

The Moore Holler

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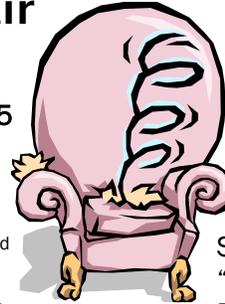
From the Creaking Chair

By Pete Orlik

Welcome to Spring and a new BCA cocurricular unit. Under the direction of Audio Unit Head **Heather Polinsky**, the department is launching *Moore Music Records* – a label that will take advantage of our expanded audio production space and capabilities. The first slate of executive staff has been selected and policies and procedures are being written. We look forward to offering this recording industry opportunity to interested students.

Turning from our newest to one of our longest-running activities, the *BCA Awards Banquet* takes place on Fri-

day, April 15 at The Embers. This will be the event's 32nd edition and we invite all alums to attend. This year, for the first time, the BCA Constituent Alumni Chapter will be granting a \$100 honorarium to the department's outstanding freshman. Alums are becoming a bigger and bigger part of our banquet which is a great inspiration for our current students and a wonderful reuniting for many generations of the BCA family. Keynote speaker, will be alum **Steve Serkaian**, president of Kolt & Serkaian Communications and a



member of the BCA Alumni Advisory Board. An expert in political communications, Steve will address "Political Consulting and Electronic Journalism: Synergies and Career Opportunities." Banquet tickets are \$20 and can be purchased from the BCA Office until April 12.

Speaking of alumni events, BCA grads working in the Michigan broadcasting industry will have added reason to return to Mt. Pleasant this summer. The Michigan Association of Broadcasters Summer Conference takes place right here at The Soaring Eagle Casino from July 21-23. On Thursday

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Snippets

From your BCA Alumni Advisory Board—Jeff Kimble, Chairman

TIME Does anyone have enough of it? It seems the more gadgets and gizmos invented to make life easier and more productive – actually make less time for you the person. Today's technology,

and the expectation of just-in-time delivery, has made everyone expect instant answers and gratification. I know I'm guilty of it. If I don't get an immediate answer or find the item for sale waiting for me, then I

get a little annoyed.

I am, in fact, typing this article on my lunch hour on the deadline day as I hadn't had enough time previously to sit down and properly compose it. I

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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.

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evening, CMU is sponsoring the opening reception as a jointly funded outreach of BCA, the College of Communication and Fine Arts, and the Office of Alumni Relations. Then on Saturday morning, BCA will offer visiting broadcasters a tour of our facilities. Participants will be bussed from the Soaring Eagle Hotel to campus, and receive a guided introduction to our Moore Hall digs. If you or a colleague broadcaster will be attending the conference, we welcome participants on this Moore Hall safari.

Our facilities have been further improved since *The Holler's* last edition. While major remodeling and expansion took place a year ago, we recently added equipment checkout capability. The former building maintenance worker's office (which before that was a darkroom) at the end of the TV Prop Shop was given back to us. We reopened a boarded-up door between that space and TV Facilities Manager **Greg Delauro's** office to create storage/check-out space for our high-end portable video equipment. Physical Plant had knocked an outside door on the room's other end when

they controlled it, so students can now get remote gear in and out of the building through a single portal. This may not be a big deal to a lot of our readers, but to TV folks who ever had to wrestle unwieldy equipment down narrow halls and through multiple and uncooperative doorways, the new room is a real enhancement. Separately, the BCA Seminar Room (M211) will be mediated this summer to acquire full video projection and surround-sound capability.

On the curricular front, Prof. **Rene Blatte** has added a new course in "Producing the Television Commercial" (BCA 415) that will be offered each summer and give students the opportunity to expand and integrate their copywriting and productional skills in an intensive project-based environment. The department has also created an innovative Cinema Studies minor that is now available to students from across the university and packages existing courses pioneered and taught by professors **Ken Jurkiewicz, Mark Poindexter, Rob Craig** and **BR Smith**.

Lastly, we have made a very significant addition to our faculty. **Ed**

Christian, CEO of Saga Communications, has joined us as an adjunct professor and has begun lecturing to BCA classes several times per year. Saga operates 90 radio stations, three state networks, and eight television stations in 24 markets. A leader in the broadcast industry at both the state and national level, Ed has served as president of the Associated Press Broadcast Board, chairman of Arbitron's Radio Advisory Council, and been a member of the All Industry Radio Music License Committee plus a director on the boards of the Michigan Association of Broadcasters, the National Association of Broadcasters, the Broadcaster's Foundation and the John Bayliss Scholarship Foundation. In addition to his lecturing duties, Ed is also greatly assisting the department as a BCA advocate and curricular advisor.

So thanks to the support of Ed and so many of you, the Broadcast & Cinematic Arts Department continues to forge ahead. I hope you enjoy this issue of *The Moore Holler* and encourage you to continue to stay involved in BCA via our website and periodic returns to the campus.

Faculty Notes

Greg DeLauro was appointed to the Midland, Michigan, Public Schools Technology Steering Committee.

Dr. Ken Jurkiewicz presented "Faces Behind the Mask: The Phantom of the Opera and his Cinematic Guises" at the Midwest Popular Culture Association in Cleveland, Ohio last October.

Dr. B. R. Smith presented "*That Voodoo That You Do So Well: The Origin Story in Early Zombie Movie Classics*" at the Midwest Popular Culture Association Convention in Cleveland in October.

Dr. Rob Craig was interviewed by Soren Anderson of the Tacoma News Tribute for an article "Movies That Matter." He also presented "*From Mariphasa to Wolfbane: The Origin Story in Early Werewolf Films*" at the Midwest Popular Culture Association Convention in Cleveland in October.

Dr. Peter Orlik published "*Evaluating Faculty Risk-Taking: A*

Chair's Perspective" in the September 2004 issue of Feedback.

Tim Shorkey, BCA Graduate Assistant, was awarded a Graduate Student Research and Creative Endeavors Grant to purchase movies for his Thesis research. Tim also received a Publication and Presentation Grant for his presentation at I.C.F.A. in March 2005.

The CMU Honors Program selected a course proposed by **Dr. Mark Poindexter** to be offered as a special Honors course in 2005-2006. The class is entitled "Film and Television Works of Michael Moore." Poindexter is also presenting a paper comparing the works of Moore and controversial British director Peter Watkins at the Popular Culture Association meeting this Spring in San Diego.

Rick Sykes presented a co-authored paper at the University of Oxford in Oxford, England in March. The paper was a follow-up to a Master's thesis by **Christine Cro-**



nauer, a former BCA Graduate Assistant. In the paper, Sykes and Cronauer discuss the results of a study that looked at how network television news has covered the USA PATRIOT Act.

Pete Orlik was one of two CMU faculty members awarded the President's Research Excellence Award.

A new University Program course, BCA 290: French Film and Other Media, which includes a trip to Paris during Spring break, is being offered for the first time in Spring 2005. The course, designed and taught by **Dr. Mark Poindexter**, concentrated on the works of French directors Abel Gance, René Clair, Jean Renoir and Marcel Carné, as well as the French New Wave. Similar courses with travel to France were offered as special topics in 2002 and 2003 and evolved into the present class.

Dr. Will Anderson's review of Promotion and Marketing for Broadcasting, Cable and the Web was published in the November 2004 edition of *Feedback*. He also presented two papers at the Midwest Popular Culture Convention in Cleveland (*A medium well done? An analysis of promotional acquisition, retention, and recycling strategies for the Food Network and Crap magnet: The hard-luck career of James McMurtry*) and another at the National Communication Association national convention in Chicago (*Ratemyprofessor.com: Managing Students, Feedback of Faculty in the Age of Instant Gratification*). In his spare time, **Dr. Anderson** has taken over advising PRSSA and PR Central, the student-run public relations firm.

BCA had a strong representation at the International Conference on the Fantastic in the Arts in Fort Lauderdale in March. **Tim Shorkey** presented

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COCURRICULAR ACTIVITIES



The students at 91.5 continue to impress with their accomplishments and hard work. This semester, the station boasted the involvement of over 100 students spread over all of our many departments. The news and sports departments have grown most noticeably, and produced excellent programming including: the weekly news magazine "Central Beat"; the twice weekly roundtable "SportsZone"; and the complete coverage of CMU Women's Basketball. Also, we continue to stay up to date with the most current technology, having upgraded our automated system from Selector version 12 to Selector version 15 in the new Windows based format. Thanks to our traffic department for coordinating that challenging shift.

Our new 'mascot,' the Modern Rock Gnome, has made quite a splash this year. The gnome was brought to us thanks to the artwork of former CMU Life cartoonist Jay Fosgitt. We made distinct impressions at all of the events to which we were able to bring the gnome, including Central/Western weekend during Fall semester and

the Battle of the Bands in mid-March. Speaking of the Battle of the Bands, we were quite impressed with how this event has morphed from our first experience last spring to its latest edition. Proceeds from the show assisted the Modern Rock team in supporting the American Cancer Society's Relay for Life. Modern Rock was represented by a team walking in the Relay and we were very excited to continue our relationship with that event.

It was another banner year for the station at the MAB awards, as well, with 91.5 taking six awards, four of which were first place finishes. Awards won were First Place Air Check, First Place Newscast, First Place Sportscast/Play-by-Play, First Place, Second Place, and Honorable Mention in Large Group (a total category sweep). MSU just barely nudged us out for the College Radio Station of the Year; however, we are justifiably pleased with the outcome of the awards, a marked improvement for the station over past years. In order to better prepare the station to win the Station of the Year award next year, we organized a small scale radio conference to bring together our students and a variety of industry professionals. Hopefully this will become an annual event.



MHTV kicked-off the Spring 2005 season with a slew of awards, 3 new executive staff members and a brand new show.

The newest show on the MHTV schedule this spring is "Webmasters," a sit-com about a group of people who work – if you can call it that – in information technology. The show is produced by Tom Kauffman and Tim Marklevitz. First-time producers Tom and Tim join several returning MHTV show producers.

Producers Dave Seger and Scott Lightfoot – and that lovable cast of residence hall desk workers – return for a second season of "Deskies." Graduate Assistants J.R. Curtis and Jeremy Couturier continue as Producers of newsmagazine "Central View." Graduate Assistant Dan Empson and undergraduate Sports Producers Kevin Crouse and Pat Woloszyk are also back, packaging the MHTV Sports Game of the Week.

Three new Executive Staff members have joined the MHTV staff for the spring season. Ashleigh Klipper and Corinne Smither have stepped in to take over the Promotions Unit, while Craig Peters has filled the position of Assistant Station Manager.

Craig's duties include managing the new state-of-the-art automated playback system installed in the MHTV studio.

But the really big news this time around is the multiple awards the station has received. Early in the semester, two MHTV shows were honored with Communicator Awards. "The Starting Line Up," produced by Greg Miller, Dan Empson, and Matt Bellehumeur won in the Educational Institutions/Student-Produced Program category. And last fall's "The Way It Is," a political talk/debate show produced by Ben Sanders and Mike Gillikin, picked up two Communicator Awards, both in professional categories: one in the Issue Program/Cable TV category and another for Graphics in the Creativity Category.

Several MHTV shows also won at the National Broadcasting Society regional production competition. Two MHTV comedies tied for 1st at NBS: David Seger and Scott Lightfoot with "Deskies," and Mic Stankiewicz and David Seger with "Power News for You." "The Starting Lineup" was a winner again, taking home an award for Sports Play-by-Play/Sports Program. And "The Way It Is" won again as well, this time for Public Af-

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(cocurricular continued from page 4)
fairs/Magazine/Interview
Program.

The big awards news is the overwhelming success MHTV has had in the Michigan Association of Broadcasters College Television competition. Building on 3 years of winning the MAB Foundation's "College Station of the Year" award, MHTV shows garnered the following honors:

1st Place -- Sports-cast/Play-by-Play: Dan Empson, Kevin Crouse, Pat Woloszyk for MHTV Sports Game of the Week

2nd Place -- Sports-cast/Play-by-Play: Dan Empson, Greg Miller, Matt Bellehumeur- "The Starting Lineup"

1st Place -- Talk Show: Ben Sanders and Mike Gillikin for "The Way It Is"

2nd Place -- Jeremy Couturier for "Central View"

1st Place -- Large Group Production: Dave Seger and Mic Stankiewicz for "Power News for You"

Honorable Mention -- Large Group Production: Ben Sanders and Mike Gillikin for "The Way It Is"

Add the wins by News Central and other BCA students, and the BCA department took home a whopping 13 of the possible 18 awards, cementing the 4th consecutive "College Television Station of the Year" designation.



It has been a very good year for News Central 34. The new Friday broadcast is getting stronger with each show. It has been a great opportunity for our senior producers to refine their skills. It has also created an excellent venue for our newer people to work alongside the senior folks in a different show format.

The partnership with the Mid-Michigan Area Cable Consortium is coming along very well. Our newscast is now seen twice daily on a tape delay basis in more than ten communities in three counties. That is in addition to the live nightly broadcast.

The latest addition to our partnership roster involves WNEM-TV, a Meredith-owned station based in Saginaw, Michigan. We have just signed an agreement with them that should pay significant dividends for News Central 34. In the short term, the newsroom staff from News Central 34 and the professionals at WNEM will start a daily conference call to discuss story ideas and joint coverage options. It will include the possible exchange of video with on-air credit on stories of mutual interest.

WNEM will also consider News Central 34 students for job-shadowing and internship possibilities with an eye toward potential employment opportunities at the station.

Longer term, WNEM has agreed to allow its editorial and production staff to take part in classroom presentations, consider qualified News Central 34 student reporters to serve as temps and work with News Central 34 staffers on joint town hall meetings, documentaries and investigative projects.

We are very excited about the partnership. It is the newest addition to a long standing relationship we have with another station in the market, TV 9 & 10 News in Cadillac.

On another front, we are taking the next step in developing the expertise of our show producers. In addition to having industry professionals addressing critical production issues in classroom sessions, we are setting up field trips to the Isabella County Sheriff's Department to provide students with an overview of law enforcement procedures.

This is a new enhancement to our efforts to provide our student producers with a well-rounded experience. We feel it is a critical

one because criminal investigations are usually not something producers learn much about while in school. The field trips include an up close and personal briefing on procedures as well as an explanation of decisions relating to news media access.

News Central thanks Isabella County Sheriff Leo Mioduszewski (BCA Alum) and Undersheriff John Vinson for their support.

Finally, we are very proud of the fact that the news division did very well in the 2005 Michigan Association of Broadcasters College Competition taking first and second place in the best newscast category as well as first place in the best news feature category.



It has been an exciting year for M2D2 so far. In the spring semester our member list almost doubled from the year before. This year we received the NBS Region 2 Student Production Award for best web design. Under new advisor Greg DeLauro, we are looking forward to continued growth and

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STUDENT ORGANIZATIONS



This has been a very exciting semester for the Film Society! We focused on the Central Michigan International Film Festival. It was our job to staff the three theaters. We had over 140 slots to fill with volunteers from our own organization and the rest of the department. Each theater had one person, or "captain", in charge of staffing and procedures to help the festival run smoothly. This year's captains included Kristin Kelly, captain for the Park Library Theater, Rob Beauvais, captain for the Broadway Theater, and Hilary Marin, Captain for Celebration! Cinema. Their dedication and hard work is very much appreciated by the Film Society.

Selection for the films that were shown this year began very early in the fall semester. A group of students sat down with lists of films that they would like to see at the festival. Their choices were based on availability, when the film was released, and the amount of exposure the film received elsewhere. This group tried to find contemporary films that may not have been widely released or may not have come to the Mt. Pleasant area. The Film Society would like to thank Carmena Moss, Sarah Brinks, Justin Vacca and Jeremy Couturier for all of their film research and the

excellent choices they made.

The Film Society was also been very busy in the Festival's production realm. Each year we produce a series of short films to run before each feature as a way to thank our sponsors and welcome people to the festival. This year Tim Marklevitz, Kristin Kelly, Matt Matouka, and Chris "fish" Conklin entered their work to be shown. These short films are available on the Film Society page of the BCA website.



The CMU Chapter of The National Broadcasting Society had another successful year. Many new members joined the chapter and many more renewed their membership. Our Annual "Flying Pancake Breakfast" was not as big a success as last year, but we did end up in the black. We also raised money during the second semester by again selling candles to raise money for attendance at the National Convention.

Twenty members attended the national convention in Los Angeles and had a very good time. We visited shows like "The Price Is Right" and "Regis." Members attended many education sessions, including; challenges facing broadcast journalism, radio programming, screen

magic, getting your first job, sales and marketing, scriptwriting and on-line options in media design. Awards were won making for a very successful convention overall.

It was a record year for the Salvation Army. Once again, we faced the cold and stood in front of Kmart ringing the Salvation Army bell. We raised almost \$100 and are very proud of that. Community service continues to be a very strong priority. Therefore, we added the Community Service and Socials Coordinator position to the e-board, and elected Mark Levin to fill that position. We have volunteered with SRCS, The Salvation Army, Film Festival, and many other organizations.

Speakers were also a priority and a guest professional was at every general meeting. They talked about how they got to where they are today, gave helpful hints, and spoke in general about their positions and the business. They were brought in from the television news business, radio, multi-media, and sales.

Elections were held in February for the 2005/2006 executive board and all new e-board members worked with the current board to learn their new position. Meetings were planned for the next school year and the new president started to assume full responsibility.

The Executive Board worked very well together again to achieve another great year.



RTNDA kicked off the spring semester with a station tour of WWMT in Kalamazoo, followed by numerous visits to other area stations, such as WZZM and WXMI in Grand Rapids, WLNS in Lansing, WNEM in Saginaw, and 9 & 10 News in Cadillac. Students were able to meet and speak with professionals in the news industry, including fellow BCA alum and current WZZM -TV 13 morning anchor Lauren Stanton.

RTNDA jump-started February with a fundraiser during CMU's annual Sibs Weekend. Members set up a mock newscast in which Sibs Weekend attendees were able to "anchor" a two minute newscast, and take home a video tape of their performance.

RTNDA and NBS came together in March to co-host a meeting which prepared BCA students for the Spring Career Fair, March 19 in the U.C. Rotunda. Students were informed of proper attire, resume credentials, demo tape requirements, and other valuable information pertaining to the Career Fair.

Current updates and announcements for RTNDA can be checked at any time by visiting www.rso.cmich.edu/rtnnda.



College Station of the Year for 2005

The announcement was made February 21. Four years in a row MHTV/News Central 34 was named college television station of the year by the Michigan Association of Broadcasters.

In addition, WMHW swept the large group radio category and took first place in four categories overall.

We are very proud of our how hard the BCA students have worked and are gratified that the MAB recognizes their achievements.

The winners are:

RADIO

1st Place —

Aircheck—Ryan Reker

1st Place News-

cast—Greg Angel

1st Place —TIE

Sportscast/Play by Play—John Fournier

1st Place - TIE

Sportscast/Play by Play—Matt Park and Curt Poles

Large Group—it was a Sweep. First, second and third places went to WMHW.

TELEVISION

1st Place News-cast—Jennifer Dixon and Andrea Coopshaw

2nd Place News-cast — Rebecca Norris and Kevin Crouse

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Awards

Central Michigan University won five awards at the National Broadcasting Society Regional Convention in Knoxville, Tennessee.

Ben Sanders and Mike Gillikin won with *"The Way It Is"* in Public Affairs/Magazine/Interview Programs.

David Seger, Scott Lightfoot and Mic Stankiewicz tied with themselves with *"Power News For You"* and *"Deskies"* in Comedy Programs.

Kim Shay and Moore Media Digital Design won with the BCA website www.bca.cmich.edu in Media Design.



Greg Miller, Dan Empson and Matt Bellehumeur won with *"The Starting Lineup"* in Sports Play-by-Play/Sports Program.

Jennie Sholar won the Robert Hyland Grant to the NBS national convention in Los Angeles.

The Communicator Awards

"The Way It Is" continued to collect accolades by winning a Communicator **Award of Distinction** in the Issue Program/Cable TV category and an Award of Distinction in Graphics in the Creativity Category. Both of these awards were in the professional categories.

"The Starting Lineup", produced by Dan Empson and Greg Miller won a Communicator **Award of Distinction** in the Educational Institutions Student Produced program category.

Kevin Corbett's promotional video for Mt Pleas-

ant's Art Reach, *"Art: Connecting Generations"* won an **Award of Distinction** in the External Communications/Non-profit category

"The Autumn Berry" produced by Tim Markletivz and Angela Peterson won an Honorable Mention.

The Videographer Awards

MHTV 's *"Power News for You at 7"*, produced by Dave Seger and Mic Stankiewicz won two Videographer Awards—An Award of

Distinction in the Student TV Show Category and an Honorable Mention for TV Production/Creativity/

Videography in the professional category.

WHERE ARE THEY NOW?

Tom Moore ('77) is a news anchor at Clear Channel Radio in Cleveland, but you also hear him on WPGH in Pittsburgh, WISN in Milwaukee and WKBN in Youngstown, Ohio.

Mike Patten ('78) is the ADA COORDINATOR FOR smart (Suburban Mobility Authority for Regional Transportation) in the Detroit Area. He joked that he is the "blind guy in charge of video."

Bill Hewitt ('78) 'retired' as a Reserve Officer from the Bay City, MI, police department. He is still active as a newsreporter/producer at News Radio 790 in Saginaw.

Steve Serkaian ('78) and **Robert Kolt ('80)** began their 14th year with Kolt & Serkaian Communications, a Lansing, Michigan based public relations, advertising and political consulting agency.

Kendal Smith ('80) is now President of JKS Enterprises in Overland Park, KS. He recently purchased Best Price Banners and Signs and now has eleven employees.

Bill Fritz ('83) wrote "Now You See It", a movie aired on The Disney Channel in January.

Robin Lin Duvall ('83) continues her freelance editing and is currently senior editor on *The Jerry Springer Show* in Chicago.

Lorie Tournay '87) called to say she was just promoted to National Sales Manager for WXYT-AM, Detroit. Congrats!

Jim Bollella ('89) is General Sales Manager of Brown Bag Productions, a Clear Channel company, in Denver, Colorado.

Peter Suci ('90) is a regular contributor to Newsweek, Playboy and PC Magazine and had his first book published in December.

Claudia Hitchcock ('94) is working as an Associate Producer for ABC's *Complete Savages* in Los Angeles, CA.

Spence Johnston ('94) recently accepted a public relations account executive position with Marx Layne & Company in Farmington Hills, MI. He and his wife, Hannah, now live in Ann Arbor with their children Zoe and Mac.

Chris Michels ('95) AKA "Hot Wings" is on the nationally syndicated "The Free Beer and Hot Wings Show" originating from WGRD in Grand Rapids.

Mark Schindewolf ('99) continues as Web Manager at News/Talk 760 WJR in Detroit.

Jamie Jendrzewski ('02) is the Manager of Pledge Production with Detroit Public Television.

Melanie Fox ('02) is the new Executive Producer and Entertainment Reporter at TV 9 & 10 News in Cadillac, Michigan.

Kelly Imrich ('03) is now at WEYI NBC 25 in Flint, Michigan, working as an anchor/reporter.

Sara Bingham ('03) is the Director of Communications and Publications at Siena Heights University in Adrian, Michigan.

HONORED ALUMS

Two BCA graduates are among those to be honored at the CMU Alumni Awards Banquet on Friday, June 10. **Kevin Campbell**, senior information specialist for the Dow Corning Corporation will receive the Alumni Commitment Award and **Kevin Essebaggers**, news anchor at TV 9 & 10 News (Cadillac) will be honored with the Outstanding Young Alumni Award. BCA alums are encouraged to join us at this banquet to recognize these two fine members of the BCA family. Further information and tickets are available from the CMU Alumni Association. Contact Cindy Jacobs at jacob1cs@cmich.edu.

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"*King Kong: The Atypical, Amoral Eighth Wonder of the World.*" **Jeff Smith** and former BCA graduate Assistant **Don Rottenbucher** presented, "*Want to Know More? Media Integration and the Social Division in Paul Verhoeven's 'Starship Troopers'*"; **Rob Craig** presented "*Howling at the Moon: Forms of the Origin Story in Werewolf Cinema*"; **B. R. Smith** presented "*Zombies: The Origin Story in Classic and Contemporary Horror Films*"; **Ken Jurkiewicz** presented "*Double Exposures: The Many Cinematic Guises of Doctor Jekyll and Mr. Hyde.*" BCA graduate students **Eric Braun** and **Brian Rapp** presented "*The Shadow and Redemption*" and "*Blade Runner: An Immortal SF Classic*" respectively. **Jurkiewicz, Craig and Jeff Smith** also served on a panel reviewing 2004 horror cinema.



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(Cocurricular continued from page 5) development.

Workshops held in basic web design and video/audio streaming for the web were quite successful. These workshops are open to all students and allow M2D2 to share our strengths with others. We are planning to hold more of these workshops in the upcoming semesters.

We have met our goal of enhancing collaboration with other cocurricular organizations. Thanks to the efforts of our content managers, students can now find more of the information they need and want on the BCA website. We are also working on reorganizing the website to help visitors locate information more quickly. An addition to the BCA website this semester has been the Advising page in the Academics section. This page makes degree, advisor, and related minor information accessible electronically. M2D2 will further develop the BCA website, as well as mature as a co-curricular organization.

We encourage you to contact us with your comments and suggestions for the BCA website. Email our webmaster at

Delau1g@cmich.edu

BCA Constituent Alumni Chapter News

Have you thought about your alma mater lately? You may be surprised to know it needs you. Why you ask? Your constituent chapter sponsored our first scholarship at the BCA Annual Awards Banquet. In order to continue to do this every year we need your support, both financially and in person. First, plan to visit the campus at Homecoming. Your BCA fellow alums are very visible (and audible) as we sponsor and populate the Alumni Take-Over on WMHW-FM and do a live remote from the Alumni Tail Gate Party prior to the football game. BCA is very well known for this event and it becomes a more central part of Homecoming each year. Bill Thompson is heading our Take Over campaign and needs you to volunteer for a shift on the radio. It's especially fun if you can find a friend to do the shift with you. And second, we need you to stay involved in the constituent chapter as we develop ideas to keep the chapter active throughout the year. We're thinking of activities like attending Tiger baseball games or volunteering to handle concessions stuff at professional games in order to get a portion of the proceeds.

Jeff Kimble is the webmaster for the website www.bcaalumni.org and appreciates your feedback. We'd like it to be an interactive website and need you to help make it that way.

Oh, yeah and if you haven't purchased your BCA Alumni baseball cap, then you need to NOW. Just send \$15 + \$5 shipping and handling to Joan McDonald at the BCA office at CMU and we'll get your handsome alum cap right out to you.

Hope to see you on campus!

Kathy

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

Snippets (continued from page 1)

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knew what I wanted to write about, I just didn't have the time to get it down on paper – just-in-time delivery!

In that light, I would like to send a BIG THANK YOU to everyone that serves on the BCA Alumni Advisory Board. These people are all graduates and live in all parts of the U.S. Each takes time out of their very busy lives to help make the BCA department the best in the state – if not the country. Everyone has their reason for participating and we all have the same interest – to make the BCA department even better. You can help us. If you have a thought or idea that you feel will help us in our endeavour – then please send it to: industry@bcaalumni.org. We do appreciate any and all help in our quest for the best – THANK YOU!

If you would like to take a little time (and actually go back in time) to have some fun, I recommend attending the BCA Awards Banquet and/or Homecoming. The Awards Banquet salutes the best in the BCA department and it's a fun time for all. I attended the banquet last year and was amazed at the number of alumni present. As mentioned by previous *Holler* authors, the BCA department is finally receiving the proper cudos and accolades from the university that we alums knew it should have had all along. This year is the perfect time to show your support for the department by making plans to attend homecoming. We offer you the same chance to make a difference in the future Broadcasters from CMU – live and in person.

In the meantime THANKS for your time, and most of all go out and HAVE SOME FUN!



The BCA Department has a new co-curricular in the works. Moore Music Records is a student record label that will give students experience in music production and other functions of a typical independent record label. The goal of Moore Music Records is to promote the diversity of music in Mount Pleasant and give local artists better opportunities for the promotion and showcase of their music.

MMR was founded by BCA Department audio unit head Heather Polinsky, acting as faculty advisor, and BCA Graduate Assistant Phil Sherby, acting as Label President. A highly motivated Executive Staff was chosen to help get the organization off the ground. Justin Bowker is heading up the Business Affairs division of the label. Candice Wagner and Jake Courser head the A&R department, scouting potential talent and keeping tabs on the local music scene. Acquired musical talent is then taken care of by Amanda Dziurman, our Artist Relations Manager. Geoff Cole and Steve Ryczko will oversee the area of production, while Adam Barragato and Ashleigh Dunham will coordinate the Marketing/Promotions division. Production operations for Moore Music Records will take place in Moore Hall's Studio A and Advanced Audio Control Room, while various local venues will be used to showcase talent.

Thanks to outstanding faculty support, operations for Moore Music Records are currently underway. Demo tapes are now being accepted and can be dropped off at the BCA Office in 340 Moore Hall.

For more information, contact mooremusicrecords@hotmail.com

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 with your gifts. A very special thank you to those who have helped us since October, 2004.

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Cinema Studies Minor

By popular demand and at long last, film buffs on campus formally have a curricular home.

A newly approved Cinema Studies Minor allows undergraduates to bundle their film-study classes into a 21-hour Minor program. This means CMU students from all areas and all fields, not strictly BCA majors or minors, can pursue their interest in film-study as a potential academic or industry career path, or as a way of broadening

their personal background in any area of cinematic history and criticism.

In the past, students could choose courses such as Film Genre Study, Film Directors, or History and Analysis of Nonfiction Film strictly as electives. Now they have the option of packaging these and the other film study offerings into a viable and carefully structured curricular program. Beginning with BCA 288 ("History and Appreciation of the Cinema"), students can

Ken Jurkiewicz, Film Unit Head

advance to a study of various film genres and directors (the exact subjects of each genre and directors course change every semester), as well as courses in global cinema and film and literature. There is even the possibility of studying abroad as an elective option in this program.

For more information contact Ken Jurkiewicz, at 989-774-7278 or e-mail: jurki1kz@cmich.edu.



Alumni Takeover

While CMU Homecoming is still several months off, recruitment and planning is now underway for the 6th Annual WMHW-FM Alumni Takeover. With your help it promises to be bigger and better than ever before.

As of this writing, we are unsure of the specific Homecoming dates, but you can stay up-to-date by logging on to the BCA Alumni Chapter website

www.bcaalumni.org

As in the past, ALL BCA and WMHW-FM Alums are invited to make a return trip to campus to create their own special two-hour show. It all starts bright and early on Friday, (6 am) and continues through 5 PM Saturday Homecoming Weekend.

The many spe-

cial events planned this year include a two-hour live remote from the Alumni Association's Tailgate Tent prior to the football game. We want all alums to "share the mike." The Tailgate Remote has become a popular part of the Takeover, and has greatly elevated BCA's standing among the entire university. Did we mention all of the great FREE food supplied by the colleges?

Once again this year, our founder Tom Moore has agreed to collect any WMHW archived audio you may possess. So if you have something to offer, send it to

tommoore@wtam.com

The Takeover is a fundraiser for the BCA Constituent Alumni Chapter. We are asking

for a donation. Details are still being finalized so check the web for updates. We also encourage any alums who want to help with the planning to join us at our next Chapter meeting Saturday, April 16th in Mount Pleasant.

It may sound like a cliché, but if you've never been a part of the Takeover you don't know what you're missing. Even if you're not in the business anymore it's still a great opportunity to come back and show your family what you did in school. It also allows you to reconnect with old classmates and faculty members and return to an ever-changing campus.

Plan now to join us for Homecoming, and the Alumni Takeover.

"The remote has become a popular part of The Takeover"



Thirty motion pictures from 15 countries were shown March 31 through April 10, 2005 at the third annual Central Michigan International Film Festival.

Represented in the festival this year were ten films from the United States, five from France, two from the United Kingdom, two from Canada and

one each from Afghanistan, Armenia, Brazil, China, Cuba, Ireland, Israel, Italy, Japan, Mexico and Senegal,

In addition to feature length films from around the world, the festival also showed the winning short videos in competitions sponsored by the Film Society and MHTV. Winners in the Film Society competition were screened at a pre-festival event in the Park Library Auditorium. Richard Brauer, director of *Barn Red*, one of the Festival's feature films, spoke at the March 22

event, with the Awards Presentation following.

The Film Festival is organized by the Film Society, *CM Life* and the College of Communication and Fine Arts, along with several co-sponsors and other financial supporters. Films were shown at three Mount Pleasant locations -- the Park Library Auditorium, The Broadway Theatre and Celebration! Cinema.

(MAB continued from page 7)

1st Place – Sportscast/Play-by-Play: Dan Empson, Kevin Crouse, Pat Woloszyk for MHTV Sports Game of the Week

2nd Place – Sportscast/Play-by-Play: Dan Empson, Greg Miller, Matt Bellehumeur-Central Michigan University for “The Starting Lineup”

1st Place – Talk Show: Ben Sanders and Mike Gillikin for “The Way It Is”

2nd Place – J.R. Curtis and Jeremy Couturier for “Central View”

1st Place—PSA—Tim Marklevitz

2nd Place—PSA— Jeff Cech

1st Place - News Feature/Magazine Program—Tim Marklevitz and Angela Peterson

Honorable Mention News Feature/Magazine— Adam Hirzel

1st Place – Large Group Production: Dave Seger and Mic Stankiewicz for “Power News for You”

2nd Place – Large Group Production: “One Shot” Tim Marklevitz

Honorable Mention – Large Group Production: Ben Sanders and Mike Gillikin for “The Way It Is”

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
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