

The Moore Holler

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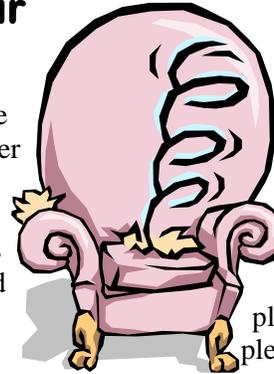
From the Creaking Chair

By Pete Orlik

Greetings from the newly remodeled BCA office. After spending the Spring with the department files, student receptionist, office manager and Creaking Chair all in one room, we moved back to our enlarged digs in mid-May. We knocked out walls to eliminate three separate offices and now possess wonderfully workable facilities. I can open a file drawer without asking a visitor to move into the hall and more than one person at a time can actually enter the BCA reception area. Our old outer office (where the historic BCA mural is located) is now a faculty/staff workroom with cabinetry relocated

from some of our other newly acquired space. As mentioned in the last *Holler*, this new space has been converted into a conference room on the second floor, and beginning and advanced audio labs, M2D2 suite, graduate assistant bullpen and two additional faculty offices on the third floor. We look forward to showing you around our expanded world the next time you visit campus.

There are several personnel changes to report. In March, Dr. Jeff



Blevins resigned from CMU to accept a post at Iowa State. After a national search, **Patty Williamson** was selected to replace him. Patty is completing her doctoral dissertation at Michigan State and has served BCA as a full-time temporary instructor for the past five years. In her new position, Patty will teach sections of Survey of the Mass Media and Mass Media Criticism plus serve as course coordinator for the Management class. In addition, she will advise all majors on the B.A. and B.S. degrees and all BCA minors. To fill Patty's old slot, we have hired **Jeff Smith**

(Creaking Chair page 2)



Snippets

Everyone on the BCA Alumni Advisory Board has their own reason for being on the board, whether it's to pay the BCA department back for giving them invaluable knowledge, and a great start in their

career, or to make sure the future BCA students are just as prepared as we were. Whatever the reason for the participation, our main goals are 1) to help the department stay one or two steps ahead of other similarly minded institutions; 2) help the department plan and

by **Jeff Kimble, Chairman,**
Alumni Advisory Board

prepare with regards to teaching and technology in the new and vast media horizon of the future.

This year we encourage ALL BCA Alumni to give us ideas. This will help ensure

(Snippets continued on page 7)

BCA Department Mission Statement

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

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

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

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

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

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

Creaking Chair (continued from page 1)

(Continued from page 1)
who is finishing his dissertation at Ohio University. Jeff sojourned to Ohio after serving as a BCA audio graduate assistant and we are happy to welcome him back to the department. Jeff will coordinate both the beginning and advanced Performance courses as well as teach Programming and Newscasting. In addition to their academic and teaching credentials, Patty and Jeff both possess extensive radio industry experience.

Five new graduate assistants have been recruited. **Jeremy Coutrier** and **Dan Empson** from CMU join **J.R. Curtis** from Ferris State as incoming video G As. CMU graduate **Phil Sherby** becomes part of the audio unit and Colorado State's **Maggie Mayes** assists with *News Central*. We are happy to add this fine corps of graduate students to our teaching staff. Beginning in October, we will open the application period for 2005-06 assistantships. If you or anyone you know would be interested in these positions, please check our website at that time for details.

This year, Homecoming weekend falls on October 8 and 9. While details of events are

found in other sections of this issue, keep in mind that the WMHW takeover begins early Friday the 8th and runs through Saturday the 9th. The College of Communication and Fine Arts hosts a tent at the pre-game tailgating party from which the station will be conducting a live remote. After the game, the annual BCA reception begins at 4:00 p.m. in Studio A, followed by a meeting of the **BCA Constituent Alumni Chapter**. Please take the opportunity to participate in the chapter and its activities. This is an outstanding group that strives to host several varied events for the benefit and enjoyment of BCA graduates and friends.

Looking beyond Homecoming, please put the annual Spring Awards Banquet on your calendar. The date is **Friday, April 15** at The Embers. More and more alums have been returning for this enjoyable and nostalgic evening. The Thorne Room at The Embers provides us with plenty of seating capacity and fine food. Join us.

Speaking of alums, the CMU Alumni Awards banquet took place in the UC Rotunda on June 5. There are five awards categories and

BCAers took three of them!! **Eddie Fernandez**, now general manager of the NBC Telemundo station in Chicago received the Distinguished Alumni Award. **Jeff Kimble**, principal technical sales engineer for New Skies Satellite (and current chair of our Alumni Advisory Board), won the Alumni Commitment Award. Finally, **Dr. Larry Patrick**, CEO of Patrick Communications and BCA adjunct professor, was given the Honorary Alumni Award. Framed pictures of these and previous BCA winners now hang in our new department conference room.

We look forward to seeing you at our upcoming events. In the meantime, visit our website www.bca.cmich.edu to find out the latest and connect with other alums via the ever-expanding alumni page. A pleasant autumn to each of you from the refurbished halls of Moore!





Plans are underway for the **Central Michigan International Film Festival**, to be held March 31 through April 10, 2005 in Mt. Pleasant. Between 25 and 35 feature-length films from around the world will be screened at the 2005 festival, which is organized by the College of Communication and Fine Arts, Film Society and *CM Life*. The Film Society also sponsors a short subjects competition (see article in this newsletter) in conjunction with the festival.

The festival director, BCA's own Dr. Mark Poindexter was recently informed that the French American Cultural Exchange, a non-profit organization working in partnership with the French Embassy, will provide \$1,800 to support French films at the 2005 festival.

The Film Festival began in 2003 as a six-day event and expanded to eleven days last year. The 2004 festival had more than 3,000 admissions.

Near the end of the Fall 2004 semester the titles of films scheduled for the 2005 festival will appear on the festival's website, www.cmfilmfestival.com

Faculty Notes

Rob Craig was interviewed by Soren Anderson of the Tacoma News Tribune on "Monster Movies" prior to the release of *Van Helsing*. He was also interviewed by Andre Borrichard of the Orange County Herald on horror and disaster films.

Rick Sykes served as a panel member for a session at the Public Relations Society of America's (PRSA) State Convention in Metro Detroit in May. He also conducted a workshop on Crisis Management for the Detroit PRSA chapter.

Kevin Corbett presented "*Intellectual Property Rights and Faculty and/or Student Productions: What is substantial support?*" at the BEA convention in Las Vegas last April. Corbett was also recognized by President Rao at the April Board of Trustees meeting for MHTV's successes. He was also featured in the Honors Program Newsletter "Honor Bound."

Mark Poindexter published articles on KMOX and KCMO in the *Encyclopedia of Radio*. He also presented "*Rhapsody in Green: Themes and*

Progenitors of Ang Lee's Hulk" at the March 2004 International Conference of the Fantastic in the Arts in Fort Lauderdale, Florida.

Pete Orlik presented twice at the BEA national convention in Las Vegas: "*Managing Faculty Risk-Taking: A Chair's Perspective*" and "*Hockey Night in Canada on CBC*."

Patty Williamson presented "*Living the Dream: Visions of the Afterlife of Vanilla Sky and Solaris*" at the Popular Culture American Cultural Association Conference in San Antonio, Texas. She was also a panelist on Broadcast Media Relations at the Central Michigan PRSSA Conference.

Heather Polinsky was interviewed in March by Michigan Radio as a low power FM expert. She also presented "A Preliminary examination of radio station price and revenue predictors before the Telecommunications

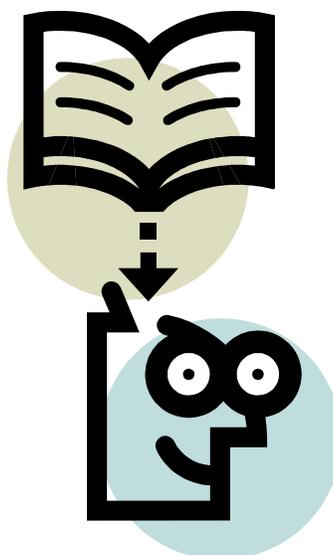
Act of 1996" at AEJMC in Toronto.

Rick Sykes was interviewed by the international Voice of America radio network for a story on the changes in media coverage of the news.

Mark Poindexter presented a paper entitled "Rhapsody in Green: Themes and Progenitors of Ang Lee's *Hulk*" last March at the International Conference on the Fantastic in the Arts in Fort Lauderdale, Florida

Patty Williamson presented *Scopophilic Pleasure and Gender Identity in Being John Malkovich*" at ICA in New Orleans. She also presented "*Censorship of MPAA Rating: Hegemony and the Shaping of Film Content*" at AMA's Marketing & Public Policy Conference in Salt Lake City, Utah.

Rob Craig's "*One Piece of the Formula: The Hawksian Women in the Films of John Carpenter*," was published in *Popular Culture Review*, Vol 15, No 1.



COCURRICULAR ACTIVITIES



Adam Drankham, Station Manager

With a new Executive Staff and a slate of new and returning shows, MHTV is ready to make a bid for a fourth consecutive Michigan Association of Broadcasters Station of the Year award in 2005. In fact, many of the new shows currently in pilot production are being produced by students who have won awards in the past.

Graduate Assistant Jeremy Couturier takes over the reins for "Central View," a perennial MHTV award-winner. He'll be assisted by a slew of undergraduate segment producers, who'll be producing movie reviews, sports segments and other features.

Graduate Assistant Dan Empson takes over the award-winning "MHTV Sports" program this year. Dan is already a multiple award-winner with last year's sports-talk show, "The Starting Lineup." Also producing "MHTV Sports" this year are undergraduate Sports Producers Kevin Crouse and Pat Woloszyk.

In addition to Kevin and Pat joining the MHTV Sports Unit, New MHTV Executive Staff members this year include Adam Drankham, who takes over the Station Manager position. Adam was one of the last year's Traffic Directors. Other new staffers include Rebecca Norris, who steps in as the Business

Grants Director, and Chris Gerhardt, who takes over the Field Producer position. Nicole Dieter joins returning E-staffer Kattee Going in the MHTV Promotions department.

All of these folks – Show Producers and Station Executive Staffers – will be helped out by the more than 60 students who showed up for the organizational kick-off meeting held at the beginning of the semester. So stay tuned: with things at MHTV shaping up to be another banner year, we hope to announce more good news in the spring.



News Central 34 is starting the new year with several exciting projects. We are launching a new extension of the newscast on Fridays. It will give us a full week of shows and is designed to take advantage of the experience of our more senior people. The new broadcast will be produced by students who have successfully completed the BCA 524 Producing TV News course. Currently, the Monday-Thursday shows are produced by students who are in the producing class.

We are also in negotiations with the Mid Michigan Area Cable Consortium to extend our audience reach into the ten counties in mid

and northern Michigan served by the Consortium. The executive director of the consortium is Jan Howard, a CMU alumnus. If all goes as planned, New Central 34 will have the largest coverage area of any student produced nightly newscast in Michigan.

Given that this is a presidential election year, we are planning to do a special edition of News Central 34 election night in addition to our regular broadcast. Election night coverage is always a very exciting and special experience for the students.

Finally, we would like to offer a special thank you to Jayne Hodak, assistant news director at ABC 12 in Flint, Michigan for taking time out of her busy schedule last spring to talk to our producers about the elements of a good newscast. Jayne is also a BCA alumnus. This year we hope to continue our efforts to bring in industry professionals to help us develop our expertise in critical areas associated with producing a quality show.



Kim Shay, Senior Designer

Many new and exciting challenges await the M2D2 staff this fall semester including a change in the co-curricular advisors. Dr. Jerry Henderson, M2D2's originator and Webmaster has transferred advisory responsibilities of our online media co-

curricular to Greg DeLauro. Greg has been the department's video lab manager over the past four years and teaches an advance video post-production and multimedia class during the spring semester. "I'm looking forward to an exciting semester and feel very fortunate to be working with such a talented, creative group of students," says Greg.

M2D2 executive staff has identified "web" goals for the BCA site for the upcoming semester. This includes the creation of a "BCA Student Gallery" page. Faculty members will be solicited to submit student projects that they feel demonstrate the exemplary productions that are being created in the advanced video and audio production classes. M2D2 staff will be given the task of formatting and compressing the files for delivery on the BCA web site.

Another goal is to continue to enhance M2D2's collaboration with the other co-curricular and extra-curricular units in the repurposing of their activities on the BCA web site. It will be the responsibility of each of M2D2's unit content managers to identify and present such online opportunities.

We encourage you to contact us with your comments and suggestions regarding the BCA website.

Contact: Greg DeLauro, Webmaster at Delau1g@cmich.edu

(WMHW continued on page 5)

35th Edition

(WMHW Continued from page 4)



**Nicole Deruiter,
Station Manager**

As the new school year begins, we look forward to its exciting opportunities. The new executive staff is enthusiastic and ready for the challenge. We are also celebrating the newfound space, due to the remodeling of Moore Hall in the last year. Modern Rock's executive staff is now reveling in the office, which we alone occupy, with the other co-curriculars having moved next door into the former graduate student office.

Our spirits are high, and we have great confidence in our ability to reclaim the title of Michigan College Radio Station of the Year. We are looking to our fabulous alumni to step in and be involved in this process. As station manager, I am working to coordinate a mini-conference for the volunteers at 91.5, where they can receive real-life advice and professional air-checks from people familiar with the business.

Also for this year, our news director has great plans to expand the relatively new local news program called 'Central Beat.' In sports, we are once again broadcasting Shepherd

(MHTV Continued on page 8)

STUDENT ORGANIZATIONS



As another exciting semester begins, RTNDA is proud to announce a variety of exciting additions and changes for the upcoming semester.

RTNDA is currently in the process of constructing a local CMU chapter website so that alumni and potential members can visit and check out what we're up to and see our leadership in progress. We'll keep you informed along the way, and will provide you with the URL in the future.

RTNDA is introducing four key committee positions, which will enable our organization to continue to provide outstanding networking and leadership opportunities to its members. The first of

these is a new Promotions chairperson, responsible for raising awareness of RTNDA's meetings, fundraisers, tour dates, and other activities. The new Historian chairperson will be responsible for taking pictures of events, meetings, and other activities and will post pictures on our local website. A Fundraising chairperson is needed so that our members can raise money to attend the National Conference, held this year in Las Vegas in early spring. The Treasurer's assistant will aid the fundraising chairperson in allocating the money towards trips and daily activities.

Our current fundraiser is the sale of the polo and long-sleeved tee shirts with the News Central 34 logo. These shirts can be purchased by contacting Rick Sykes at sykes1wr@cmich.edu and

April Shrewsbury, President

sell for between fifteen and twenty dollars.

This semester, RTNDA is happy to have guest speakers from the BCA department, Career Services, as well as news professionals who come to discuss topics of interest to RTNDA members; including internship advice, demo tape construction, professional interviewing skills, and other information which may aid members in obtaining future jobs.

As always, RTNDA continues to strive for excellence in providing its members with networking opportunities for the future, while continuing to build today's student into tomorrow's leader.

Lisa Wilttrout, President

The National Broadcasting Society is looking forward to beginning the new school year and has many events planned. We are working to continue to gain new members; student and professional. Fundraisers and Community Service will still be a main focus for NBS. We will have our "Flying Pancake Breakfast" again, along with many other fundraisers.

At the National Convention in Miami, Florida last semes-

ter, the Central Michigan University Chapter received a Community Service Award for "Most Activities." NBS will continue to do Community Service projects and we hope to capture the award again at the next National Convention.

Our new executive board has already started meeting and planning for the new semester. With the first meeting on September 9th, 2004, the semester started well, with free pizza, pop, games

and the kickoff of our first fundraiser.

The National Convention will be March 8-12, 2005, in Los Angeles, California. Members are already starting to register and book flights. Early Bird Registration lasts until December 23rd. So to save money, we need to plan now for Hollywood.



The Film Society will again sponsor short subjects competitions during the 2004-2005 academic year as part of the Central Michigan International Film Festival. (See related article on the festival in this newsletter.) The main competition, which is open to the general public, offers a \$500 top prize and the high school com-

petition, which is co-sponsored by MHTV, offers a top prize of \$100. In addition to the categories of fiction and non-fiction, a new category for instructional/training videos has been added this year. Alumni are especially encouraged to submit their work to the competition. The deadline for submissions is December 10, 2004. Rules and entry forms are available at <http://www.courses.cmich.edu/poin-dexter/Shorts05.htm>.

Kristen Kelly, President

The Film Society will also produce promotional videos for the 2005 Central Michigan International Film Festival and will sponsor other activities promoting film/video production and exhibition on campus.

The Film Society exposes the campus community to films they may not have been able to see through screenings and speakers, including, but not limited to our film festival.

WHERE ARE THEY NOW?

Jim Pagano (75) - After a long career as a radio personality, agency copywriter, political operative and station and cable system owner, Jim is now Marketing Vice President for one of Florida's major citrus companies, headquartered in Vero Beach, FL.

Chris Byers (80) was recently named Montana's "Sportscaster of the Year" and was presented the E B Craney award. Byers is an 8-time Craney award and has also Montana's 1996 "Broadcaster of the Year."

Jim Bollella (89) has been named general manager of Brown Bag Productions. He has been relocated to Denver from Detroit.

Kurt Baringer (97) is tuning up his golf game with his weekly 1/2 hour program "On the Tee with Elaine Crosby," which is focused on southern Michigan's local golf scene.

Nisa Phelps (98) won an Emmy for "News Production Image" for her Dop-

pler 7 Weather Campaign while at ABC-7 in Detroit.

Julie Ann Wight (98) told us that her Directing 3 film from grad school "Kiss" made the final cut for the Kevin Spacey online film festival. It can be viewed at www.triggerstreet.com.

Todd Leddy (93) is manager of affiliate marketing for the Fox in Los Angeles.

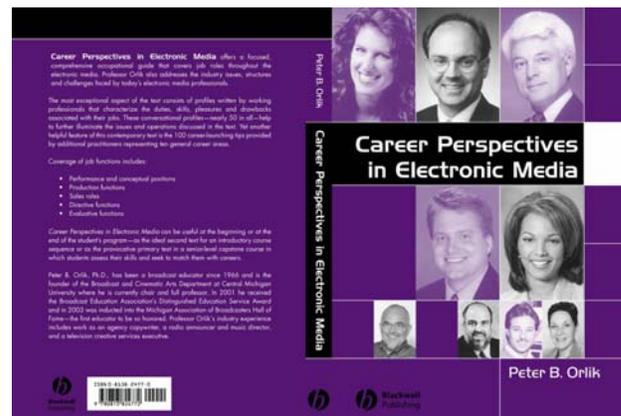
Ron Smerigan (00) is the promotions coordinator for 93.1 WDRQ-FM, Detroit.

Scot Fennel (01) is a Sports Writer for the Roscommon County Herald-News and Oscoda County Herald.

Chris Kinch (02) is the host/producer of JTV's "Race Weekly," the local auto racing information specialty show for viewers in southern Michigan.

Cory Weigle (MA 02) is the host/producer for "Where We Live," a weekly program focused on homes in the southern Michigan area. Cory also is at JTV.

Career Perspectives in Electronic Media, a new text by **Pete Orlik**, has just been published by Blackwell. The book includes profiles written by no less than 27 BCA alums. David Antil, Karl Bastian, Jon Bengtson, Gary Blackwell, Paul Boscarino, Kevin Campbell, Cara (Stern) Carniveau, Brian Demay, Jeff Denegate, Lisa (Albyn) Drummond, Robin Lin Duvall, Mike Feltz, Eddie Fernandez, Ron Herman, Brett Holey, Tim Hygh, Tim Jackson, Jeff Kimble, Miriam Levich, Gary Lico, Tim Moore, Tohry Petty, Jay Rouman, Steve Serkaian, Lauren Stanton, Scott Wallace, and Kurt Wilson all contributed to the project.



34thEdition

Alumni Takeover



The 5th Annual WMHW-FM Alumni Takeover is Homecoming weekend, October 8th-9th. We are still looking for people to handle air shifts on both Friday and Saturday, news/sports people to cover breaks four-times per hour, and voices for the Pre-Game Tailgate Remote, among many other things.

The Takeover is a fundraiser for the BCA Constituent Alumni Chapter. The donation is \$30 per person for a 2-hour shift, and \$10 for 4 news/sports updates an hour. **Shifts must be pre-paid.** Make checks payable to the "BCA Constituent Alumni Chapter" and send them to: Bill Thompson, Alumni Takeover, 3651 Plains Road, Mason, Mi 48854

Tom Moore is handling any audio you may want us to use. He can be contacted at tommoore@clearchannel.com.

Ask anybody that's participated in the past - the Takeover is a GREAT way to reconnect with old classmates and faculty, no matter how long you've been away. If you want to be part of the Takeover contact me at thompsonarms@voyager.net.

The latest shift schedule and openings can be found at www.bcaalumni.org.

Hope to see everyone in October!!

BCA Constituent Alumni Chapter News

BCA Constituent Alumni Chapter's semi-annual meeting
Saturday
October 9
6 p.m.
Studio A

As a BCA Alumni you are automatically a member of this prestigious group.
We would love to have your help in planning local and national BCA Alumni events. Can't be there in person?
Give us your ideas.
E-mail Kathy Banfield Shaw at ksbanf@aol.com

Your BCA Constituent Alumni Chapter Officers
President Kathy Banfield Shaw,
Vice Chairman Lisa Drummond and Secretary/Treasurer Kevin Campbell

Snippets (continued from page 1)

that this program – which is highly recognized throughout the country and rated tops in Michigan – stays that way.

If you are working on something in the media field that you consider to be state-of-the-art, or something that no one has done before, or have a suggestions for new BCA directions, we would like to hear from you. If you have just started a new job, please tell us how you got the job. Did your BCA training help you? And how can we help students better prepare for advancement in this field?

Whatever the reason, drop us a note or email at www.bcaalumni.org. We will make sure that your idea, concept or suggestion is brought to the attention of the department. We thank you in advance for your participation!!

If you haven't been back to the CMU campus in a while, you should consider it soon. The always growing university - much like hospitals and airports – has changed greatly in the past few years. And with that growth, the BCA department has finally gotten the office and classroom space it desperately needed and deserves. A brief tour last spring showed us that they have real audio labs with real sound proof booths and all faculty members have offices too! All this new space however hasn't gone to the heads of the faculty as they have remained the same as always (although Peter does have more room for his hockey paraphernalia – still no Stanley Cup...Sorry Peter!).

Every time I go back for homecoming it's like I haven't left. I flash back 20 years and get that familiar panic of having not studied for a forgotten Dr. Craig test because of having too good a time the night before. When you visit, I hope you feel the same way too! Just have a good time You no longer have to worry about the studying part.

(MHTV continued from page 5)

High School football games live, and will also reinstate the CMU Replay, a time-delayed broadcast of CMU's football games.

An adventurous group of eleven will be braving New York City for the College Music Journal 'Music Marathon' conference in mid October. There has also been some talk of organizing a group to attend the College Broadcasters, Inc., conference in Nashville in early November.

We have not forgotten about our on-air duties, with a spectacular line-up of on-air talent and specialty programming, including new shows and old favorites. We look forward to seeing many of our alumni return for the Alumni Take-over weekend and to a productive first semester!

Broadcast & Cinematic Arts

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www.bca.cmich.edu

Talking About What Matters To You.



Paul W. Smith
5:30am-9am



Frank Beckmann
9am-11:30am



Paul Harvey
11:30am



Rush Limbaugh
Noon-3pm



Mitch Albom
3pm-6pm



News
6pm-7pm



Sean Hannity
7pm-10pm



Dr. Laura
10pm-1am



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Would you like to reach an additional 6000+ pairs of eyes next spring?

The Moore Holler is accepting advertising from broadcasting professionals for our Spring 2005 publication.

Rates: 1/4 page \$100, 1/2 page \$175, Full page \$300

Contact Joan at mcdon1jk@cmich.edu