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

Inside this issue:

- Student Info 4-6
- Where are They Now? 8
- Alumni Chapter 8
- Alumni Takeover 9
- Awards 11

Director’s Doodle
By Pete Orlik

As Fall Semester begins, we happily look back on the successful completion of our third consecutive summer remodeling project. Two years ago, we replaced the raised floor in all of our Moore Hall control rooms. In 2012, we accomplished a complete conversion of the Moore TV Studio from an analog to a digital and tapeless facility. This past summer, we followed up on that work by tearing out the original studio light grid and transitioning to an all-LED environment while also updating the eleven-year-old News Central 34 set. MHTV is now a well-appointed facility that mirrors industry expectations. We are very grateful for the support from both CMU administration and BCA donors that enabled us to make these much-needed improvements.

We begin this academic year with 18 graduate assistants who work in our video, audio, news, film studies and multimedia units as well as assist with the teaching of the gateway BCA 210 (Survey of the Mass Media). Some of these assistants are CMU alumni while others this year come to us from Adrian College, Bowling Green State University, Brooklyn College, Chicago State University, James Madison University, Oakland University, Spring Arbor University, and the University of Wisconsin/Stevens Point. As you can see, we recruit nationwide to forge a top quality GA corps and rely heavily on these students to keep our cocurricular units functioning at a high level as well as providing effective laboratory instruction and large-lecture class assistance. We advertise graduate assistant openings beginning in late October and begin sending out offers in early February. If you or someone you know is thinking about graduate school, this is an excellent way to finance an M.A. degree in BCA.

Another new member of our staff this year is Sarah Adams. Sarah joins us as a full-time Lecturer after working for 11 years at CMU’s Public Broadcasting Center. Beginning as a staff producer for WCMU-TV, she also served as executive producer for news magazine and long-form programming as well as live on-air fundraising. Since 2006, she assumed additional duties as PBC’s public relations coordinator, overseeing all promotional and outreach activities. Sarah will be teaching both Electronic Media Copywriting (BCA 311) and Electronic Media Newswriting (BCA 318).

Due to the high demand for our writing classes, we have also retained two outstanding media professionals to each teach an additional section of BCA 311. BCA alum Mark Ranzenberger is a veteran of both the radio and newspaper industries and now works as online editor for Morning Star Publishing while teaching part-time for the CMU Journalism Department. For...

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

I am honored to speak to all of you. I suppose I should introduce myself first as I was recently elected new Chairman of the CMU BCA Alumni Advisory Board. As a ’82 grad with a major in Broadcast and Cinematic Arts, and a minor in Journalism, I can recall in great detail how I spent all of my non-school hours immersed in broadcasting in Moore Hall and at CMU Public Radio! To date, I have worked in radio on the air and behind the scenes all across the country in many capacities and for all the major broadcast companies in markets like Charlotte, NC., San Francisco, CA., and Detroit, MI. Most of my last decade in radio has been as Operations Manager in Detroit for CBS Radio and overseeing all aspects of WYCD, WOMC and WDZH and serving on the Board of Directors of the Country Radio Broadcasters.

My goal as Chairman really is threefold and this is where alumni and students come into play. First, is to keep the incredible momentum built already in our program and to look forward into the new era of all media including radio, TV, film, the recording industry and digital broadcast. In the past fifteen years, the...
**Director’s Doodle (continued from page 1)**

(Continued from page 1) those of you who have tuned in to the WMHW-FM Homecoming Takeover in any of the last several years, you have encountered his mellifluous delivery as The Real Mark Robbins who anchors the Takeover’s Saturday night. Carmi Crisci built a long radio and television career beginning in her native Toronto where she worked at CITY-TV, FM-108 (Burlington), CKMW (Brampton) and Polygram Records. She subsequently moved to mid-Michigan with recent on-air work at WCZY and WUPS. Carmi is currently CEO for the Central Michigan Home Builders Association. In addition to teaching the writing course, Carmi plays a vital and long vacant role as our second Toronto Maple Leafs cheerleader.

In another significant staffing development, BCA News Unit Head Professor Rick Sykes now assumes the additional role of Assistant Director of the School. Rick’s teaching load is being reduced to provide him time to focus on the twin portfolios of student recruiting and development outreach as well as becoming oriented to the administrative systems and procedures with which the Director must cope. I am very grateful to Rick for his willingness to assume this newly-created position which will safeguard and enhance both our current and future operations. Feel free to send Rick condolences and congratulations.

Since the previous issue of The Holler went to press, BCA students have won several major awards, including the College Television Station of the Year designation by the Michigan Association of Broadcasters for the 12th consecutive year! This is an unprecedented accomplishment despite increasingly well-funded competition from programs like Michigan State and Grand Valley. It is a real testament to the hard work and professional-level skill of our news and video production students. MHTV was also named Signature Television Station of the Year for the second straight year by the Broadcast Education Association at its April convention in Las Vegas.

Our students earned other top national awards as well. A New Mutant, the short produced in 2012 by Eric Limarenko’s BCA 521 (Advanced Electronic Cinematography) was given the Golden Reel Award for student work by Media Communications Association International – the only student recognition that professional organization bestows. Individually, Cody Stauber’s Shanghaied garnered first place in the Broadcast Education Association’s Student Scriptwriting Competition; Casimir Grasbowski’s script 8 Walls took home the Program Script Grand Prize from the National Broadcasting Society; and Lauren Culver and Grant Pichla won the Movie Trailer Grand Prize from that same organization for their 60 promo.

Given all that is happening in BCA, we encourage you to visit us here on campus to experience firsthand what is taking place in our curricular units, visit our classes, and talk with our current and future student award-winners. Special events are wrapped around Homecoming including the two-day Takeover of WMHW and the Friday, October 18 Mentor Fair where we invite alums to share their insights with today’s BCA students. For electronic involvement with the School, visit our website www.bca.cmich.edu, relax with stations Moore Rock 91.5 and Mountain 101 at www.wmhw.org, and check out MHTV programming and other video productions at https://vimeo.com/moorereality. We are happy to have you join us via any means possible and grateful for your continued support and interest. Have a fabulous Fall!

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**Snippets (continued from page 1)**

Media workplace has exploded in a digital storm and is completely different than when I started back in the day. The vast changes in our industry are monumental and the preparation for that ever changing workplace is vital to our continued success at CMU and BCA.

Secondly, our joint cause is one of involvement for both students and alumni. For our many esteemed alumni, your involvement does not necessarily just mean donations to the program (although much appreciated as our needs are many). Involvement can also be in helping students achieve their goals through our much improved alumni mentoring program or coming to our BCA Career Fair as a future employer and seeing the many great students who are progressing through the school. Our BCA equipment needs are extraordinary to keep our great program current and in-step with today’s fast-paced media world. If you could help in any way in that regard, please let me or any board or faculty member know. If anyone would like to speak with me at any time about getting more involved or mentoring, I encourage you to please contact me at: tim.roberts@csbsradio.com.

Students truly do have such an incredible opportunity as there are so MANY hands on experiences you can get right in Moore Hall, whether working at the multi award winning MHTV, Moore Hall Rock 91, the Mountain 101, Moore Media Records, or perhaps in our film production group Central Premiere Productions. If you talk to any alumni I can tell you they will verify how valuable this practical experience is. In fact, it is indispensable for maximizing your hiring potential. If you have any questions at all about getting involved, I'm quite sure anyone on BCA Staff will encourage and coach you in the direction you want to go. Don’t wait, it’s fantastic and FUN!

Lastly, another goal is with the guidance of our Alumni Advisory Board, to help guide our faculty and BCA into the next age of broadcast where digital demands and opportunity reign supreme. Today we see news reporters filing reports on their cell phones on network television; radio talent who are wizards at social media and websites while doing an entertaining show. You see artists like Macklemore who started their own record company and drive major chart hits, and independent film makers all over America who are seen in Traverse City, Sundance and even Cannes. And the explosion of internet based sales, marketing, promotion, and services is so vast it is absolutely staggering. We need to think about media today in a much different way than most of us ever fathomed in BCA 210, with the exception of a few geniuses like Marshall McLuhan. All of these incredible stories in media have created a wealth of opportunity for business and students alike. You often read dire predictions about media in trade magazines, but as a 30 plus year broadcaster I can honestly tell you that there is plenty of opportunity everywhere, as long as you have the proper skill set and attitude. That’s certainly good news!

I’m very proud of what the program has accomplished to date and I’m sure many of my fellow Detroit area broadcasters are weary of me bragging about CMU and BCA. Congratulations go to Dean Salma Ghanem, Dr. Peter Orlik, former Alumni Advisory Chair Tim Jackson, and all the staff and people who make BCA great every day. The best is yet to come, so let’s put our heads together and FIRE UP for CMU and BCA!
Faculty Notes

Jeff Smith presented *Hire Me 2.0: How to Brand Yourself into the Job Market* at the 2013 NBS national convention in Washington, D.C.

Mark Poindexter presented *Simian Cinematic Surrogates: Rise of the Planet of the Apes and the Discourse of Revolution* at the 2013 Popular Culture Association annual conference in Washington, D.C.

Jeff Smith organized and assisted students on two tours in Washington, D.C. at the NBS national convention. They visited IntelSat’s main office and Discovery Networks’ master control room.

Chad Roberts and BCA graduate assistant Mason Meulemans presented *The Creative/Fun/ Social Side of Your Student Media Operation* at the BEA national convention in Las Vegas.

Chad Roberts and Jeff Smith presented *Using Audience Analysis in a Laboratory and Classroom Setting* at the BEA annual convention in Las Vegas.

Pete Orlik presented *Finding and Sculpting the Story for Your Spot* at the BEA 2013 Convention in Las Vegas.

Trey Stohlman presented *Cultural Studies in Mediated Communication: Course Concept, Implementation and Evaluation* at the 43rd Annual Popular Culture Association/ American Culture Association conference in Washington, D.C.

Heather Polinsky’s *The Michigan Soapbox* radio program, airing on CMU Public Radio, won a 2013 Communicator Award of Distinction in the radio category.

Heather Polinsky presented *Script to Screen Comparisons* at the BEA Convention in Las Vegas.

Will Anderson published *Promoting and Preserving Audio Drama in the Twenty First Century* in the April 2013 edition of *Journal of Media Education*.

Will Anderson published *New Directions in HD/Secondary-Stream Radio* for the New Directions in Radio Panel at BEA. At the same convention she also presented *The Challenges and Opportunities of Running Two HD Radio Signals* for the HD Radio 10 years later: What are colleges and universities doing? panel.

Kevin Corbett presented *Comparisons* at the BEA Convention in Las Vegas.

Will Anderson presented *New Directions in Radio Panel at BEA. At the same convention she also presented *The Challenges and Opportunities of Running Two HD Radio Signals* for the HD Radio 10 years later: What are colleges and universities doing? panel.

Heather Polinsky’s *The Michigan Soapbox* radio program, airing on CMU Public Radio, won a 2013 Communicator Award of Distinction in the radio category.

Will Anderson launched The Marion Brown Audio Drama Scriptwriting competition. A student from Massachusetts won the inaugural event.

Trey Stohlman presented *Using Electronic Media with Student Development Theories at the 2013 Great Lakes Conference on Teaching and Learning in Mt Pleasant.*
COCURRICULAR ACTIVITIES

A lot of things have changed this year for the CMU Film Society. Last year’s President Ashleigh Curp graduated, and Davis Nixon took her place. Our new Vice President is Ashley Harper, our Secretary and Film Festival Volunteer Coordinator is Erin Woirol, and our Promotions Manager is Deanna Johnson. We are excited to bring about a revitalization of this organization as well as continued growth of the annual Film Festival, which doubled in attendance this past year. Dates for the 2014 festival are February 6-9 and February 13-16. Films will be shown in the same locations as last year: CMU Park Library Auditorium and at Celebration Cinema on Pickard Road. We also plan on taking a trip to the 2013 Chicago Film Festival during Fall semester. For future information about our screenings, send a request to cmufilmsociety@gmail.com to be put on our mailing list.

We’re gearing up for another exciting semester here at WMHW! Building upon the success of the station in recent years, BCA and its students are setting goals that will help build the radio station’s reputation as one of the best training grounds for young broadcast students anywhere in the country.

New 91.5 Program Director Kelsey Gronda is excited to bring a slew of new speciality shows to portions of our schedule. We’re featuring music from many genres; anything from classic rock to heavy metal. Speciality shows give students an opportunity to express themselves in a more creative setting than a regular formatted show would allow.

Moore Rock is getting ready to rock out at our monthly live remotes at Hunter’s Ale House. As a promo team, we also travel to Saginaw’s Hamilton Street Pub to represent the station and support local music.

By continuing our relationship with Mount Pleasant Oiler football, prospective sports broadcasting students can develop their skills in real life scenarios while further enhancing the relationship between WMHW and the Mid Michigan community.

We’re excited to welcome CMU alumni for the 14th annual Alumni Takeover during homecoming weekend, October 18th and 19th. This is a great resource for our students to network with industry professionals and receive valuable career guidance.

Mountain 101 is quickly gaining popularity, not only in the community, but also among students. Having this second station allows students more opportunities to broadcast different formats, creating on-air content for varying demographics in a true cluster.

With a media environment constantly evolving, WMHW is pushing for a larger digital presence. This includes the re-launching of a newly designed website including online material such as podcasts and music blogs.

Our promotions staff is gearing up for another semester of events and community outreach. Mountain 101 is the main sponsor of open mic nights at Kaya Coffee House. WMHW’s new Promotions Director, Alison Anolick, is looking forward to creating a stronger presence on campus and in Mid Michigan.

The Business/Grants department is looking forward to a lucrative semester and continues its growing relationship with surrounding Mount Pleasant businesses. We’re broadening our Executive Staff with the involvement of business majors who aim to build underwriting success.

Multimedia Digital Design (M2D2) is looking forward to some new projects this year! Our team is becoming more involved in creating still as well as motion graphics that will be used throughout the different organizations within BCA. We will also be continuing to host workshop “bootcamps” each semester to help students who are interested in learning about Photoshop and After Effects motion graphics. M2D2 continues to have a large social media presence on Twitter and can be followed at @CMUSchoolofBCA.

Not only will M2D2 maintain the BCA website and Twitter page, but we will continue to update the BCA Vimeo page with MHTV content. M2D2 will also be working with other BCA organizations to help to grow BCA’s social media presence. M2D2 is extremely excited to be assisting with the creation of motion graphics for the new MHTV sports magazine show that starts this fall. With several new projects, it is going to be an exciting and busy year for the digital design team of the School of BCA.

News Central 34 began the new school year by unveiling a brand new

(cocurricular continued on page 5)
news set and musical theme for the broadcast. It will be the biggest change in News Central 34’s on air look and feel in more than a decade. The transformation is being aided by CMU alum Matt Borek (who came up with the original set design 11 years ago while still a student at the University) and current CMU student Rodney Harris whose concept suggestions served as the framework for the new set design.

Matt is assisting us in securing the new musical theme that will be part of the new look and feel of the show. Additionally we will be unveiling a new website design that will support the broadcast as well as create a structure for the development of a mobile platform for distributing the show’s content.

The new set includes flat screens that will allow us to integrate more visual content into the telling of stories from the set. We will be posting pictures of the set on our Facebook page (News Central 34) once the show goes live.

MHTV has once again benefitted from an upgrade to the television studio - a brand new lighting grid for the first time since the studio’s inception in 1971. With the fully transformed high definition studio, MHTV is aiming to win Station of the Year for the 13th year in a row.

The fall co-curricular meeting welcomed close to one hundred students - new and old - wanting to take part in the MHTV staple, Central View, independent film unit Central Premiere Productions, and the newly changed MHTV Sports and its ESPN-inspired show, Sports Central.

Additionally, we welcome Cody Shintoski as the Head of Sales, a student determined to build sales and underwriting for MHTV; something that we have lacked in the past.

One new show currently being produced is a musician spotlight series, with producers Trista Casasanta, Lauren Culver, Caitlin Wilson, and Erin Woior collaborating with Moore Media Records to highlight the talents of mid-Michigan musicians.

You can check out our current content on our Vimeo page at vimeo.com/MooreHallTV.

Moore Media Records enters into the 2014 spring semester with an abundance of drive and enthusiasm. MMR has established a repeatable method of success that includes releasing full-length quality albums and producing numerous live concerts. This year, the label is proud to be staffed with leaders that include Graduate Advisors Robin Chan and Tiffani Waite, President Kaitlyn Camilleri, Production Manager Tim Barrett, Demo Services Coordinator Pat Budesky, Multimedia Director Zach Budnik, A&R and Artist Relations Manager Lindsay Chestnut, and Business Manager Nick Voigt. MMR is currently searching for a Promotions Director. We are also hoping to get more involved with the Student Government Association and PR Central.

Throughout the coming year MMR hopes to further our members’ education by visiting professional studios and hosting guest speakers.

Currently Moore Media Records is in the final stages of producing and marketing our fourth sampler CD. The label has found the sampler format that features a variety of artists to be beneficial for numerous reasons. As an organization, MMR has cultivated a desire to promote and record the very best of local Michigan music. Recording and promoting several artists with their varying sounds offers challenging but ultimately rewarding experiences for the label’s staff. With a mindset to push the boundaries of what the label is capable of doing, Moore Media Records has created its largest sampler to date. Titled Moore Media Records Presents: The Local Spectrum; this sampler features a combined 18 tracks from artists like Matt Gabriel Trio; Hannah Rah Beale; Go Tiger; Go; Leah Petruska; Benthos; and New Day Dreamers. This was a huge accomplishment for MMR and we hope that this year’s sampler will be as creatively rewarding.

Beyond the walls of the studio, Moore Media Records is also working feverishly to maximize the potential of this year’s opportunities. MMR will be refreshing our logo that will be released for use in the fall. With such challenging goals, the label hopes to better engage and educate its members.
STUDENT ORGANIZATIONS

NBS
AERho

Since the close of the 2012-2013 school year, the National Broadcasting Society has been busy preparing for 2013-2014. One of our main goals is recruiting. We hope to get a significant number of new members to bolster the future of the organization.

This year NBS-AERho will once again be holding our 48-Hour Film Festival, and we are looking to set a new record for entries. We are also planning to team up with The Film Society for the associated gala showcase event, making it bigger and better than ever. It is our hope that this will enable us to connect with even more students in BCA and across campus. NBS is also planning fundraisers to help support upcoming events that we will host, such as the Halloween Double Feature, and providing assistance to our members who want to travel to the national convention in March of 2014. This year, the National Broadcasting Society Convention and Media Competition will be held in Los Angeles. Plans are already in the works for events, speakers, and tours of film and broadcast production facilities! During the convention, members of NBS will also have an opportunity to network with professionals working in various electronic media and film industries. The convention also offers the chance for members to get valuable insight on job search materials (such as resumes, demo reels, and digital portfolios), look for potential internship opportunities, and get advice on how to land that first job out of college. Finally, the CMU chapter of NBS will be pursuing philanthropic opportunities, and get advice on how to land that first job out of college. They will also be holding a showcase event, making it bigger and better than ever. We ended last year by taking a trip to Detroit. We started by going to 99.5 WYCD and sitting in on their morning show. After the broadcast we got a chance to chat with Dr. Don and everyone else in the studio about what they do on a day to day basis. We then split up and sent half our group to Channel 4 news and the other half to Berg’s Muirhead & Associates, a public relations firm. After the tours were completed, we continued the day by heading to Comerica Park to watch a Tigers game. It was a wonderful end to the semester for AWM.

Our main focus this year is to network with media professionals in a city that AWM hasn’t yet visited. To accomplish this goal, we have a lot of fundraising planned. As in previous years, we will take part in the Dickens Christmas Festival in Downtown Mt. Pleasant to hold our annual bake sale. Along with the bake sale, we also have many plans to continue fundraising throughout the semester in hopes of funding a larger trip in the spring.

AWM is very excited to network with professionals in the media industry. We hope to also talk with past members who have graduated and have gone on to great success. Whether it’s PR, Broadcasting, Journalism or any other media area, we hope that all the members of AWM will benefit from the activities this year.

The CMU Student Chapter of the Radio Television Digital News Association (RTDNA) is ready for another great year. Our first general meeting was well attended with many new faces eager to get started on exciting new adventures. Last semester, the chapter took a trip to Detroit and visited two television stations (WWXYZ-TV, WWJ-TV) and three radio stations (WWJ-AM, WXYT-FM, WDZH-FM). The trip was very successful as we were able to see how large market TV and radio stations operate.

This year our plans include visits to television stations in the Flint and Cadillac markets as well as guest speaker sessions with WWJ-AM midday news anchor Jackie Paige and WLNS-TV reporter/anchor and CMU alum Shelby Miller. Other field trips and conversations with industry professionals are in the planning stages.
FORTY YEAR ALUM RECOGNITION

Beginning with this academic year’s Awards Banquet on April 11, BCA will honor its more “veteran” grads by marking the 40th anniversary of their successful launch from the hallowed halls of Moore. In this first cycle, we will recognize all grads from 1974 and before. Then, at subsequent banquets, alums from a single year will be saluted. Our Spring 2015 banquet, for example, will put the spotlight on all those who completed degrees in 1975 (May, August, or December). We plan to continue marking such four decade milestones each year thereafter.

Attending honorees will be presented with a BCA Pioneer Certificate to recognize their participation in the School’s early development.

If you finished your BCA degree in 1974 or previous, please plan to attend the April 11 event at Buck’s Run Golf Club east of Mt. Pleasant. Let Joan McDonald mcdon1jk@cmich.edu know you will be coming. BCA will provide a pair of complimentary banquet tickets for you and officially welcome you home during the ceremonies.

We look forward to reconnect with the people who did so much to shape BCA’s character and traditions.

DOU USES NEW MEDIA SKILLS AT NBC AND ESPN

Bowen Dou, M.A. ’07 School of Broadcast and Cinematic Arts graduate, is currently a Cross Platform News Gathering Project Manager for ESPN responsible for insuring the uniform look of program segments produced by all ESPN field offices. Previous positions at ESPN include serving as associate producer for both the TV and web presence of “SportsCenter.”

Dou started her career in electronic media as a NBC Nightly News intern through the International Radio and Television Society’s highly competitive Fellowship Program. Following her internship, she was hired as a production assistant for NBC Nightly News and the TODAY show, creating elements for both TV and digital platforms. Dou’s web development and graphic design expertise also led to her designing the NBC Wi-Fi logos and Web banners as well as helping redesign the Nightly News studio.

Honors bestowed on Dou include several IRTS Fellow Awards, the grand prize for website design in the National Broadcasting Society’s 2007 competition, receiving the School of Broadcast and Cinematic Arts’ Outstanding Service Award and being named CMU’s Outstanding Recent Graduate at the 2009 Alumni Association Awards Banquet.

While at CMU, Dou was president of Multimedia Digital Design (BCA’s new-media student organization), producer for Moore Hall Television, line producer/director of News Central 34, webmaster for the School of Broadcast and Cinematic Arts website and a member of the Student Broadcast Executive Council.
Where are They Now?

Paul Boscari (76) is the General Manager of Blue Lake Fine Arts Camp Public Radio.

Jeff Thomas (80) is the Vice President, Sales, for Clear Channel Media + Entertainment in Burbank, California. His stations include: KIIS FM | HOT 92.3 | KOST 103.5 | 104.3 MYFM | 98.7 FMKFI AM 640 | AMS70 FOX Sports LA | KTLK AM 1150.

Dennis Sampier (95) runs Community Engagement with the Detroit Pistons and the Palace of Auburn Hills.

Marcie Callahan (97) is the Manager, Post Production Facilities and Scheduling, for National Geographic Television (NatGeo) in Washington, D.C.

Aaron Mills (02) has returned to CMU after 10 years at 9&10 News in Cadillac, Michigan. He now is the Public Relations and Social Media Coordinator at Special Olympics Michigan.

Jamie (Jendrzejewski) Westrick (02) Vice President, Local and National Production at Detroit Public Television, recently won Crain’s coveted “40 under 40” Award. The awards program is November 6 in Royal Oak.

Derek Van Dam (06) has been promoted to Chief Meteorologist & H.O.D. Weather at eNCA & e.TV in Johannesburg, South Africa.

Stuart Cram (09) is a Junior Account Executive at Marked Entertainment in Hollywood, CA.

Katelyn Coates (13) landed a job with Reader’s Digest, in Milwaukee, as the Associate Editor for Enthusiastic Brands, which includes Birds and Blooms, Country, Country Woman, Farm & Ranch Living and Reminisce.

Erin Calhoun (13) is the weekend day producer at ABC 12 in Flint. She also is helping the Michigan Association of Broadcasters in designing a mentor program for next year’s BCBC conference.

Faith Gantner (13) is a reporter and weekend anchor at WNEM-TV5 in Flint/Saginaw.

Constituent Chapter News

I’m Tom Moore, class of 1977. I’m a multi-market news anchor for Clear Channel Media + Entertainment based in Cleveland, Ohio. In April, I was elected to succeed Kevin Campbell as president of the BCA Constituent Chapter of the CMU Alumni Association. Even though I graduated from CMU over 35 years ago, and I live and work out of Michigan, I am thoroughly pleased to help repay the School of Broadcast and Cinematic Arts through donation of my time and expertise.

An idea and a conversation got me re-involved in the School of BCA. During a reception held in the WMHW studios during Homecoming 1999, I thought it would be great if there were some way that BCA grads could take part in homecoming the way that band members participate in alumni band during the parade and at halftime. I mentioned it to Dr. Jerry Henderson, who was then in charge of WMHW. He said to give it a try, and Dr. Pete Orlik gave his blessing. That’s how the WMHW Alumni Takeover began. This will be the Takeover’s 14th year.

The Takeover has become a homecoming tradition. The added remote broadcast at Alumni Village outside of Kelly/Shorts Stadium has become the official broadcast of alumni-related pre-game events. Through the donations requested from Takeover participants, the AI Painter Newcomer Scholarship is close to being fully endowed. And, it all started with a simple suggestion from a BCA alum.

What I’m saying is that no matter how long ago you graduated, and no matter where you are, you can still have a say in alumni-related programs. Just because you haven’t walked through Moore Hall in years, once you’re a BCA graduate, we want to hear from you, and we want you to participate. When alumni come back to Moore Hall for events like the Takeover, or the Mentor Fair, it sends a message to current students that we care about them, and their future.

BCA is one of only a handful of alumni groups on campus that has its own officially-sanctioned chapter of the CMU Alumni Association. We meet twice a year: in April, during the weekend of the annual BCA Awards Banquet, and in October, the day of the Homecoming game. Our next meeting will be Saturday, October 19, from 9:30-10:30 a.m. in Moore 114. Every BCA graduate is a member of the BCA Constituent Chapter; every BCA graduate is invited to attend.

If you can’t participate physically, financial help is always welcome. I mentioned earlier that participants in the Alumni Takeover contribute toward the AI Painter Scholarship that goes to the most promising new BCA student each year. Here’s another way you can contribute. If you sign up for the Alumni Association’s Gold Membership category, $5 of your $35 fee goes to the BCA Constituent Chapter. If you are signing up via snail mail, all you have to do is check the box on the back of your application. If you are signing up for a Gold Membership online, please write in the comments box that you want $5 to go to the BCA Constituent Chapter.

I look forward to seeing you in October, either at the WMHW studios, or at the meeting on the 19th! Better yet, hope to see you at both!
Hello Again BCA Alumni!! With another school year underway it won’t be long before we all gather on campus for C-M-U Homecoming in October.

In keeping with this year’s theme of “Central Spirit,” BCA Alums from across the country are again preparing to “Takeover” the air Friday, October 18th-19th for our 14th Annual WMHW-FM Alumni Takeover.

As usual, the 48-hour event runs from 12:01 a.m Friday through midnight on Saturday featuring in-studio interviews with CMU leaders Friday and live remotes Saturday from the CMU Alumni Association Pre-Parade Breakfast and Alumni Village at Rose Ponds. The tailgate remote from 12:30-2:30 p.m. will again feature the now-infamous BCA Kazoo Band, which is working to enlist at least 100 members! Contact Brianne Frucci Tucker at fruccitucker@gmail.com if you’d like to participate.

Now that you know the particulars, WE NEED YOU to make it all possible. So, I urge you to also contact Tom Moore at tommoore@wtam.com if you are interested in a couple of shift times that are still left. But even if you don’t land a time, come anyway and participate! A shift format can be anything that is acceptable to School of BCA Director Dr. Pete Orlik and the FCC. There is also access for ipods, laptops, etc. and Operations Manager Chad Roberts and his student crew are ready to assist. There are many studio chairs and a “standing room” area, so join us. I promise, you WILL be back again and again!!

I want to thank previous participants for the generous support of the Takeover over the past 13 years, and am happy to announce that the BCA Alumni Constituent Chapter is just $1,500 away from endowing the Al Painter Outstanding Newcomer Scholarship. Endowing a scholarship is important, because the gift is invested in a permanent fund. Once fully-funded, the Endowment’s interest generates a scholarship award year after year.

In an effort to reach our goal this fall, we’re asking 2013 Takeover participants to donate a minimum of $40 per person, per shift. While this is an increase from 2012, we believe the added support will help us establish enhanced permanent funding to reward future BCA students.

If you haven’t been involved with the Takeover in the past, or know someone that may want to, please let me know at: bstcmu78@yahoo.com or check out our Facebook Page “Broadcast and Cinematic Arts (BCA) Constituent Alumni Chapter.”

Chapter President Tom Moore and I encourage you to also join us for our BCA Constituent Alumni Chapter meeting at 9:30 a.m Saturday, October 19th in 114 Moore Hall.

Oh, one more thing. I want to issue kudos to the CMU Alumni Association, who will be providing refreshments and CMU merchandise for our participants this year. Another reason to be a part of the fun and excitement!!

I am so proud to have been a part of the creation of the Takeover, and organizing it with the help of a long list of people over the years. I hope you can join us!!
BCA Donors
Many thanks to those of you whose generosity helps the BCA program meet its educational mission

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<th>Will Anderson</th>
<th>Guy Gordon</th>
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<td>Kurt Baringer</td>
<td>Pat &amp; Julie Hanlon</td>
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<td>Karen Bengtson</td>
<td>Tim Jackson</td>
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<td>Carrie Ann Brickner</td>
<td>Rebecca Mestelle</td>
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<td>Country Radio Broadcasters</td>
<td>Darcy Orlik</td>
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<td>Kelly Bunker</td>
<td>Pete and Chris Orlik</td>
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<td>Kevin Corbett</td>
<td>Chad Roberts</td>
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<td>Dr. Louis Day</td>
<td>M/M John P. Stewart</td>
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<td>Dow Corning Corporation</td>
<td>Ben Tigner</td>
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<td>Farmer’s Insurance Group</td>
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<td>Mike Feltz</td>
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<td>William D. Fritz, Jr.</td>
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BCA Alumni Advisory Board
Jim Bollella
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BCA MATCHING DONATIONS OPPORTUNITY

The Dean of the College of Communication & Fine Arts provides a 50% match of any contribution made to the BEST Equipment Fund (for immediate needs) or the Campbell Equipment Endowment (to build a permanent source of facility support). This is a wonderful opportunity to leverage the impact of your contributions to BCA and ensure the present and future well-being of the School’s physical plant.

Please consider supporting this campaign. As part of the plan, the Dean has made a commitment to extend this matching offer for at least the next two years. If you have any questions, contact Pete Orlik or Joan McDonald.

Contributions may be sent directly to the BCA office, Moore 340, Central Michigan University, Mt Pleasant MI 48859, made out to either fund.
Key Student Awards & Honors

**Michigan Association of Broadcasters**
College Television Station of the Year (12th consecutive year)

**Media Communications Association International**
“Mutant”– Golden Reel Award Student Category
G. Warren Scholarship Award

**Broadcast Education Association**
Signature Television Station of the Year (2nd consecutive year)
Student Scriptwriting Competition
First Place–Cody Stauber for “Shanghaied”

**Philo T. Farnsworth**
Best News Program—Non Professional
News Central 34

**National Broadcasting Society**
Grand Prize Program Script
Casimir Grasbowski– “8 Walls”

Grand Prize Movie Trailer
Lauren Culver and Grant Pichla– “60”

Honorable Mention
Video News Program Category
News Central 34—December 4, 2012, Darryl Maxwell and Kyle Simon
News Central 34—November 13, 2012, Evan Hodgens and Manny Colon

Video Drama Program Category
“60” (First Half) Lauren Culver and Grant Pichla

Video Feature Segment
“Micah Nickel: Overcoming Autism”— Shelby Miller

Audio Feature Package
“Isabella County Stays Fit”— Shelby Miller

**Society of Professional Journalists**
Best TV Feature
1st place—Mason Flick—“Verve Energy, Part 1”

In Depth Reporting
2nd place—Rachelle Spence—“Fake ID’s: Just a Click Away, Part 1”

Best General News Reporting
3rd place—Faith Gantner—“Michigan Ballot Proposals”

**CMU Outstanding Thesis Award**
“The Mafia Dolls: A Feminist Reading of the Narco-Novela” - Marly Meza

**Communicator Award**
Silver Award of Distinction (3 awards)
“A New Mutant”—Grant Pichla, Kevin Smith, Matt Bleau and Ezra Bakker
“:60” - Grant Pichla and Lauren Culver
“2 Minute Drill” - Kyle Scislowicz

**NAB Freedom of Speech Radio PSA Competition**
Radio Division
1st Place—Mark Hurrish
Help BCA Save Printing and Mailing Costs

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Please send your request to:

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