

The Moore Holler

Inside this issue:

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

Faculty and Staff

- Pete Orlik, Chair
- Will Anderson
- Kevin Campbell
- Kevin Corbett
- Ed Christian
- Rob Craig
- Greg DeLauro
- Jerry Henderson
- Ken Jurkiewicz
- Joan McDonald
- Larry Patrick
- Mark Poindexter
- Heather Polinsky
- Bill Rugg
- B. R. Smith
- Trey Stohlman
- Jeff Smith
- Rick Sykes
- Patty Williamson

From the Creaking Chair

By Pete Orlik

A prominent cable network executive recently observed: "Winners have parties, losers have meetings." Therefore, BCA optimistically looks forward to a significant number of parties this Fall — most prominently in conjunction with Homecoming 2005. Despite CMU's continuing budget challenges, there is much to celebrate in BCA and we hope you can join us in the festivities.

In recognition of the strength of our graduate program, the university granted us three additional graduate assistantships for 2005/06, increasing the size of our G.A. corps to twelve. Three assistants now work in audio, three in video, two in film studies, two at *News Central*, and one each at M2D2 and the department office. Seven of these G.A.'s are new to

us this year: **Steve Amorose** (*News Central*) joins us from Adrian College, **Patrick Brown** (film studies) was recruited from SUNY Fredonia, **Brian Erchenbrecher** (audio) is an alum of Spring Arbor University, while **Amy Farr** (film studies), **Lucus Keppel** (audio), **Ken Ochalek** (video) and **Jessica Pondell** (administrative assistant) all hail from CMU. We are happy to have them as part of our instructional team.

On the faculty side, **Trey Stohlman** has been hired as Instructor, replacing Rene' Blatte who was offered a wonderful career opportunity in Phoenix. A former BCA graduate assistant, Trey returns



to the department from Interconnect Cable Technologies in Florida. He will serve as course coordinator for BCA 223 (Basic Video Production) and teach sections of BCA 311 (Broadcast/Cable Copywriting) and BCA 318 (Newswriting).

There have also been staff additions in the Dean's office. The position of CCA Development Director has been split so that the administrator with that title can concentrate on fundraising while a new Events Coordinator facilitates our College's many outreach activities and presentations. **Jody Patton** began her work as Development Director last Spring after holding progressively more responsible development positions in both Minnesota and

(Creaking Chair page 2)

Snippets

From your BCA Alumni Advisory Board—Jeff Kimble, Chairman

Standards And Quality

I was working on a project around the house last fall when I started thinking about the standards and quality to which I would hold this project. We all know that any project is only as good as the standards used and the

quality applied to build it. I thought back on my first "apprenticeship" as a toddler helping my father and grandfather on family projects both big and small. My grandfather was a lead supervisor/onsite foreman for a major construction company and

my father worked for some time as a carpenter for the same construction company. Together our family put new roofs on houses, aluminum siding, basements, additions, garages and driveways. Whatever the family needed,

(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 Mid-Michigan 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)

Idaho. **Darcy Orlik**, CCFA's first Events Coordinator, comes to CMU from Firstbank Corporation where she served as Director of Corporate and Marketing Communications. Both Jody and Darcy have already been of significant assistance to BCA in a number of ways, including helping us host the opening reception at the Michigan Association of Broadcasters Summer Management Conference, held in July at Mt. Pleasant's Soaring Eagle Casino. The department will be further partnering with MAB this Fall by helping host one of their four regional career fairs. The Mt. Pleasant Fair takes place in the University Center Rotunda from 4-7 pm on Wednesday, October 5. It is open at no cost to anyone pursuing new employment options in the broadcast industry — both veterans and rookies.

It was also announced over the summer that two BCA students, **Sean Johnston** and **Mark Levin** had each received a \$5,000 radio scholarship from the John Bayliss Broadcast Foundation. The prestigious Bayliss awards are now restricted to students at eleven select programs across the country including such other campuses as Syracuse, Northwestern, the University of Southern California and Michigan State. Twelve scholarships were bestowed and BCA was the only program whose students received two of

these. We congratulate Sean and Mark and thank our distinguished adjunct professors, **Ed Christian** and **Larry Patrick** for their assistance in making CMU a Bayliss-supported campus.

On the alumni side, two BCAers received major recognitions from CMU at the June 10 Alumni Awards Banquet. **Kevin Campbell**, Senior Information Specialist for Dow Corning, was given the Alumni Commitment Award and **Kevin Essebaggers**, news anchor for Cadillac/Traverse City's TV-9&10, won the Outstanding Young Alumni Award. We are proud to list them as alums and have added their pictures to the Wall of Fame in the BCA Conference Room. Meanwhile, two other alums, **Jamie Jendrzejewski**, WTVS (Detroit) Manager of Pledge Productions and **Lauren Stanton**, morning anchor at WZZM-TV (Grand Rapids) have been appointed to three-year terms on the BCA Alumni Advisory Board. This group's next meeting is Friday, October 14 — the evening before Homecoming.

Which does bring us to the subject of Homecoming (segues are my life). As you will read elsewhere in this *Holler*, there will be many BCA activities to draw you back to campus on October 14 and 15, including the annual Alumni Takeover of WMHW, the after-game reception and meeting of the BCA Constituent

Alumni Chapter, and the Saturday evening sojourn to darkest Shepherd for Reverend Jerry Henderson's yearly prayer service. More and more of our alums have been returning to campus to revisit an always expanding BCA and reconnect with (sometimes expanding) classmates. We'd love to have you join us whether or not you are still "in the business." Both our Alumni Advisory Board and the BCA Constituent Alumni Chapter work diligently to serve the department and its graduates and to strengthen the bonds between those of us who are in Mt. Pleasant now, and those who have passed through the hallowed halls of Moore in the past. Please join us. If you have an insurmountable conflict with the Homecoming dates, we'd welcome you at the Spring Awards Banquet on **Friday, April 21** or anytime your travels bring you to the mid-Michigan area.

In the meantime, visit the BCA website at www.bca.cmich.edu for comprehensive updates on our program and to listen to WMHW's live streaming. Enjoy the rest of this *Moore Holler* issue and best wishes for a beautiful Autumn.



Faculty Notes

Rick Sykes presented "Using Professionals' Critiques to Improve Student Newscasts" at the BEA convention in Las Vegas. At this same convention Rick was showcased on his use of the hour news format to prepare the next generation of professionals.

Heather Polinsky presented "Bridging Audio and Video Programs into an Audio Post Course" as part of a panel "For the Good of All Students: Integrating Radio/Audio Productions Skills throughout the Entire Curriculum" at the BEA Convention in Las Vegas.

Kevin Corbett presented "Reflecting on Character Motivation" on the "My Favorite Screenwriting Assignment" panel at the BEA Convention in Las Vegas.

Mark Poindexter spoke to the Mt Pleasant Rotary Club about the Central Michigan International Film Festival.

Rick Sykes presented "The Patriot Act: A Look

at How U.S. Television Networks Explained the Bill and Presidential Candidates' Support of It" at Oxford University in Oxford, England.

Pete Orlik conducted copywriting seminars for both the Saga and Regent radio groups.

Mark Poindexter presented "Art Objects: The Works of Michael Moore and Peter Watkins" at the annual meeting of the American Culture Association Popular Culture Association in San Diego, CA.

Patty Williamson presented "From Auto to Iridescence: Benjamin and Boorstin Theorize Postmodern Mediated Culture" at the American Culture Association Popular Culture Conference in San Diego, CA.

Will Anderson presented "Rate my Professor.com: Managing Student Feedback of Faculty in the Age of Instant Gratification" at the Central Michigan University Faculty Excellence Exhibit. This was also published in the



May 2005 issue of Feedback.

Heather Polinsky presented "A Comparison of AM and FM Station Predictors of Station Revenue" at the 2005 Popular Culture Conference in San Diego, CA.

Kevin Corbett was a finalist in the Telly Awards for his Art Reach promotional vide.

Rob Craig's book review of Stella Bruzzi's "New Documentary" was in the March, 2005, Journal of Evolutionary Psychology.

Pete Orlik made two presentations at the Broadcast Education Association 2005 Convention in Las Vegas: "Pen and Pitch: Teaching Business Presentation Skills," and "Monetary Nuggets" (part of the BEA 50th anniversary panel *Mining the Gold in Our History*). He is also lead author for a new book, *Exploring Electronic*

Media: Chronicles and Challenges to be published internationally by Blackwell.

Kevin Corbett was guest lecturer at Castle Museum, in Saginaw, Michigan on "Historic Small Town Movie Theatres and Modern Film Distribution Practices."

Rob Craig reviewed Brian J. Frost's "The Essential Guide to Werewolf Literature", in Vol 15 # 3, Journal of the Fantastic in the Arts. Rob also published *The Origin Story in Werewolf Cinema of the 1930's and 40's* in Studies in Popular Culture, April 2005.

Heather Polinsky presented *The Effects of Multimarket Contacts on Radio Station Revenue per Listener* at the AEJMC National Convention in San Antonio, TX in August.

COCURRICULAR ACTIVITIES



Moore Media Digital Design (M2D2) began the academic year on a positive note after garnering the 1st place prize for web design at both the Michigan Association of Broadcasters and National Broadcasting Society annual conventions. Under the leadership of Senior Designer Kim Shay and webmaster Greg DeLauro, the collective efforts of the M2D2 team paid off. In light of this success, M2D2 plans to revamp the Broadcast and Cinematic Arts website in an attempt to keep abreast of new technological developments. These new upgrades will be completed by the end of the fall semester and serve to make the website more user-friendly to incoming and existing BCA students. The new website will include more information on the BCA department's new record label Moore Media Records (MMR). With the hopes of boosting membership, M2D2 plans to teach even more multi media training courses. These courses will focus on enhancing the web designing and multi media skills of BCA students through the proficient use of programs such as Adobe's Photoshop, Macromedia's Dreamweaver, Flash, In-Design, and streaming

video. The website includes up to date information on BCA department accomplishments as well as development of the department's new record label. For more information about M2D2 feel free to contact the Webmaster Greg DeLauro at de-lau1g@cmich.edu or Senior Designer Maria Albert at alber1md@cmich.edu.



It's that time again. School is back in session and the staff of MHTV is tuned in. The fall lineup consists of new and returning shows, produced by veterans and first-timers. The staff is excited about another great season. Here's a look at the new executive staff members.

Kevin Crouse, one of last year's Sports Producers, takes over the position of Station Manager. Ashleigh Klipper returns as Promotions Director, and Dawn Mapes steps in as Business Grants Director. Adam Drankhan, last year's Station Manager and this year's Field Producer, is excited about another addition to MHTV: the station's first high-definition camcorder.

MHTV staff members and producers alike are looking forward to another award-winning year, though it will be tough to top last year's award tally,

considering the BCA department took home a whopping 13 out of the possible 18 awards from the Michigan Association of Broadcasters College TV awards competition. This made MHTV the "College Television Station of the Year," for the fourth consecutive year. Will MHTV make it "5 in a row"? Stay tuned. . .



Tucked away in the depths of Moore Hall lies a narrow passageway from which many enter but few return. The bright red sign on the door warns intruders away as did the sign to the gates of hell in Dante's *Inferno*. The entire building lies dark and still on any summer night; the glow from the center office down the corridor providing the only illumination in the otherwise desolate area of campus. It is in this lonely place that the gnomes of Modern Rock 91.5 work feverishly and plot carefully to prepare for yet another school year. This year, however, will not be like the others. This is the year of the rebirth of a station that will reclaim its rightful spot as the station of the students of Central Michigan University.

The work started in May and on into June as

the summer workers prepared for their main event: a concert that would knock the socks off Mount Pleasant. Gnomes worked phones, signed bands, initiated donations from several local businesses and, on July 27, the culmination of their efforts came in the Modern Island Rock Out, a concert held at Island Park. Several hundred people came to rock out to the music of Blend, Staring Tomorrow Down, and Stereotype. It was the defining moment of the summer and a huge success for the station. But the gnomes did not stop there.

While the summer gnomes were working on the concert, the fall gnomes (under a different union, of course) were working on a promotion that would blow the doors off of any other event that the station had done so far. The idea was to hit up the kids moving into CMU by giving them a "Modern Rock Survival Kit" at Towers Move-in Day. The kit contained several essentials for first-year college students. Through corporate donations, generosity from local businesses, and several hours of sweat and work, we put together two hundred kits made up of boxes of toaster pastries, Ramen noodles, popcorn, athletic schedules, and all of the information that one could handle about our station (show schedules, streaming reminders, and the like). The best part of

(cocurricular continued on page 5)

37th Edition

(cocurricular continued from page 4)

the promotion: the total cost. The entire project expenditure for the two hundred packages came to \$14. The nerdy gnomes in accounting loved that one. On the day of the event, we gave away all of our free stuff, and our logistics department can accurately say that we reached out to almost three hundred incoming freshmen.

Immediately following the great turnout at our live remote on Towers Move-In day, Mainstage was an even bigger success. It is estimated that the station gave away one thousand bumper stickers, six hundred buttons, and three crates of CDs at the event. We got our swag into the hands of nine hundred students at the event.

The sports gnomes have been very busy as well. They pulled in nine donors for Shepherd High School football this year, which will more than cover the costs of production for those games. Also, for the first time, we will be live at every Central Michigan Football home pre-game tailgate, giving away prizes, doing a remote, and getting the voice of the station out to the masses. Our coverage of CMU football continues into Sunday with CMU Replay, where we re-air play-by-play coverage of the game at 10:00 A.M.

The news gnomes have been given a directive to provide more local news to the listener. We feel that this will give the listener trying to find information

about local events unbiased coverage of local issues.

WMHW wants to make sure that our station reaches the masses and becomes a staple in the rooms of the students. Through our efforts in promotions over the summer, and our promotions to come, we can be sure to beat those dad-blasted Spartans of Michigan State for MAB College Station of the Year and, more importantly, become the community station that we know we can be. We're not just that dark hallway in the depths of Moore Hall anymore. We will be heard.



We are starting the new semester in a very strong position. We have extended our partnership roster via a second agreement with 9 & 10 News in Cadillac, Michigan. In a first-of-its-kind effort, 9 & 10 News and the BCA Department have initiated a Reporter Internship program. Students from the department who are interested in applying for the internship must have been actively involved in News Central 34 as general assignment reporters. The candidates must have enterprised at least

three stories that aired on the broadcast in order to be considered for the internship.

The chosen BCA student will go through a "reporter boot camp." If successfully completed, the candidate will have the opportunity to field report for the station on the weekend shows. The focus of the partnership is to encourage students to develop their general assignment reporting skills. It will be offered each semester starting later this year. We would like to thank 9 & 10 News Director Kevin Dunaway for his support in the development of this partnership.

In other news, senior Ryan Raiche is spearheading a major facelift of the News Central 34 Website. We are looking to make the website more video intense and freshen the graphic look. Stay tuned.



The ball is rolling for BCA's newest Co-curricular organization, Moore Media Records (formally Moore Music Records). A new Executive Staff has been chosen for the Fall Semester, with Steve Rzycko returning as head of Production

and Amanda Dziurman returning as head of the Artist Relations Department. Renee Carol has been elected Business Manager, Jill Renee Merriam will head the Marketing/Promotions Department, and Ashleigh Dunham will take over as A&R Manager. Raha Sulamin was elected Art Director, a newly created executive position that oversees artistic development and works with M2D2 on web-related projects. Kristen Cowling has been appointed Executive Secretary of MMR, with Heather Polinsky remaining Label Advisor and Phil Sherby returning as President/Head Producer.

Production and artist development has begun for MMR's first signed band, a rock quartet named Stranger Than Fiction. The band headlined this summer's Modern Rock 91.5 Island Jam. A promotional contract is also in the works with Mike Schuette, an acoustic solo artist. Moore Media Records is always looking for new talent and serves as a professional demo service for local artists. Demos can be dropped off in the BCA office, 340 Moore Hall, c/o Phil Sherby. To contact MMR, email us at mooremusicrecords@hotmail.com

STUDENT ORGANIZATIONS



The Radio and Television News Directors Association at CMU is back at it for another semester – this time with even more innovative ideas than last year. In addition to our continual commitment at providing our members with great opportunities to meet news professionals throughout the region, RTNDA at CMU is pioneering new directions.

We're all very excited to get things rolling this year, so we can put all our creative ideas to work. For starters, we are going to work even closer with News Central 34 than we have in the past. With that in mind, we plan to hold multiple workshops that concentrate on news writing, general assignment reporting and interviewing. One goal is to help motivate and educate those with a strong interest in broadcast news. This will also help enhance News Central 34's operation.

We've had all summer to build RTNDA at CMU. We

hope our members feel that's exactly what we've done. For the most up-to-date information regarding RTNDA at CMU, visit our new website at www.rso.cmich.edu/rtnda.



The coming school year looks to be a big one for the CMU chapter of the National Broadcasting Society. After coming home from the national convention in Los Angeles with four grand prizes and two honorable mentions, our members are extremely fired up to beat this record.

Becoming a national "Model Chapter" means meeting almost all of a list of 27 goals, which can be found at the organization's website, www.nbs-aerho.org. In striving to attain this title, we are implementing some new plans. We intend on developing a Production Committee, in order to take advantage

of our technical skills. We will also be fundraising, through t-shirt and sucker sales, as well as the annual flying pancake breakfast. Community service has always been a cornerstone of NBS, and we will continue serving Mt. Pleasant through various volunteer events.

Alumni membership is another important aspect of becoming a "Model Chapter." We are working hard to recruit as many professional members as possible. To become one of these members, an alumnus must simply go to the national website at www.nbs-aerho.org. Click on "Become a Member", then "Professional Membership Form." Fill out the form on line (it's a PDF file) and send it in. Please indicate Central Michigan University as your school/chapter affiliation and we'll receive a small portion of your dues.

With so many new plans and goals, we will have a very busy year ahead of us. However, we are prepared to meet these challenges and many

more. Feel free to e-mail us at cmu_nbs@yahoo.com



The Film Society is looking forward to another exciting year. Planning has already started for the 4th International CMU Film Festival. Just as in previous years, it looks like the films to be shown will be very diverse, entertaining, and educational. The short subjects competition will be held again, but some of the rules will be changing, so check for updates on the BCA website. We are also planning a trip to Grand Rapids to tour the Celebration! IMAX theatre there. Anyone interested in joining the Film Society or learning more about its activities should email the society filmsociety1@yahoo.com, or you can contact the President, Hilary Marin, at marin1hl@cmich.edu.

Mark Your Calendar!

**2005
Homecoming
October 15**

**2006
BCA Career Fair
March 26**

**Film Festival
March 30-April 9**

**BCA Awards
Banquet
April 21**



WNEM teams up with BCA

WNEM TV5 (Saginaw, MI) is teaming up with BCA. TV5's assignment desk has a daily conference call with the student assignment editors at News Central 34 to discuss the stories of the day in Mid-Michigan. When important stories occur, videotapes and ideas are swapped between the desk and the reporters of both news organizations. In one case, the partnership resulted in a high-profile I-Team report produced jointly by TV5 and News Central.

WNEM personnel

have participated in classes and news managers have critiqued student newscasts on a regular basis. TV5 has even hired one of BCA's top students for a weekend producing position at the Saginaw station.

"Our goal is to provide a direct employment pipeline between CMU and TV5, enabling us to teach would-be producers the finer points of our industry before they get to our station," said Ian Rubin, TV5 News Director. "Considering how difficult it can be to find qualified producers, this approach

may give TV5 an edge over other local stations."

CMU professor Rick Sykes said the staff and students are excited about the partnerships. "The BCA department faculty's focus is to provide our students with a quality broadcast news experience that cannot be found at any other college or university in Michigan. That partnership with WNEM is another large step in that direction.



Snippets (continued from page 1)

we would do it together as a family.

The first thing I learned at age four or five is safety on the job. My first responsibility was to keep the work area organized, removing debris and clutter as safely as possible. All the time I would watch my elders, observe how they worked with each other and the project. I would ask questions about everything until I understood the process and how to do a quality project safely.

Eventually as I gained more experience, and more importantly the trust of my elders, I was promoted to "helper". I would be on the material waste side making sure the material wouldn't bind the saw and kick back - in addition to maintaining a safe work area - safety first! By the time I was a teenager, I was working along side my Dad and uncles using the

knowledge they taught me. Today I tackle new projects with the knowledge and experiences passed down from my elders. And with some trial and error, I have improved on what I was taught as a youngster.

I chose the BCA program at CMU for the same reasons. I learned that the standards were high and the highest quality was always expected. There were no "gimmies" - you had to earn your way by not only doing your academics, but also your co-curricular activities. I found the co-curricular activities the most rewarding and as hands on you could get outside of a real job in the field.

Today the tradition continues as each student is held to those same high standards. Freshmen are allowed to work side-by-side with the upper classman honing their future craft. They work on

making their program or project the best possible, while learning from teachers and upper classmen. As the student learns and improves - more and more is expected of them. And they are pushed and tested constantly throughout their academic career. By the time they graduate, if they have taken advantage of everything that BCA has to offer, they have a wide range of experience to confidently handle just about any introductory job in the industry. More importantly, they can excel and advance quickly.

The fact that MHTV has been the MAB College Television Station of the year for four years in a row, AND that WMHW is in the top consistently, is a testament to the high standards and quality of workmanship expected in the BCA program. Also, student individual awards are coming

from both state and national competitions. Last year two students received summer internships working in Los Angeles for Fox Sports' "The Best Damn Sports Show Period" by winning a video competition. The subject... a video short entitled Backyard Football. There are many, many, many more honors students have won. To save space, I invite you to ask any faculty member for more details.

Am I proud to say that I attended the Broadcast and Cinematic Arts program at CMU? ABSOLUTELY! If you, or anyone you know, are thinking of applying to the BCA program - spend some time with the BCA faculty and the students. You'll be glad you did! After all, they are the ones you'll learn from and they'll tell you exactly what's expected of you.

Where are They Now?

Lisa Drummond ('76) is the new Director of Creative Services at Greater Media Detroit.

Steve Violetta (81) has joined the Nashville Predators as Executive Vice President of Business Affairs.

Kathy Magnuson ('81) is the new EVP, Managing Director of Nelson Communications, Inc., a division of Publicis. Located in New York City. Nelson is a full service advertising agency specializing in healthcare communications.

Craig Allen Munn ('93) recently earned the designation of Certified Professional Commercial Copywriter. Craig continues to work with Citadel Marketing Group in Saginaw Michigan.

Karl Bastian ('88) called to tell us his firm—Traverse City Greenlight Marketing, won a national ADDY Award for creative excellence. The ADDY is awarded by the American Advertising Federation. Congratulations!

Pat Linehan ('82) won an MAB award for his coverage of the West Michigan Auto Show.

Blaine Orlik (97, M.A. '98) is a producer/writer for Costello Communications in downtown Detroit after several years at Doner Advertising.

Mickey York ('92) is the voice of "Detroit Sports Report". The Fox sportscaster is working from home in Seattle, WA. How long is the commute to Comerica Park, Mickey?

Chris Bernhardt ('02) is working at WDIV, Channel 4, Detroit as an Associate Director.

Jason Morisette ('02) hopes to release his independent horror film soon. Check out the teaser trailer at www.lockedawaythemovie.com. Jason continues to also produce for Charter Media in Saginaw, MI.

Jenna Bennett ('05) was hired at KTVH in Helena/Great Falls, Montana, as a general reporter and occasional weekend anchor. Way to go, Jenna!

Lisa Wiltrout ('05) is working as a News Producer at WOOD TV 8 in Grand Rapids.



INVEST IN
RADIO'S FUTURE

Bayliss Foundation Awards Radio Scholarships

The Board of Directors of The John Bayliss Broadcast Foundation has announced that 12 college and graduate-level students at colleges and universities nationwide have each been awarded a \$5,000 Bayliss Radio Scholarship for the 2005 - 2006 academic year. Two of these students, **Mark Levin** and **Sean Johnston**, attend Central Michigan University. Central is the only university to receive TWO of this prestigious scholarships.

These ambitious students are pursuing a wide spectrum of goals in or relating to the radio industry, ranging from programming, announcing and engineering to broadcast journalism, teaching and station management. They were selected to receive the Bayliss Scholarship because of their academic achievement and extracurricular radio activities, their passion for radio and their desire to contribute to the overall advancement of the radio industry. The Bayliss Foundation continues to help today's students become the broadcast leaders of tomorrow.

Place
your ad
here !

The Moore Holler
is accepting
advertising for
our Spring 2006
publication.

1/4 page
\$100

1/2 page
\$175

Full Page
\$300

Contact Joan at
mcdon1jk@cmich.edu
for more
information.

Central Michigan University

BCA



Constituent Alumni Chapter

Your BCA Constituent Chapter of the Alumni Association is busy. Bill Thompson has been working all summer recruiting alums to Takeover the radio station for Homecoming Weekend. It's now a tradition at CMU and official part of the Homecoming activities — as you can tell by reading the calendar issued by the Alumni Association. There's always room for one more, so contact Bill at thompsonarms@voyager.net if you're interested in being part of a great CMU/BCA tradition.

If you are interested in being an email mentor to a current student who has declared a major in Broadcast and Cinematic Arts , we are exploring ways of connecting students with professionals. Please contact Kathy Banfield Shaw at kbanf@aol.com for more information and to add your name to the list or look for the mentor sign-up sheets at Moore Hall during the Homecoming Open House.

We're also exploring the idea of a 24-Hour Video Race in which teams would compete to produce a themed "documentary/film" on the campus of CMU. The resulting pieces would be judged and the winning team's creation presented at the annual CMU Spring Film Festival. Details are still in the development stage, but if you're interested in helping make this happen, contact Lisa Drummond at Drummond.lisa@hotmail.com

When you attend Homecoming this October 14 and 15, please add an hour to your plans and join us about 5:30 p.m. in Moore 182 (Studio A) for the BCA Constituent Chapter meeting immediately after the BCA Open House.

Your BCA Constituent Alumni Chapter Officers

President Kathy Banfield Shaw,

Vice Chairman Lisa Drummond and Secretary/Treasurer Kevin Campbell

**BCA Alumni
Advisory Board
2005-2006**

Jeff Kimble, Chair
NewSkies Satellite, Inc.

Tim Hygh, Vice Chair
Michigan Talk Network

Karl Bastian
Greenlight Marketing

Jon Bengtson
WEYI-TV 25, Saginaw, MI

Robin Lin Duvall
Freelance Editor/TV
Producer

Mike Feltz
Yahoo!

Phil Hendrix
WLNS, TV 6, Lansing, MI

Brett Holey
NBC Nightly News

Tim Jackson
Pan Am Sat

Jamie Jendrzewski
Detroit Public Television

Steve Serkaian
Kolt & Serkaian
Communications, Inc.

Kathy (Banfield) Shaw
Perennial Productions

Lauren Stanton
WZZM—13, Grand
Rapids

Lisa Tanis
Quixtar, Inc.

Bill Thompson
Michigan Radio Network

Scott Wallace
Summit Training Source,
Inc.

BCA Department Donors

Thanks to your generous donations, the BCA department continues to grow. We are ever grateful for your kindness. We have been able to purchase much needed video and audio equipment and software with your gifts. A very special thank you to those who have helped us since our last newsletter..

John Anderlie
Dr. Gretchen Barnett
Christopher Bolla
Walker Byrd
Scott Callahan
Emily Cope
General Electric Co.
M/M Ed Fernandez
Julie Hagerman
Timothy Hygh
Kellogg Corporate Citizenship Fund

Jeffrey Larkin
David Lawson
Loralie Liggett
M/M Daniel Lundgren
Tim Jackson
M/M Timothy McCormick
Keith McMahon
Dean Sue Ann Martin
M/M Timothy Pollard
Steve Przybylski
Richard Skillman
Susan Smith
Smoker United Enter-

prises, Inc.
M/M John Speer
Kimberly Sternisha
Mark Stevens
Jonathan Sykes
Stacey Swan
Monica Taylor-Byrd
William Thompson
M/M Paul Torzewski
M/M David Urlaub
M/M James Volk
Michael Walenta
Mickey York



Student Broadcast Executive Council (SBEC) 2005-2006

We welcomed these student leaders to the BCA SBEC for 2005-06

Maria Albert—M2D2

Kevin Crouse—MHTV

Hilary Marin—Film Society

Eileen LeTarte—WHMW

Jill Merriam—Moore Media Records

Ryan Raiche—RTNDA

Jennie Sholar—NBS

These hardworking students are looking forward to seeing you at BCA sponsored events in 2005-06.



Alumni Takeover

Hello again BCA Alums! With CMU Homecoming fast approaching, we're now in the final planning stages for the 6th Annual WMHW-FM Alumni Takeover, and we are hoping you can be a part of it. We are especially interested in graduates from the last decade to balance out more "senior" participants.

As in the past, BCA Alums will converge on Moore Hall beginning at 6 a.m. on Friday, October 14th and recreate their old shows through Saturday, October 15th at 5 p.m.

Members of the Broadcast and Cinematic Arts Constituent Alumni Chapter are again donating \$ 30 for two-hour shifts, which will feature a wide range of music and the latest news on Homecoming happenings. Money

raised goes to support a variety of Chapter activities benefitting BCA students and Alumni.

CMU Alumni Association President Tom Lapka will kick it off Friday, and we have booked CMU President Michael Rao, Provost Tom Storch and CCFA Dean Sue Ann Martin to drop by during the day, discuss current happenings on campus and meet with Alumni.

We are embarking on several remote broadcasts this year beginning with live coverage of the Alumni Breakfast from Powers Hall, starting at 9 a.m. on Saturday,

We will preview, as well as start, the annual Homecoming Parade at 10 a.m. We will then move to the Alumni Village at Rose Ponds at 11 a.m. for a

two-hour live remote. During this remote we plan to cover the Cardboard Boat Races, alumni, faculty and Dean interviews from the college food tents, presentation of the 2005 Ambassadors, and last but not least, an interview with Grand Marshall Larry Joe Campbell ('92) of the ABC television show "According to Jim,"

We can always use your help..... especially for the remotes. Even if you're not "signed up," drop by and participate.

We still have a couple Friday shifts open, so for more information and a current schedule check out www.bcaalumni.org or contact Bill Thompson at thompsonarms@voyager.net

"Even if you are not signed up, drop by and participate"

PanAmSat

Bringing The World To You



Global Satellite Communications and Much More...

*Quick
Spot*



PASport



*PanAmSat
OnDemand*



*PanAmSat
SPECIAL
EVENTS*



*space system
solutions*

1.800.panamsat / www.panamsat.com