the 2015 spring NBS national convention in Atlanta in March. NBS also set up a demo reel workshop for all Broadcast and Cinematic Arts students to attend. As we do each semester, the CMU chapter of NBS hosted the 48-hour film competition. To enter, students were required to write, shoot, and edit a short film within 48-hours, which included the required five elements that were revealed when the competition began. The films were then sent out to industry professionals to judge and constructively criticize. Finally, the films were presented at a showcase where awards were given to the winners. In March, NBS toured WC MU so students could get a behind-the-scenes look at how public television and radio operations are conducted. The chapter is also currently working on setting up tours of a film studio, radio station, and is inviting professionals to come speak to the group.

In March, the CMU chapter of NBS traveled to Atlanta, Georgia, for the 2015 NBS national convention where large numbers of media professionals were available for interaction with students. The professionals attending came from television, radio, film, sales, sports, and other media-related fields, and were there to provide career advice and tips about the industry. This was a fantastic way for members to connect to broadcast personnel and gain insight into the exhilarating media industry.

The chapter membership has swelled to numbers not seen in years, and continues to attract new members through the Spring semester as well. 2015 is going to be a wonderful year for NBS at CMU!

The Radio Television Digital News Association finished off the Fall 2014 semester with a tour of WZZM-TV in Grand Rapids. Those who attended the tour were able to speak with several members of the staff as well as watch the 5 p.m. newscast.

The chapter began this semester with a fundraiser in cooperation with News Central 34. Chapter members also held a workshop to help students prepare for their on-air auditions for slots on the newscast. The chapter also hosted a LinkedIn workshop for all interested students, as well as local chapter members.

The membership also heard from a reporter from WWMT-TV in Kalamazoo, Michigan, via a wide ranging Skype conversation. Other goals for the semester included visits to the Flint and Detroit markets. In addition, RTDNA joined AWM on a media visitation trip to Chicago.
CMU’s School of Broadcast and Cinematic Arts honored one of its most veteran faculty members during Homecoming 2014. The control rooms for BCA’s two student-operated radio stations 91.5 and 101.1 now bear the name of retired professor and WMHW operations manager, Jerry Henderson.

Five years after the end of his teaching tenure, Henderson’s career in BCA is now posted as a lasting and respected legacy, said Peter Orlik, Director of the School of Broadcast and Cinematic Arts. “Henderson was one of broadcast education’s most innovative figures” Orlik continued. “He took WMHW from a small 100 watt operation to the 13,000 watt level. Henderson’s work expanded the station’s signal to a radius from Frankenmuth to Big Rapids and Cadillac to St. Johns.”

A group of alumni who were Henderson’s students was the driving force behind the studio naming. Satellite Executive Tim Jackson, ’86, worked tirelessly to make sure this dedication came to fruition. “The naming had been discussed for a while,” Jackson said. “Alumni from several decades felt Jerry had a huge impact and influence on us as students and professionals.”

**School of Broadcast and Cinematic Arts Dedicates Radio Complex**

**BCA AWARDS BANQUET**

Friday, April 24, 2015
Buck’s Run Golf Resort, Mt Pleasant, Michigan
Social Hour 6 p.m., Dinner 7 p.m., Program 8 p.m.

Guest Speaker
**Brianne Frucci-Tucker**, Brand Ambassador
Farmers Insurance Company
Tickets are $25. Reserve yours at BCA@cmich.edu

**ARE YOU A BCA PIONEER?**

Did you Graduate in 1975?

Then 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?

Lisa (Albyn) Drummond (76) is the Event Specialist and Donor Relations Manager at Guest House in Rochester, Michigan.

Julie Brinks (81) is the owner and principal consultant for Vicinity Media, LLC, in Tucson, Arizona.

Brett Holey (82) was recently named to the newly created position of senior director of NBC News. He now oversees all NBC news production and directs primetime and other major news events. He previously worked for 18 years directing NBC Nightly News, where he won 12 Emmy Awards.

Jeff Dengate (00) is Senior Editor of Men’s Journal, in New York City.

Nick Austin (04) returns to Michigan to work at WNEM-TV 5 in Saginaw. His previous stops in the industry included KJCT 8 in Grand Junction, Colorado, as well as NBC 15 in Madison, Wisconsin.

Jason Kester (05, MA 08) was recently promoted to Station Manager of WQEL-FM and WBCO-AM in Bucyrus, Ohio.

Greg Angel (07) is the newest reporter at WPEC CBS 12 in West Palm Beach, Florida.

Jon Greenhoe (MA ’09) is working as an Associate Producer withing the Creative Services Video Department of Caterpillar World Headquarters in Peoria, IL.

Kelly Jex (10) is working as a Law Clerk at the Macomb County, Michigan, Prosecutor’s office.

Deanna Falzone (11) is the new morning news anchor at Fox 17 in Grand Rapids.

Matt Herrod (13) is working as a photographer at WILX-TV 10 in Lansing, Michigan.

Justin Jones (MA 14) and Rhea Juridico (14) are working as production assistants at NatGeo’s The Amazing Dr. Pol.

Constituent Chapter News

It is hard to believe it’s been almost six months since my last visit to CMU. Being president of the BCA Constituent Chapter of the Alumni Association, and a member of the BCA Alumni Advisory Board, I make two visits a year to Mount Pleasant.

These regular visits to the alma mater have been a continuation of the education that formally ended in 1977. Every time I walk into Moore Hall, I learn. I learn from the faculty. I learn from the students. I learn by listening to WMHW and walking into the MHTV studio.

Even though I’m no longer taking classes, and been a professional broadcaster for over 30 years, I feel I can still learn, by experiencing what’s being taught at CMU, and by talking to those who are still here.

Why am I saying this? Because it’s been great for me to revisit CMU and recharge. I’d suggest that you, too, make a trip back to the ‘Mountain Town’ once in a while. A great time to do that would be the weekend of April 24 and 25. Come in on Friday night for the BCA Awards Banquet to see BCA’s best being honored, then stick around Saturday morning to have a say in what we, as alumni, can do.

The BCA Constituent Chapter coordinates the annual WMHW Alumni Takeover, and the raising of funds for the Al Painter Memorial Scholarship, which goes to an outstanding first-year BCA student. We’d like to hear from...
Ah, it is spring again, warm weather, flowers and thoughts of ... no, not love... but fall, and time to begin planning for our 48-hour, 16th Annual WMHW-FM Alumni Takeover, during CMU Homecoming.

But, first things first. A brief explanation of what the Takeover is and what it is all about. It began in the fall of 2000 as a once-a-year opportunity for ALL BCA Alumni, NOT just those in radio, to return to campus and re-create shows from their college years, or mount new ones to reflect their programming preferences. It consists of mostly two-hour shifts, where we ask for a minimum $30 per person, per shift, to support our chapter activities. More on that in a moment.

During the past 15 years, the Takeover has passed many milestones including the huge power increase in 2007, a Skype’d show from South Africa in 2011, and on-air featuring of a long list of CMU VIP’s from the Alumni Association, Athletics and the Administration.

I have to say that last year, when we were able to name the radio section of Moore Hall as the Dr. Jerry Henderson Radio Complex, has to be the biggest highlight of this event. Without Jerry’s help during the early years of the Takeover, it would have been a huge struggle.

As I enter my 13th year of spearheading the Takeover, we hope to once again put alumni “on the air” beginning at 12:01 a.m Friday of Homecoming Weekend through midnight Saturday. Our founder and President of the Broadcast and Cinematic Arts Constituent Alumni Chapter, Tom Moore, will again be taking your shift requests at tommoore@wtam.com and alum Brianne Frucci-Tucker will once again handle our traditional two-hour tailgate remote from Alumni Village at Rose Ponds on Saturday. So contact her at blfrucci@gmail.com if you want to help out. We will again “encourage” students to 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, and keep everyone updated through our Facebook page, via email and our newly-restored BCA Alumni website at www.bcaalumni.org.

As we work into our 16th year it becomes ever more important that “younger” alums become involved to ensure the future of the event!! Please encourage fellow alums to join us at next Fall’s Takeover.

Please plan to attend our bi-annual BCA Alumni chapter meeting at 9 a.m., Saturday, April 25th, in Moore 107. So we can get new ideas and input on how to make the Takeover even better!! We can always use your ideas, comments and recommendations to improve on the Takeover or become more involved with other chapter activities.

Should you want to be on the email list or wish to be removed from the Takeover notices, send your email requests to Tom at tommoore@wtam.com or me at bstcmu78@yahoo.com.

Much more to come in the months ahead, We hope to see you in April!!
BCA Donors

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

Kelly Bunker
Greg Chandler
Kevin and Liz Campbell
Kevin Corbett
Bernard Darland, Jr.
Robert Davis
Robin Lin Duvall
William Fritz, Jr.
Brianna Frucci-Tucker and Patrick Tucker
Scott Griggs
Pat Hanlon & Julie Sutfin-Hanlon
Bill Hewitt
Kara Leitz
Tim Jackson and Dana McKenna
Bob & Sue Johns
Amanda Johnson
Dennis Majors
Matthew McPherson
Darcy Orlik
Pete & Chris Orlik
Todd Overbeek
Robert Parsons
M/M Timothy Pollard
James Prather, Jr.
Sally Gendernalik Roach
Chad Roberts
M/M Tim Roberts
Laura Schneider
Phil Sgriccia
M/M T. R. Shaw, Jr.
Dr. and Mrs. Robert Stecker
Peter Suciu
Rick Sykes
Mickey York

A note from Tim Jackson (86)

Donate to BCA - it is easy, tax-deductible, and will help the next generation of students succeed.

By now we’re all aware of significant state government cuts to higher education and the rising cost of tuition. Right now only 17% of CMU’s funding comes from the State. Not too many years ago, it was 75%! The campus economics challenge curricular funding even further.

Cost intensive programs like BCA require money for equipment replacement and repair. Having cutting-edge equipment available to our students is a major differentiator for BCA, and we want to keep it that way. This is where you come in! All you need to do is follow these easy steps:

Go to www.cmich.edu on your favorite web browser. On the very top bar, click on “Giving” and drop down to “Give Now”

In the “Search for Funds window,” type in BCA. You will see a variety of funds listed, including three scholarships and funds specific to each curricular unit. For day-to-day impact across all of BCA’s units, the BCA BEST Equipment Fund provides the most immediate help and benefits all of the curricular operations based on greatest need. However donations to any of the funds are welcome! They are tax deductible on a federal level with additional state tax benefits for Michigan residents.

Your Guide to BCA Funds and Scholarships

BCA has a variety of funds and scholarships that rely exclusively on donations! We encourage your participation in any of these - if you have any questions don’t hesitate to contact the BCA office for further details

Operating Funds:

BCA BEST Equipment Fund: support for all co-curricular programs based on most immediate needs. This funds maintenance and replacement. This fund is allocated at the discretion of the School Director.

The George and Eva May Campbell Educational Equipment Endowment is intended to establish a long-term payout to support BCA equipment replacement through investment dividends. If you’re unsure about where to donate, BEST and the Campbell Equipment Endowment are critical to the long-term success of BCA.

BCA Film Society supports film exhibition events.

BCA Research Activities: supports faculty research and associated travel.

MHTV Program: supports television production activities.

Moore Media Records: supports record label operations.

News Central: supports our nightly news show.

WMHW supports the radio stations in their broadcast operations.

Scholarships

Fausto and Gladys Fernandez Endowed Scholarship
Sue Rozman Delia Memorial Endowed Scholarship
Tim Roberts Country Radio Broadcasters Endowed Scholarship

Endowments and Scholarships information can be found at the CMU donation site: (https://www.cmich.edu/der/Giving/Pages/OnlineGiving.aspx), search for “BCA” and select the “!” icon next to each endowment/scholarship.
Key Student Awards & Honors

MICHIGAN ASSOCIATION OF BROADCASTERS

COLLEGE TELEVISION

Daily Newscast/Sportscast
SECOND - Central Michigan University, News Central 34 11-25-14, Hawazen Ghari

News Feature
FIRST - Central Michigan University, Jasmine Harris Package, Mason Flick
SECOND - Central Michigan University, Celebrated Service Award Continues to Promote Customer Service, Erica Francis

Mini Documentary
FIRST - Central Michigan University, Militaria: Helmets to Hobnails, Brad Parsons

Talk Show/Scripted Show
FIRST - Central Michigan University, Analogous, Jeff Pomplius, Russell Tandy
SECOND - Central Michigan University, Central View - Episode 3, Grant Pichla, Rhea Juridico

HONORABLE MENTION - Central Michigan University, The Gazebo - S02-E01, Brian McKnight, Nick Voigt

Current Events Program (Sponsored by Michigan National Guard)
HONORABLE MENTION - Central Michigan University, Face in the Crowd: An Inside Look at The United States Marine Corps Recruiting Process, Rhea Juridico, Artie Teran

Digital Media Experience
FIRST - Central Michigan University, Digital Media Experience, Mason Flick

COLLEGE RADIO

On-Air Personality or Team
SECOND - Central Michigan University, On-Air Team Jim Costa, Brad Tunney, Adam Abraham, Brad Tunney

Daily Newscast/News Feature
FIRST - Central Michigan University, MAB 2015 News Feature Veronica Gabriel

Public Service Announcement
FIRST - Central Michigan University, PSA, Taylor Gross

Sports Play-by-Play
HONORABLE MENTION - Central Michigan University, CMU Woman's Basketball CMU vs Kentucky, Brad Tunney, Matt Kearney

40TH BOSTON SCIENCE FICTION FILM FESTIVAL SCREENING

Analogous

MAB PETER B ORLIK SCHOLARSHIPS FOR 2015-2016
Brandon Craigie
Clayton Cummins
Tyrus Kemp
Victoria VanHout

PHILO FESTIVAL OF MEDIA ARTS
News Central 34—Sports/Entertainment Talk Non Professional Ithaca High School Football, Mackenzie Walter
News Central 34—Mackenzie Walter and Rodney Harris

Broadcast Education Association Scholarship Winners
Kathryn Havrilla (Eaton Scholarship)
Jennifer Weingart (Nielsen Scholarship)
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www.WMHW.org

58th Edition

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