The Moore Holler

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

Director’s Doodle
By Pete Orlik

It is usual in our Spring Holler to announce the individual Michigan Association of Broadcasters awards that have been won by our students. However, as many of you know, the journalistic focus on the Michigan Primary Election is intense and caused the MAB to push back its Spring conference until the first week of May. Therefore, we are forced to wait until our September issue to unveil the recognitions achieved by BCA students in this year’s competition.

Since I last wrote to you, administrative assistant Cindy Main left BCA to become textbook manager for Global Campus. She was replaced in mid-October by Michelle Kalisek who, for the last ten years, served as administrative assistant at Ithaca High School. Michelle readily adapted to the sometimes chaotic world of the BCA front office that, among other things, involves check-out of keys to multiple production labs. She also provides administrative support for our Student Broadcast Executive Council (SBEC). We are very happy to add Michelle to our office team to help facilitate the multiple projects with which our home base is always involved.

The 43rd annual BCA Awards Banquet is coming up on Friday evening, April 22 at Buck’s Run Golf Resort east of Mt. Pleas-
Director's Doodle (continued from page 1)

(Continued from page 1) them is now the new director of CMU Public
Broadcasting. Ken Kolbe (just inducted as a Pioneer at last year’s April banquet) took over the CMU operation in September after several years as assistant director of WGVU Public Media in Grand Rapids. He previously worked as news director at Lansing’s WJIM-TV (now WLNS) and subsequently WZZM (also in Grand Rapids). We are extremely pleased at Ken’s appointment and are exploring several cooperative ventures with him and his staff.

BCA’s airwaves are themselves taking a new direction with format shifts for both of our radio operations. As of February 15, heritage station 91.5 became a Triple A (Adult Album Alternative) service. Meanwhile, Mountain 101, that formerly aired Triple A, is now punching out a modified urban format. These changes not only provide enhanced and unduplicated programming to the mid-Michigan region but also bring training of our students into closer proximity with key industry practice. Tune in our stream at wmhw.org to experience the new sounds for yourself.

We continue to provide gateways to the outside media for our current students through the mounting of two career fairs per year. In October, we again joined with the Michigan Association of Broadcasters to host one of their three regional fairs. We attracted twice as many stations as did either of the other regional events. Several employers indicated they journeyed to Mt. Pleasant even though one of the other fairs was closer because of the high quality of the talent pool available here. Our annual Spring Career Fair, assembled by our Student Broadcast Executive Council, will be taking place on Saturday, March 19 — just about the time this edition of the Holler reaches you. Both these expositions not only assist graduating students to find employment, but are also the source of a wide variety of internships for younger students. As we look ahead to the next academic year, we welcome the participation by all of you who represent media-related companies. Registration for the October MAB/BCA fair is handled by MAB and includes a small charge. Spring Fair registrations are handled by our office and there is no cost. Both events generally can be counted as EEO recruitment events for FCC purposes.

Sometimes, a gateway opportunity pops up very suddenly. On Friday, January 22, we were contacted by NBC’s Senior News Director (and BCA alum) Brett Holey about a live forum from Flint the following Wednesday to be conducted by Rachel Maddow on MSNBC. The subject, of course, was the Flint water crisis. Brett’s production manager needed six production assistants and all of these slots were filled with BCA students by our News Unit Head Rick Sykes. In a follow-up email, the production manager reported that our students “were fantastic and really hard working . . . very impressive and very resourceful . . . Professor Sykes really sent us the best.”

Congratulations to Clayton Cummins, Mason Flick, Kathryn Havrilla, Chris Michael, Brad Parsons, and Jacob Strom on a job very well done. Have a pleasant Spring and Summer. We hope to see several of you — especially BCA Pioneer candidates — at our Spring Awards Banquet.

Snippets (continued from page 1)

dents seeking jobs, being a master of social media is not only necessary, but literally required by most employers. You can’t fake it. You’ve got to be good at it because employers now actively look at Facebook for great content, along with Instagram, Periscope and Pinterest. My favorite part of all of this is that social media has become an absolute creative outlet for anything you want to try. In Q&A at some of the digital media sessions, a common question was, “What works?” The experts agree, “You don’t really know until you try it!”

There’s no set formula. In my mind its because it is art in the true sense, but in a new form many of us are not used to exploring.

The fun of it is trying! When I was watching the Grammy Awards earlier this year on CBS, it was entertaining to watch which tweets were blowing up and watch Facebook within and outside the industry. Certainly a show or event of that magnitude generates volume and creativity. Hiring managers all agree that it is a critical skillset that now separates qualified candidates from everybody else (candidates who have a strong digital mastery are likely going to get the job.) Likewise, as you develop a formidable social media skillset, you’re building up your own personal brand which is going to bring value to your employers, your business and your own life and connect to the global village. In the end, it is your brand. So build it in a digital sense. It is the new creative landscape and it is wide open for you.
Faculty Notes

Trey Stohlman presented Assessing Evolving Creativity Through Rubrics at the 2015 Assessment Institute in Indianapolis, IN.

Pete Orlik published Projecting the Future From a 40 Year Perspective in the October 2015 Journal of Media Education.

Chad Roberts was named to the Broadcast Education Association Communication Committee and the Advisory Board of Professionals Committee.


Trey Stohlman published The Road to Redemption: Reclaiming the Value in Assessment Retention Exams in the Journal of Scholarship of Teaching and Learning, October 2015.

Will Anderson’s radio drama A Rest for the Wicked was performed and recorded by the Lakes Area Radio Theatre in Alexandria, MN, as part of their “back to school” special and was aired on 17 radio stations.

Pete Orlik’s new book MEDIA CRITICISM IN A DIGITAL AGE was referenced by Variety TV Critic Brian Lowry in the September 1 issue.

Will Anderson presented Dramatic and Repetitive: Using Audio Drama to Help Auditory Learners with Autism and an accompanying prototype educational audio drama production at the Disabilities Division of the National Communication Association national convention in Las Vegas.

Kevin Corbett served as a reviewer in the BEA Gender and Sexuality Issues Division Academic Paper competition and the BEA Documentary Division Academic Paper competition.

Kevin Campbell presented Online Course Production to Assess Student Learning Using a Fully Mediated Course at the 2nd annual CMU Assessment Retreat in January.

Kevin Corbett served as a judge in the BEA Festival of Media Arts Faculty Documentary competition.

Trey Stohlman presented The MePortfolio: Student Portfolios as Post-Graduation Marketing Tools at the second annual Assessment Retreat in Mt Pleasant.

Kevin Corbett served as an article reviewer for Media International Australia.

Mark Poindexter again took students in BCA 290: French Film and Other Media to Paris over Spring break. He has taught study abroad courses with overseas travel during Spring break ever since 2001.

Rick Sykes served as a judge for the BEA Sports Division’s Faculty Festival of Media Arts Competition.

Trey Stohlman was selected as a winner of the 2016 Provost’s Assessment Incentive Award.

Mark Poindexter presented a paper on the Depiction of Apes in Cinema Between 1930 and 1959 at the Popular Culture Association annual meeting in Seattle.

Will Anderson’s audio drama Flower Power! The Adventure Begins was aired on Midnight Audio Theatre, produced by NPR affiliate WCBE-FM in Columbus, OH.
COCURRICULAR ACTIVITIES

M2D2
MULTIMEDIA
DIGITAL DESIGN

It has been a great year so far for Moore Media Digital Design! In the Fall, our team introduced BCA to two unique projects that have each had great success. M2D2’s new podcast, Bringing Content Alive, is rapidly gaining popularity. The show explores the lives and experiences of electronic media participants at various stages of their careers, from students to professional educators and practitioners. Subjects range from broadcast radio and television to new media. Bringing Content Alive is available on our website: http://bca2.cmich.edu/bcapodcast/index.php and on iTunes. We recently completed our first alumni interview, speaking with Chelsea Briggs (’08) who is co-owner, host, and writer at Hollywood.com out in Los Angeles.

We are also continuing to work on a photoblog called Humans of Moore Hall, which mirrors the popular work of Humans of New York. Humans of Moore Hall offers a catalogue of photos and interviews of the inhabitants of BCA’s home building. These pictures and captions provide students with a brief look into the lives of their classmates. Humans of Moore Hall was an immediate hit with students and faculty and it continues to grow in popularity with each new post. You can follow Humans of Moore Hall at www.facebook.com/humansofmoorehall.

As always, M2D2 continues to be responsible for the design, development and updating of the BCA website. It is our mission to make our website the number one information source for BCA’s faculty, current and prospective students, alumni and, the general public. This year we have been creating brief promotional videos that will be added to the student co-curricular pages as well as the front page of the website. These brief videos will also be featured on BCA’s digital bulletin boards, which are located on the first floor of Moore Hall. This is an effort to help those interested in learning more about the opportunities and experiences offered in BCA.

Our goal for Spring 2016 is to complete enough podcast recordings to allow us to publish two a semester and one a month over the Summer, as well as providing at least one new Humans of Moore Hall interview per week during the semester. In addition to these projects, we are hoping to host workshops for students interested in learning about Photoshop, Adobe Premiere, and HTML. Overall, you can expect a lot of great things to come from M2D2 in 2016. For more information about M2D2 or the BCA website, send an email to Laura Cascio at casci1lm@cmich.edu.

This has been a busy year for Film Society with meetings weekly as well as many additional hours spent on film production and a trip to the Chicago Film Festival during the Fall semester. One of the highlights this Spring was again the Central Michigan International Film Festival, held the first two weekends in February at Park Library Auditorium and Celebration Cinema. Film Society helped to select the films shown at the festival, designed posters, wrote film descriptions, and promoted the festival in many ways. It also provided 100 percent of the staffed screenings spread across seven days. As the semester nears its end, Film Society will soon start working on next year’s festival. It is also working on two additional short films that it intends to have produced and edited before the end of the semester. Executive board elections are scheduled for April and we should have some new officers to replace those who are graduating.

This Spring has been an exciting time for the students at WMHW. During the Fall semester, the student staff of WMHW supported changing the formats of both campus radio stations. The 91.5 signal, which had previously broadcast a rock format, is now switching to an AAA (Adult Album Alternative) format. The 101.1 signal, which had previously been programmed as an AAA station, is switching to a format that will focus on modern hip hop and R & B. The preparation for this change has been a major focus of the staff throughout this year, with the format changes happening on February 15th.

The two program directors of WMHW, Josh Scramlin and Kyle Catalona, have worked to train new on-air talent for the format change, and have continued to recruit new students to the WMHW air waves.

While the format change has been major news for WMHW, other departments at the station have continued to flourish as well. The sports team, led by Matt Kearney, has covered CMU Women’s basketball and Men’s baseball and Women’s softball later in the semester. This extensive live coverage provided those interested in sports broadcasting with a place to practice and improve as on-air talent, while bringing the teams to a multitude of listeners.

WMHW will be looking to fill many of the executive staff positions for Fall 2016, due to the graduation of many of the current staff. This is a great opportunity for younger students to step up and become involved.
Moore Media Records is in the process of putting the final touches to their new full-length album, *Sonic Retribution*, for the Spring semester. The students that make up Moore Media Records have been running long recording and mixing sessions, scheduling photo shoots, and figuring out dates for upcoming live shows. *Sonic Retribution* will include Dead Rover from Mount Pleasant, Virgo from Grand Rapids, and *Airs is the Arche* from Detroit. The album will be available on CD, iTunes, Amazon, and Spotify after its April 2nd release.

Live shows have played a major part in Moore Media Records’ success and its student recognition on campus. This recognition was amplified by hosting multiple shows this semester, the first being the Herrig Acoustic Music Competition. The competition was held February 19th in Herrig Classroom One. This was followed by their Sick Drops and Hip-Hop Concert at The Wayside, that showcased talented student artists, ranging from EDM DJ’s to Hip-Hop rappers.

Moore Media Records plans to continue their run of live shows into March and April. Their show in March took place at the Kaya Coffee shop and featured new artists as well as a sampler band in hopes of increasing presale tickets. The final show in April will be Moore Media Records Sampler Release Show. It will be held at Hunter’s Ale House on April 2nd and feature the bands the record label has gathered for their album. Music will start precisely at 10pm.

Along with a slew of live shows, Moore Media Records has undergone a re-branding. With the assistance of our new Graphic Design Manager, the logo and our banner have been re-invented and updated. As part of this effort, new designed graphic t-shirts will be available to the public for $10.

If students are looking to get involved with the record label, they can like our Facebook page, Moore Media Records, and follow us on Twitter@MooreMediaRecs. Anyone interested in booking a session to record or mix a track can email the record label at mooremediarecords@gmail.com.

It has been a great year so far for News Central 34. The launch of our new morning show in the fall went very well. We had strong anchors, great producers and a dedicated production team. The 15-minute broadcast airs Monday, Wednesday and Friday from 10 to 10:15 am. We also launched a two-minute Netcast on our Facebook page. Senior Clayton Cummins has been the driving force behind the introduction of the Netcast. It has been a very successful addition to our overall social media efforts. The Netcast has averaged between 300-600 views per episode with a one-show total of more than 1,700 views.

The success of the Netcast is just one example of the enhanced efforts that we have been undertaking to strengthen our social media engagement with our audience as well as increasing the social media training focus for our staff. By December 2015, the number of views on our website total more than 24,000, up from 15,000 the year before. Our Facebook page had more than 1,000 likes by the end of December and our twitter posts have trended up as well.

Current plans call for the launching of a new website and an increased emphasis by our reporters and producers on engaging our audience through social media.
STUDENT ORGANIZATIONS

The CMU Chapter of the Radio Television Digital News Association (RTDNA) has had a very busy school year so far. A new treasurer, Haleigh Loftis, was elected to the E-Board and Kayde Hambau was elected as the new secretary for the Chapter. The group hosted a very successful audition workshop fundraiser along with two BCA fleece fundraisers. Additionally, the group toured WNEM TV 5 in Saginaw and Skyped with CMU alumna and WPBN-TV reporter Alyssa Hearin. The Chapter also hosted writing and LinkedIn workshops.

Currently, the group is planning a Chicago trip, along with tours to other Michigan television news departments. More workshops and guest speakers are in the works.

AWM’s mission is to redefine the term “media” for our organization. This fall over 15 members of the group traveled to Detroit to learn how all fields of media interact. During this trip, AWM visited Lambert, Edwards & Associates (Public Relations Firm), Duffey Petrosky (Advertising Agency) and WXYZ-TV Channel 7.

We also hosted some creative fundraisers and social get-togethers to educate our members on the importance of networking and working together to achieve a goal.

With our AWM alumni making an impact in media across the country, our mission continues to be connecting our current members to those opportunities that await them after graduation. By giving our members the opportunity to network with our alumni and engage in conversation, we, as an organization, are confident this has been another important year for Alliance for Women in Media.

As we finish up our 9th year on CMU’s campus, AWM is always striving to continue to promote diversity and harness the promise, passion, and power of women in all forms of media. Whether that is to empower career development, engage in thought leadership, or drive positive change for our industry and societal progress, AWM is motivated to improve media quality.

We are always striving to learn and grow as an organization. If you want to become a member of our organization or assist us in our efforts, please contact us. To learn more about Alliance for Women in Media and what the future has in store, please follow us on social media!

Facebook: Alliance for Women in Media at Central Michigan University
Twitter: @AWMatCMU
Instagram: AMWatCMU

The CMU chapter of NBS-AERho has been very busy this year, working hard to prepare for the 2016 National Convention in Los Angeles, and furthering their professional development.

Last October, CMU’s NBS chapter brought in Michigan Film Commissioner Jennell Leonard, who made a presentation to a packed room. Leonard spoke about the various electronic media and film opportunities available in Michigan and the growing possibilities the industry was creating in and around the state of Michigan.

In November, NBS hosted the 48 Hour Film Competition, where students from around the university wrote, cast, shot, and edited short films, which had to include a specific list of elements; all within 48 hours. The films were then evaluated and ranked by three industry judges. The chapter also elected a new Fundraising Chair, Treasurer, and Secretary for the spring 2016 semester to fill positions left vacant by December graduates.

In December, our chapter held a showcase for the 48 Hour Film Competition where all the film entries were viewed, followed by the awards ceremony. The chapter also hosted an initiation dinner at La Senorita’s where new members were inducted into the CMU Chapter.

In February, NBS hosted two workshops geared toward preparing students for both the national convention and the BCA Career Fair. Professor Aaron Jones gave a presentation on putting together a professional demo reel and answered many student questions. This was followed by a resume workshop hosted by Dr. Trey Stohlman.

March brought the NBS-AERho National Convention in Los Angeles, California, which included a keynote address by BCA alumna Chelsea Briggs (‘08), and an internship panel organized by alumni Natalie Town (‘15). Our chapter members were able to network with professionals from across the electronic media and film industries. Our advisor, Dr. Jeff Smith, also gave a presentation on what potential employers will be looking for as they search candidates online, and how to take control of what they’ll find. All in all, it was a very productive year for NBS-AERho!
Tim Roberts, '82 School of Broadcast and Cinematic Arts graduate, has been inducted into the 2016 Country Radio Hall of Fame, country music’s highest honor. Past recipients include Kenny Rogers, Glen Campbell, Garth Brooks and Dolly Parton.

Tim is currently CBS Detroit Operations Manager/Program Director of WYCD/WOMC/WDZH. He oversees all programming, promotions, production talent, music and operations for these CBS Detroit music stations as well as 6 HD radio formats. During his tenure WYCD has been honored with two Marconi Awards and named Station of the Year by both the Academy of Country Music and the Country Music Association. Tim participates in the CBS Amplify Program, which is a conduit for exposing new music and artists and he produces Detroit’s two largest events; the WYCD Downtown Hoedown and the Woodward Dream Cruise with WOMC. Tim previously served as Midwest Operations Manager for Cumulus Media where he oversaw all operations and programming for the Midwest region and its 29 radio stations. Prior programming and on air experience included stops at KSAN/KNEW-San Francisco; WKKT-Charlotte, NC; KDRK/KGA-Spokane; KHAK-AM/FM Cedar Rapids, Iowa and WPCM-Greensboro/Winston Salem, NC.

Tim’s expertise has also been recognized with several other high profile accolades. He was named the top country music radio program director by trade publication, Radio Ink. The award recognizes Tim’s ratings success, market dominance, staff development abilities and the influential role he plays in shaping country radio formats. He is a Michigan Association of Broadcasters Award Winner, and was named Programmer of the Year and one of the 30 Most Influential People in Country by Country Aircheck.

As a student at CMU, Tim worked for four years in various capacities at student-run radio station WMHW-FM. This experience led him to internship at WRIF-Detroit as well as work at WCEN-AM/FM and CMU Public Radio. Tim was also a member of the varsity football team as a freshman walk on and enjoyed playing intramural basketball and racquetball. Tim’s dedication to his home department remains strong. He currently serves as Chair of the School of Broadcast and Cinematic Arts’ Advisory Board and participates in BCA Career Fairs, Mentoring Days, Alumni Radio Takeover and numerous other alumni functions. In 2006, Tim was instrumental in securing an endowed BCA scholarship for aspiring radio broadcasters from the Country Radio Broadcasters – whose board surprised him by naming the award in his honor.
Where are They Now?

BCA Pioneer Patt Hayes (73) retired in January after 50 years as sales manager at WLEN in Adrian, Michigan.

Jeff Rivard (MA 74) retired recently after serving as Executive Director of the Western Pennsylvania Golf Association since 1993. Prior to that he was the Golf Association of Michigan CEO.

Sara Bingham (03) recently was named sales manager of WLEN, 103.9, Adrian, Michigan.

Yuhan Liu (M.A., 2011) recently took part in a panel presentation at China Institute 2016 in New York, NY titled "2016 China Outlook: Perspectives from Leading Chinese Journalists." Liu talked about how journalism is reshaping the lives of vulnerable immigrants in New York. Liu is a contributing reporter and translator for the New York Times, and was a major contributor to the "unvarnished" series, a 13-month investigation into the nail salon industry and its abusive practices. She also runs HAN Media, a communications firm located in Times Square.

Karlie Powell (10, MA '12) was recently named Digital Program Director at iHeartMedia.

James Slider ('11) travels across the country executing events for Tough Mudder Event Productions, INC. and still freelances for the White House as an advance operative.

Dillon Stanco ('13) was recently named Weekend Manager at Zimmer Radio and Marketing Group.

Constituent Chapter News

It’s official! The BCA Constituent Chapter of the CMU Alumni Association is now in charge of a real scholarship fund.

For the past few years, the Constituent Chapter has been awarding $500 per year to a deserving first-year BCA student. That money has come from the fund created by the Constituent chapter; mostly money that was raised through donations to the Chapter from participants in the annual WMHW Alumni Takeover.

We’ve been unofficially referring to it as the Al Painter Memorial Scholarship, in memory of the first program director of WMHW. Problem is, in the eyes of the University, it hasn’t been a formal scholarship. At least, until now. Some time back, the officers of the Constituent Chapter were told by the administration that if we had our fund up to a certain point, the University would endow the scholarship, meaning that money we raised would be invested, and that the scholarship money given out could be from the interest, rather than the principal. As I wrote six months ago, we did raise the money, thanks in part to a generous donation from Pete and Chris Orlik. Then, it was a matter of jumping through a few hoops. Eventually, CMU president Dr. George Ross signed off on our scholarship, and in December, it was approved by the CMU Board of Trustees.

What is now officially called the Al Painter Outstanding Newcomer Award will be given at each April’s BCA Awards Banquet to either a freshman or first-year transfer student chosen by the BCA faculty. It’s a fitting memorial to Al, who despite being sightless, was a fantastic leader of other students at WMHW in the early 70s; myself included.

At the BCA Awards Banquet on Friday, April 22, I’ll have the honor of continuing the tradition of presenting the Al Painter Outstanding Newcomer Award. The past two times I’ve presented the award, it’s given me a thrill to be able to hon-
Greetings once again BCA Alumni!! Spring is in the air and that means planning for our 17th Annual WMHW-FM Alumni. For those of you who are unfamiliar with the Takeover, it began in the fall of 2000 as a once-a-year opportunity for BCA Alumni to return to campus and re-create shows from their college years, or create new ones. It has become a HUGE success over the past 16 years, and I hope it continues.

We will once again put Alumni “on the air” Homecoming Weekend, and at the Alumni Village Tailgate prior to the game. Following discussions with Alumni over the past few months, I propose that the shifts this year run Friday from 6 am to midnight, and from 6 am Saturday through the tailgate remote. The Friday night midnight to 6 am Saturday shifts as well as game time and after will be filled AFTER ALL OTHER shifts are taken and/or on demand. We will continue to ask a minimum 30-dollar donation per person/per shift this year.

It has been suggested that we drop back to just on-air cut-in’s from the CCFA Tailgate tent, rather than continuous live coverage. I will work with the CMU Alumni Association on this possibility, as they may wish to have coverage continually from the Village. I welcome any input on these or any other changes at bstcmu78@yahoo.com. We hope current BCA students will continue the tradition of covering the pre-parade Alumni Breakfast remote early Saturday morning. This will allow the BCA Constituent Alumni Chapter members to meet and plan for the future. One thing that will not change is having CMU administrators, sports leaders and Alumni Association officials in-studio on Friday for interviews. I welcome guest suggestions from you! The more the merrier.

BCA Alumni Constituent Chapter President, Tom Moore, will again handle shift requests at tommoore@wtam.com. We continue to strongly encourage “newer” Alums to be involved so you can “takeover” for us in the coming years.

I want to thank all of you who for the tremendous financial support this past 16 years. Your generosity allowed us to meet our $10,000 goal and endow the Al Painter Outstanding Newcomer Award Scholarship. This year’s Newcomer will be announced at the annual BCA Awards Banquet on Friday, April 22nd at Bucks Run Golf Resort in Mt Pleasant.

If you happen to be in the Mt. Pleasant area on Saturday, April 23rd, please consider joining us for our Alumni Chapter meeting at 9 a.m. in Moore 203 for further Takeover planning and other chapter activities.

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Help BCA Save Printing and Mailing Costs

Would you rather receive The Moore Holler electronically? We will gladly email you the BCA newsletter, beginning Spring 2015. Please send your request to: bca@cmich.edu

The Moore Holler is also available on the BCA website at www.bca.cmich.edu/
BCA Donors

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

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Todd Sokolove
Julie Sutfin-Hanlon and Patrick Hanlon
Loretta Swift
Rick Sykes
Katy Washburn

At the October, 2015, BCA Alumni Advisory Board meeting, the Board voted to expand their membership from 17 to 20. Nominations were presented to Board Chairman Roberts. Amy Murphy (92), Jason Kester (05, MA 09) and Ann Marie LaFlamme (09) were selected to serve.

Your Alumni Advisory Board will meet on Saturday, April 23 at 10 a.m. in Moore 211 to review BCA's course content, offer information on new trends in the industry and give BCA ideas on maintaining the quality education we long have offered.

BCA Alumni Advisory Board

Jim Bollella (89, MA 91)
Ed Fernandez (84)
Brienne Frucci-Tucker (04)
Phil Hendrix (88, MA 90)
Brett Holey (82)
Tim Jackson (86)
Jason Kester (05, MA 09)
Jeff Kimble (85)
Pete Kowalski (86)
Ann Marie LaFlamme (09)
Tom Moore (77)
Amy Murphy (92)
Todd Overbeek (77)
Tim Roberts (82)
Bill Thompson (78)
Jacqueline Trost (00)
Rebecca Trylch-Suhr (01, MA 04)
Steve Violetta (81)
Michael Walenta (78, MA 80)
Tom Worobec (93)

HOMECOMING FUN

Shooting CMU t-shirts from a canon brings out students, faculty and staff attempting to snag a shirt
WMHW carried the event live
MHTV BREAKS GROUND
MHTV’s Sports Central, headed by BCA Graduate Assistant Mason Flick, teamed up with Central Michigan Athletics to create a weekly coaches recap show. CMU Head Football coach John Bonamego came into the MHTV studio every week to break down the previous week’s football game. This program aired on MHTV and was published online through CMUchippewas.com. This show proved so successful it was continued through both the men’s and women’s basketball seasons.

BRAD PARSONS STREAMS FROM THE FIELD
Using a wi-fi hotspot, and live stream presentation software, BCA student Brad Parsons did a live webcast of a fishing tournament at Muskegon Lake. The webcast was branded as part of the MCBC-TV (Michigan Collegiate Bass Circuit) show he did for MHTV. The link to his production is here

https://www.youtube.com/watch?v=QbdG8WyENWM&index=1&list=PLc0nlBdOeCTqUq7Rr9NU8VfojMvZQ5yJr

PODCASTING ON ITUNES
BCA Graduate Assistant Laura Cascio produced Moore Media Digital Design’s (M2D2) first episode in their podcast series Bringing Content Alive. This has been accepted for listing on ITunes.

Student Broadcast Executive Council 2015-2016

Nicole Allen (Moore Media Records)
Ashley Carey (Film Society)
Laura Cascio (Moore Media Digital Design)
Caitlyn Goins (National Broadcasting Society/AERho)
Kathryn Havrilla (Radio Television Digital News Association)
Joel Kulchar (Moore Hall Television)
Hanna Quinlan (American Women in Media)
Emily Tiihonen (WMHW)
Listen to Mountain 91.5 and The Beat 101.1
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School of Broadcast & Cinematic Arts
989-774-3851
989-774-2426 (fax)
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