

The Moore Holler

“A lot can happen in the middle of nowhere”

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- Patty Williamson

Director's Doodle

By Pete Orlik

We are trying to get this Fall issue of *The Holler* to you earlier than usual because of the equally early Homecoming date. This year, given the dictates of the football schedule, Homecoming is **September 29**. At least, this makes it unlikely you will be covered in snow, so please mark your calendar to attend.

Three new faculty join us this year – two of them in positions newly allocated to the School of BCA. **Dr. Nikhil Moro** comes to us as an assistant professor from Kennesaw State in Georgia. He will direct our media management class and our graduate telecommunications policy and broadcasting/cable graduate seminars. Dr. Moro will also be teaching sections of the beginning survey (infamous BCA 210) course and electronic media criticism. Temporary instructor

Mr. Kevin Essebaggers returns to BCA from TV9&10 in Cadillac/Traverse City where he has been an anchor/reporter for several years. Kevin will handle all sections of the beginning performance class, direct the basic video production course, and teach sections of news writing and reporting. Another BCA alum, **Mr. Steve Serkaian** joins us as temporary instructor in the new position that combines responsibilities in both BCA and the interdisciplinary Integrative Public Relations program. Steve possesses an extensive background in public and political communications, most recently as CEO of Lansing-based Serkaian Communications.

In addition to these three professors, **Mr. Jeff Smith** moves from a temporary to a tenure-track slot. Jeff's new duties include teaching all sections of our law/regulations

course as well as supervising the senior seminar and internship program. In this capacity Jeff also becomes our new assessment director. In another internal shift, **Dr. Patty Williamson** becomes BCA's new graduate coordinator, replacing **Dr. Mark Poindexter** who will thereby be able to devote more time to the further development of the Film Society and associated Central Michigan International Film Festival. Lastly on the personnel front, ten new graduate assistants will be starting their work at BCA. With undergraduate degrees from James Madison University, Adrian College, Northern Michigan University, Michigan State and Asbury College as well as CMU, we look forward to the perspectives they will bring to our classes and cocurricular units.

Significant changes
(*Director's Doodle page 2*)

Snippets

From your BCA Alumni Advisory Board—Tim Hygh, Chairman

In recent years, I've had the chance to witness first hand the so called “Notre Dame Mystique”. Growing up in Central Indiana as an Irish Catholic it's some-

thing I'd always heard but never seen. It seemed bigger than life.

I attended a few Irish sporting events and speaking engage-

ments and came away with one overriding theme, “Notre Dame graduates take care of their own. Once a Notre Damer...always a Notre

(*Snippets continued on page 7*)

Welcome new BCA Faculty



Nikhil Moro



Jeff Smith



Steve Serkaian



Kevin Essebaggers

Director's Doodle (continued from page 1)

(Continued from page 1)
are also underway in our physical plant. Over the summer, MHTV received a new router and HD-capable production switcher that will begin the conversion of the studio complex to complete high definition capability. WMHW-FM will soon be on the air as a 13,000 watt, HD operation – making it one of the most powerful FM facilities in the region and the first to offer HD service. As I write this, the new transmitter and other equipment are being installed and the new antenna is being placed on one of CMU Public Broadcasting's towers. Hopefully, this robust facility will be fully operational in time to give our Alumni Takeover participants a much wider coverage area in which to display their dj dexterity. Our basic audio lab has also been completely upgraded through the support of Interim Provost Gary Shapiro and Dean Sue Ann Martin.

Special congratulations are in order to several faculty and students. High among these achievements, **Patty Williamson** just completed her doctorate, **Dr. Jerry Henderson** was named National Advisor of the Year by the National Broadcasting Society/Alpha Epsilon Rho, **Dr. Kevin Corbett** received "Best of Festival" designation at the Broadcast Education Association Festival of the Arts for his screenplay, "Cold Snap," student **Kristine Moore** won a \$5,000 radio scholarship from the prestigious Bayliss Foundation and graduate assistant **Bowen Dou** received an IRTS internship to work this summer at *NBC Nightly News*. In addition, under the direction of unit

managers **Kevin Corbett** and **Rick Sykes**, MHTV took home College Television Station of the Year designation from the Michigan Association of Broadcasters – their sixth consecutive year of securing this honor. These and many other recognitions listed elsewhere in this issue demonstrate the fine work being accomplished by the denizens of Moore Hall.

We are also working on a new project that should be of special interest to alums. *BCA Chronicles and Reflections*, a DVD looking back over our history, and the people who share the credit and the blame, is being produced under the direction of our video laboratories coordinator **Ben Tigner**. The first section of the disk will focus on the evolution of our cocurricular activities – particularly MHTV and WMHW. The second section consists of video commentaries provided by alums at last year's Homecoming as we celebrated the upgrade of BCA from department to school status. We hope to have the DVD ready for distribution at Homecoming this year – another reason to join us the weekend of September 28/29. Because of a television-mandated noon kickoff, all traditional morning events are expected to start one hour earlier than normal. The alumni tent village will still be outside the stadium, with lots of free food offered by the various Colleges, the parade will still march down Main Street and of course, our audio stalwarts will still be there with a live remote as part of the WMHW Takeover.

Time for the BCA

reception in Studio A has not changed – 4 to 6 PM. However, beginning at 3 PM, we will also offer tours of our facilities (leaving from Studio A) in order to take advantage of the extra hour after the game. If you have not been back to see us over the last couple of years, now is the time to experience what has changed and what has remained the same (albeit a little grayer and a little more bald). If you wish to be involved in the WMHW Takeover, please contact Bill Thompson, the event's impresario. Additional takeover information is located elsewhere in this issue. No need to know how to run the current equipment or to solo on a shift (unless that is your desire). The important thing is to have fun recreating the radio of your era.

Before closing, I also want to take the opportunity to thank all of our alums and donors for your continued financial support of BCA. While CMU attempts to provide maintenance of our basic infrastructure, projects to further enhance the School can only come through the generosity of our contributors. Most recently, the WMHW upgrade simply would not have been possible without such outside funding. Thank you so much for helping to provide BCA students with the experiences they need to launch successful careers in our profession.

Best wishes for a pleasant autumn. We look forward to seeing you on campus.



Faculty



Rick Sykes presented "Use of Video Journalists in College Newspapers" at the BEA convention in Las Vegas.

Mark Poindexter presented "Initiatives in International Education of the School of Broadcast and Cinematic Arts at Central Michigan University" at the BEA convention in Las Vegas.

Will Anderson's radio documentary script "The Ending Everyone Wanted" won 2nd place in the 2007 National Audio Theatre Festivals scriptwriting competition.

Mark Poindexter presented "ABC's The Path to 9/11 and the American Monomyth" at the Popular Culture Annual Convention in Boston.

Patty Williamson presented *Ad Libbing Techniques for On Air* as part of "Teaching Future Media Professionals: Swap Shop of the Most Effective In-Class Mass Communication Exercises" at BEA 2007 in Las Vegas. She was also named 2008 Vice Chair of BEA's Gender Issues Division; moderated the General Issues Paper Competition panel and was a panelist on "Best Practices in Research Competitions."

Trey Stohlman moderated a round-table discussion on GLBT figures in media for the Gay/Straight Alliance.

Jeff Smith presented "M for Mentor: An Archetypal Analysis of James McTeigue's *V for Vendetta*" at the International Conference for the Fantastic in the Arts in Fort Lauderdale, FL. He also chaired the panel "Horror's Women—Mostly Beautiful, Always Powerful and Deadly" at the same conference.

Rob Craig presented "Even a Woman Who Is Pure In Heart: Origin Stories and Female Lycanthropes in Millennial Werewolf Cinema" at the ICFA in Fort Lauderdale.

Ken Jurkiewicz presented "(Right -Wing) Flesh and (Left-Wing) Blood: Eli Roth's Hostel Physiological Rorschach Test" at ICFA in Fort Lauderdale.

Trey Stohlman presented "Breaking Gender and Sexuality Barriers in a New Frontier: Hidden Frontier, the Fan's Star Trek" at the IAFA in Fort Lauderdale.

Heather Polinsky's "Local Radio Station Group Ownership Efficiencies" won 2nd place in the Radio and Audio Media Division open paper competition at BEA. She also served as a judge for the BEA Law and Policy Division Paper Competition.

Patty Williamson participated in a teleconference with Macomb Community

College students on the film "Pulp Fiction."

Mark Poindexter served on the search committee for the Dean of the College of Graduate Studies.

Maggie Mays (MA Candidate) won 2nd place in BEA's Gender Issues Paper Competition for "Violence in Network Promotion."

Kevin Corbett was quoted in Star-Telegram.com in the article "*Bring the Cameras, But Don't Mess with Texas.*"

Patty Williamson was interviewed regarding the summer television lineup on "Bulldog and the Rude Awakening Show" on WOCM-FM in Canton, OH, and "Rhett Palmer Live" show on WAXE-AM 1370 in Vero Beach, FL.

Will Anderson was quoted in the Arizona Republic in the article "'Heaven' while it lasted. Demise of Whole-some 7th Leaves Regrettable Void in Family Programming on Network TV".

Patty Williamson was interviewed on WHBC-AM, Canton, Ohio, and CKNX Radio AM 920 in Wingham, Ontario regarding American Idol.

Pete Orlik was appointed to the Awards Committee for the Michigan Association of Broadcasters.

Trey Stohlman has been accepted for admittance to the Doctor of Educational

Leadership in Educational Technology at CMU.

Patty Williamson was quoted in The Chicago Sun Times in an article titled "The British are Coming.....Do We Care?"

Will Anderson was interviewed on WCZY-FM regarding Drew Carey being named host of *The Price is Right*.

Patty Williamson was quoted in a Reuters news story on *American Idol*. The story ran internationally and was picked up by TV Guide, CNBC, MSNBC, The Washington Post, Yahoo !TV, AOL News, The China Daily, and Metro, UK among others.

Jeff Smith and Heather Polinsky were quoted regarding increased royalty rates and their anticipated impact on Internet radio broadcasters in Newswise, Telematics Journal, Radio and Internet Newsletter among others.

Ken Jurkiewicz was quoted in the Lansing State Journal regarding "Text Me TV", a television show that interacts with viewers via cell phone text messaging .

Rick Sykes served as a member the Michigan Association of Broadcasters Foundation High School and College Awards Task Force that made operational recommendations for the upcoming MABF High School and College Awards Competition.

COCURRICULAR ACTIVITIES



It has certainly been a busy summer and early fall for the staff of Modern Rock 91.5. Many of our fine members have graduated, and they will certainly be missed. The rest of us have a very exciting fall semester to look forward to. The item on just about every mind at Modern Rock is our imminent power increase from our current 340-watts to a much stronger 13,000-watts. We are also very excited about our upgrade to HD radio. Currently, both upgrades are slated to take place right around the time of homecoming 2007. The new executive staff, along with the general members of Modern Rock are facing the challenge of turning our outlook from a college radio station focused on Isabella County and the campus of CMU to a radio station covering the majority of central Michigan. Despite these challenges, our staff is very confident that this power upgrade will run smoothly and that we will continue to be, as our

great friend and Radio Operations Manager Dr. Jerry Henderson says, "A professional radio station that happens to be run by students."

The majority of our promotions this summer and fall have been based around our power upgrade. We had a great time in early July when we were asked to judge at a "battle of the bands" competition. We attracted many soon-to-be listeners, and got several bands from the area air-time on the station. As soon as the power increase is completed, we will be invading the Midland Mall to attract listeners in one of our largest new markets.

We have also had fun around CMU and Mt. Pleasant this fall. We kicked off the year, as always, with appearances and live remotes at Towers Move-In Day and Main Stage 2007. It was great interacting with the students of this campus, and getting Modern Rock out to incoming freshmen. We are also very excited to be working with Rubbles and *Diamonds in the Rough*, our local music show, on three concert dates presented by Modern Rock. The show dates, which are October 25th, November 17th, and

December 8th, have attracted attention from many local and national bands. So far, local bands Scenario, Ports of Aidia, Your Best Friend, Liam McKay, Life Sized Ghost, and CMU alumni The Great Lakes Myth Society have all confirmed that they will appear, along with Sub City recording artist Kaddisfly, who recently toured with The Red Jumpsuit Apparatus and appeared on Warped Tour this past summer.

Our sports department at Modern Rock is also very busy this fall as the flagship station for Shepherd High School football, as well as the platform for CMU Replay. Sports director Mike Stark is very happy with the way his department has stepped up for the busy fall season. The next concern for the sports department is the upcoming CMU Women's Basketball season that is set to tip off soon.

Programming on Modern Rock has also generated a great deal of excitement to kick off the fall semester. Jocks are sounding more professional each day, making our transition to a higher power much more smooth. Our award-winning specialty shows

such as *Sports Zone* and *Geek Speak* and the long-running *Furnace* picked up right where they left off, while new shows such as *The Revelation* look to make their mark on our airwaves. Overall, programming is sounding better than ever, and the staff as well as our listeners are very excited.

Modern Rock is looking forward to what the rest of the school year has in store for us. Our annual alumni takeover will take place Homecoming weekend and we are very pleased to have distinguished alumni grabbing the airwaves of Modern Rock once again. Overall, the future looks very good for Modern Rock 91.5, and every student within the organization is very excited to watch it unfold.

[On a historical note, the last power increase for the station occurred in 1982 when we moved up from 37 watts ERP to the current 340 watts.]



News Central 34 is kicking off the new year with a couple of initiatives
(cocurricular continued on page 5)

41st Edition

(cocurricular continued from page 4) initiatives designed to strengthen the on-air product and enhance our community identification. We are joining a media alert system being implemented by local law enforcement agencies in Isabella County. The pager system which is scheduled to launch in early September will alert media organizations of breaking news events as well as indicate which law enforcement agency will be serving as the lead investigative unit. The Isabella County initiative is patterned after a similar effort in neighboring Saginaw County. We see this media alert system as an opportunity along with our other newsgathering efforts to strengthen our coverage of breaking news during the afternoon and evening hours.

Thanks to the dedicated efforts of News Central alum, Ryan Raiche, a reporter handbook has been developed for use by our general assignment reporters. The handbook will focus on all aspects of the newsgathering process from a one-person reporter/photographer perspective. Ryan's handbook does an excellent job of walking a beginning reporter through the various elements involved with developing,

shooting, reporting and airing a news story. We are confident that the handbook will enhance the quality of our general assignment reporting.

Finally, we will be kicking off a major promotional partnership with the local mass transit authority in Isabella County. We expect to launch the campaign in the fall with the start of our nightly newscasts. The effort involves high impact signage on several transit buses along with some other cross promotional elements. We are very excited about the scope of this campaign.



MHTV heads into the fall semester with a whole new Executive Staff and a slew of shows-in-pilot. At this writing, the program line-up and schedule is yet to be determined as show producers are hard at work preparing their pilots. Once the pilots are turned in, this year's E-Staff will determine which shows will be picked up and placed into the regular schedule. E-staffers making those important decisions include: Aaron Jones, Station

Manager; Sara Pash, Promotions Director; Stuart Cram, Traffic Director; Paul Bartunek, Field Producer; Mike Germond, Sports Director; Dan Durkin, Sports Producer; Lynzi Grant, Business Grants Director. So, stay tuned for more info about the next round of award-winning MHTV shows.

Of course, the last round of MHTV shows has done pretty well too. The big news is actually an old story: MHTV won the Michigan Association of Broadcasters "College Television Station of the Year" award for the sixth consecutive year. As in the past, MHTV shows won multiple awards in multiple categories. Ken Ochalek and Aaron Jones took 1st Place in the Talk Show category, and Jason Dizik, Brian Sterling and Mike Germond took 1st Place in the Sports Play-by-Play category. MHTV swept the Large Group category with shows produced by Mike Greiner, Dave Seger, Tom Kaufman, Del Shoopman and Ken Ochalek. The competition has gotten tougher every year, so to win the award for six straight years is a great honor.



Moore Media Digital Design (M2D2) is looking forward to the new semester. Our students are responsible for the design, development, and implementation of the entire School of BCA website. We've recently updated several of our pages to reflect the advancements in our various units and student organizations. Please take a moment to check out the site, and continue to visit, as we grow to mirror the expansion of the BCA program!



Moore Media Records continues to record bands and promote music events. For more information on how we might partner with you, please contact the BCA office at 989-774-3851.

STUDENT ORGANIZATIONS



While the Film Society is probably best known as one of the co-sponsors of the annual Central Michigan International Film Festival, last year it also began offering screenings at its monthly meetings and it will continue to expand its activities outside of the festival in 2007-2008. The group is especially interested in hearing from students and CMU alumni who have played key roles in producing material (shorts or feature length works) that could be shown at meetings (and possibly in the annual festival, as well). Those who are interested in having the Film Society screen their work should contact the group's advisor, Dr. Mark Poindexter at poind1m@cmich.edu

The annual film festival will be held March 27 - April 6, 2008 and the Film Society will again provide many of the volunteers. The festival is organized by the

Film Society, *CM Life* and the College of Communication and Fine Arts.

Officers for the 2007-2008 school year were elected at the Film Society's April meeting. They are: Laci Wolever, President; Kevin Currier, Vice-President; Lynzi Grant, Secretary; Noah Emerson, Treasurer; Stuart Cram, Promotions Director; and David Low, SGA Representative.



As usual, the National Broadcasting Society has been keeping busy this fall. The new executive board has found their groove and several new programs are being planned for later in the semester. In addition, our recruiting efforts at Mainstage and throughout Moore Hall were very successful as attendance has been up along with new memberships.

The chapter has also started planning the third installment of *Wayside Idol*

for next semester.

This is a popular event among students and a great fund raiser for our chapter. We hope to raise twice as much compared to last year with double the action, double the fun, and some great singing.

At the National Convention in Chicago last spring, the CMU Chapter won several prestigious awards including Most Improved Chapter, Advisor of the Year (Jerry Henderson), Communication Coordinator of the Year (Ashleigh Klipper), and Rookie Member of the Year (Dan Church). The 2008 National Convention will be held in Los Angeles, California, March 11-16. We will endeavor to continue our chapter's distinction again next year. For more information on NBS/AERho visit the national site at www.nbs-aerho.org.



RTNDA is looking forward to the new school year and a new schedule of activities.

We ended last year with a very successful trip to Atlanta. With the help of CMU alums, Josh and Terri Elmore, Melissa Mack and Dave and Jennie Olshaske, we were able to tour CNN, Turner Sports and Turner Studios plus the local Fox television station in Atlanta.

It was a very exciting four days as the group was able to watch the broadcast of a NBA playoff game and half time show on Turner Sports as well as sit in during part of a live broadcast of CNN. During our tour of the local Fox station, Melissa Mack gave us an overview of how the news operation works at her outlet.

The group was also able to do a little shopping and sight-seeing along the way. This year we are going to be aggressively recruiting new members as we continue to grow as an organization. We are looking forward to visiting local broadcast outlets and building on our relationships with news executives at those stations.



Bowen Dou and Brian Williams

Bowen Dou (MA 07) spent her summer at *NBC Nightly News with Brian Williams* as part of the International Radio & Television Society's internship program. IRTS hand picks 30 top students from around the country for these prestigious placements at a variety of New York media outlets.

Bowen was also selected from all the interns as IRTS Barry Sherman Fellow in recognition of her outstanding performance, skills and commitment to the profession.

Congratulations Bowen!!

Snippets (continued from page 1)

Damer.”

In marketing parlance they might term it their unique selling proposition...or U-S-P.

As you know, Notre Damers may provincially feel they are the only school in the world that takes care of their own but we know better don't we?

I recently found myself on the receiving end of a Chip taking care of one of their own. The timing was funny because just two weeks prior I helped one Chip hire another Chip.

In my case, I decided to take an employment sabbatical, enjoy a bit of summer for the first time in 27 years and see what else is out there. And one of the first calls came from none other than Dr. Orlik. He asked for my resume and permission to shop it around. (Actually, I think he just wanted to proof it!) Lo and behold, a week later he had me interviewing for an opening I never would have known about. Fellow Chips in Michigan and California also got involved quickly with other opportunities.

Never in my wildest dreams did I think I'd be on the receiving end of such net-Chipping. But I'm grateful to Dr. Orlik and my fellow graduates.

So in addition to all the technical answers you can give someone who is asking why attend CMU's School BCA, be sure to include that we take care of our own. It's the net-Chipping mystique...our own unique selling proposition. For proof, just have them look at the School of BCA's website <http://www.bca.cmich.edu/> and see how many

graduates stay in touch.

Chances are pretty good we'll all need to net-Chip during our careers in this topsy turvy business we've chosen. Keep the CMU tradition alive. Be sure to assist a fellow Chip when you can and don't be afraid to ask for help when you need it.

Hope to see you all at homecoming. Bring a resume if you'd like and we'll shop it around. It's what we do.

Where are They Now?



Steve Serkaian (78) President of Serkaian Communications won two “Pollie” Awards (one Gold and one Honorable mention) from the American Association of Political Consultants for television advertisements used during the 2006 Michigan Political Campaign.

John Jasinski (85) is returning to Michigan to serve as Executive Vice President/Chief Academic Officer/Chief Operating Officer at Northwood University in Midland.

Troy Gregory (95) is working for KDOC-TV in the Los Angeles area as an Avid editor. This “Endless Classic” station features such oldies as *Matlock*, *Perry Mason*, *Cheers* and *Magnum P.I.*

Rich Spicer (96) is the Operations Manager for WLXV (Mix 96), WKAD (Cadillac’s Oldies 93.7) and NewsTalk 1240 WATT, as well as the Program Director for MIX 96 in Cadillac, MI.

Ron Tupper (98) is working as Media Production Supervisor at Time Warner in Kimberly, WI.

T. Geoff Cole (95) is the Program Director of New Media Broadcasters in Harvre, MT. Stations include KOJM-AM, KPQX-FM and KRYK-FM.

Candice Wagner (05) is Director of Audiovisual Services for Five-Star AudioVisual in Chicago.

Jessica Pondell (05 and MA 07) is the newest Creative Assistant at BERLINE, an advertising agency in Bloomfield Hills, MI. She was also appointed to the Adcraft PM board.

Ashley Klipper (07) received a Public Affairs Internship at Dow Chemical in Midland, Michigan. Only five internships were awarded nationally.

Anthony Marzilli (07) got hired at Three Point Productions, Novi, as their “audio guy”, making commercials and sound design.

Traditional BCA Homecoming Afterglow

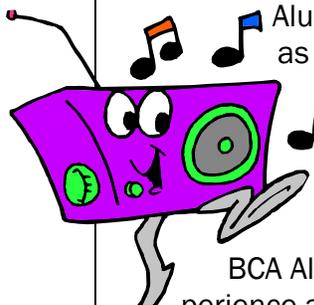


Conducted by Glowmeister Jerry Henderson

In beautiful, candlelit Shepherd
8:00 pm. September 29

Join us!

41st Edition



Hello again to all of you SOB/BCA Alums! We hope you join us as we descend upon Moore Hall for that great CMU Homecoming Tradition – the 8th Annual WMHW-FM Alumni Takeover.

Alumni Takeover #8 September 28 and 29

For those who are unfamiliar with the Takeover, it's a yearly opportunity for BCA Alums to return to campus and re-create shows that were part of their college experience and to be part of our now infamous two-hour live remote from the Alumni Village at Rose Ponds on Saturday just before the annual Homecoming football game.

The Takeover is a fundraiser for the Broadcast and Cinematic Arts Constituent Alumni Chapter and we ask for a minimum 30-dollar donation for a two-hour shift.

Some changes this year include the extension of shifts into Saturday night for the first time, because of increased participation, and more student involvement.

At this writing, we still have a couple of shifts open, and are hoping for newer Alums to give it a try. There are also at least five seats in-studio for anyone who wants to “sit in” at any time. One of these years we should have a “fill the studio contest?”

Get more details and the latest air shift schedule at www.bcaalumni.org

We'll also welcome CMU Athletic Director Dave Heeke back for the second year in a row and new CMU Football Coach Butch Jones in-studio Friday morning, and expect a return visit from many other dignitaries including the 7th visit by CMU President Mike Rao.

During the past 7 years Alums have been able to really help showcase the School of Broadcast and Cinematic Arts and CMU with live in-studio interviews featuring university VIP's on Friday, then going on-location to help promote the CMU Alumni Association Tailgate on Saturday, which continues to grow in popularity each year.

We also plan to have current BCA students “take over” coverage of the Alumni Association Breakfast remote around 8 a-m Saturday morning, so Alums can join us for our bi-annual BCA Alumni Chapter meeting at Powers Hall.

Also, note that the Alumni Village Tailgate will be an hour earlier at 10 a-m this year, to accommodate a noon kickoff for ESPN Regional Television.

Thanks to the generosity of Takeover participants, we were able to raise almost one-thousand dollars for Chapter activities last year, including the Al Painter Outstanding Freshman Award, that helps a new BCA student get his or her career path started.

We hope to continue to build on the success of the Takeover, and if you would like to be a part of the planning for next year, or have any ideas on how to make the event even better, please join us ... or send them to me at wmhwtakeover@bcaalumni.org.

Oh, and remember, we will have a much broader audience this fall, with a power increase from 340 to 13Kw!! That should make more outsiders sit up and take notice of CMU and the School of BCA.

Be sure to check www.bcaalumni.org periodically for BCA Alumni and Takeover information, or let me know your E-Mail address and I'll try to stay in touch with you.

I encourage all BCA Alums to join in this airworthy Homecoming tradition!

See you all in September!!

Bill Thompson thompsonarms@voyager.net.

**Annual
BCA
Home-
coming
Open
House**

Sep 29

4-6 p.m.

Studio A

**Please
join us**

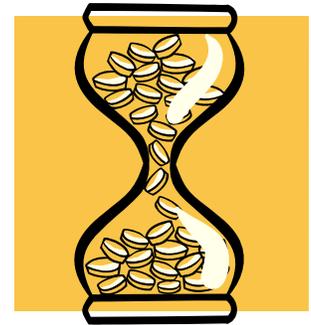
BCA Donors

Thanks to your generous donations, the School of BCA continues to grow. We are ever grateful for your kindness. The School has been able to purchase much needed video equipment, audio equipment and software with your gifts.

A very special thank you to those who have helped us since our last newsletter.

John Anderlie
M/M Jon Bengtson
Kelly Rae Bowers
Robert and Cindy
(Toogood)
Braunlich
Julie Brinks

Ed Christian
Dow Corning Corp.
Marcia (Simmons)
DeBoer
Robin Lin Duvall
Connie (Perkins)
Foss
Kevin Franz
Brad Fuhr
Doug Gerowski
Steve Griffes
Thomas Heiss
Christine Huber
Tim Jackson
Edmund Kaltz
Sue A. Kennedy
Corrine (Gase)
Koury
Deana (Sweat)
Lambert
Gary Lico
M/M Daniel
(Galente)
Lundgren
Dennis Majors
Rebecca Mestelle



M/m David Meyer
M/M James
Pagano
Michael Rankin
Jeff Rivard
Scott Schwarz
Steve and Colleen
Serkaian
Dan Sigler
Beth Snyder-
Zonsius
Mike Steger
Mark Stevens
Trapline
Productions
United Way of New
York
M/M David (Nott)
Urlaub



Dr. Mark Poindexter led students enrolled in BCA 290: French Film and Other Media on a Spring break trip to Paris in 2007. This is the fifth time the course has been offered over Spring break. In response to feedback from students, the trip has been moved to May (Summer School) next year, to allow students taking the course the option of remaining in Europe for additional time after the class ends. If you want to learn about French Film AND see Paris, this is a great opportunity. Check with the CMU International Education office for more information at 989-774-4308.

BCA had several exhibitors in the 2007 Student Research & Creative Endeavors Exhibit (SRCEE), sponsored by the Office of Research and Sponsored Programs.

This exhibit was open to the public and featured:

MHTV Sports (Tom Kauffman, Jason Dizik and Mike Germond)

Tips and Trick of a One-Man Band: A Beginner's Approach to TV News Reporting (Ryan Raiche);

Radio Station Imaging for an Alternative Music Format (Harrison Van Dort)

News Central 34 (Christina Vecchioni, Jeff Bielecki, Jennifer Deneau and Natalie Diamond)

Podcasting: The Next Step in Digital Media (Lindsey Wahowiak)



Celebrating Bright Ideas!



Constituent Chapter News

Kathy Banfield Shaw

Hello Fellow Alums,

You are cordially invited to attend Homecoming 2007. Check your calendars and set aside the date NOW! We have moved our BCA Chapter meeting to 8:00 A.M. Saturday morning, September 29th in Powers Hall Room 132..

Come and have breakfast with us as we plan our strategies for including more alums in our activities. We also want to discuss what additional activities we can add.

Our Homecoming Takeover has been and continues to be extremely successful, both in visibility and fundraising. The university depends on our presence at the tailgate party to create a real community event...and isn't that what broadcasting at its best is supposed to do?

We've tried a few other activities, but we can *depend* on the Homecoming Takeover and the Tailgate remote to promote BCA. We've added remote cut-ins from the parade when we have the people and equipment and that brings me to your involvement. We can always use

new alums to support this event. Some of you may think all the "jobs" or "shifts" are taken, but that's not true. As long as there's an alum who wants to participate...there is a job or shift that needs you.

Bill Thompson does an outstanding job of coordinating the on-air Takeover, but is always hoping more of you will call or email him. In this case the more *is* the merrier. We've found working on Homecoming Takeover is a wonderful way to reconnect with the School of Broadcast and Cinematic Arts faculty, staff, students...and alums.

In addition to this on-campus Homecoming, we try to keep in touch with you via this publication and our website. We encourage you to contact other alums or make yourself available to the faculty as a student mentor. You simply need to let Dr. Orlik know you'd be open to mentoring a current declared-major student on campus and he'll work to make it happen.

See you September 29th, 8 AM in Powers 132.

Kathy Banfield Shaw '74

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The Moore Holler
41st Edition Fall 2007

Awards

Michigan Association of Broadcasters

College TV Station of the Year for 2007—MHTV and New Central 34

NBS National Awards

National Rookie of the Year—Dan Church
National Communicator of the Year—Ashleigh Klipper
National Advisor of the Year—Jerry Henderson
Most Improved Chapter—Central Michigan University
BCA placed five finalists in the National NBS Competition
Video Feature Segment—*Chippewa River Rafting* (Mike Greiner and Sheryl Sturza)
Web Design—NBS Site (Bowen Dou and Caleb Newman)
Web Design, Overall Site —featuring clips from AOK Films (Michael Greiner)
Video Comedy Segment:
The Imperial - episode of A-OK (Michael Greiner and David Seger)
Jam Session: Bad Emo Band (Mike Greiner and Tom Kauffman)

Telly Awards

Plain Jane—Bronze Telly—Jackie Frincke

Communicator Award

The Imperial— episode of A-OK, Award of Distinction (Mike Greiner and David Seger)

Bayliss Foundation Award Radio Scholarship

Kristine Moore

College Broadcasters Inc. Finalists

Best General Entertainment Program—Moore Hall Television *Central View*
Best Comedy—BCA 490 3 *Dull Guys TV*