

The Moore Holler

“A lot can happen in the middle of nowhere”

Inside this issue:

Student Info	4 - 6
Where are They Now?	8
Alumni Takeover	9
Alumni Chapter	10
Awards	12

Faculty and Staff

- Pete Orlik, Director
- Will Anderson
- Kevin Campbell
- Kevin Corbett
- Ed Christian
- Rob Craig
- Jerry Henderson
- Ken Jurkiewicz
- Joan McDonald
- Larry Patrick
- Mark Poindexter
- Heather Polinsky
- Lori Rathje
- B. R. Smith
- Jeff Smith
- Trey Stohlman
- Rick Sykes
- Ben Tigner
- Patty Williamson

Director's Doodle

By Pete Orlik

Spring greetings from the SOB. Of course, that stands for “School of Broadcasting.” The 2006/07 academic year has been very eventful for all of us. First of all, there is big news in the radio world. The old **W**-ilbur **M**-oore **H**-all **W**-ireless is embarking on a digital make-over. On October 11, after a five year struggle, the FCC granted WMHW a construction permit to increase power from 320 to 13,000 watts. This will make 91.5 the third most powerful station in mid-Michigan. We will expand from reaching 47,000 people in our prime coverage pattern to serving 186,000. In addition, the new facility will be broadcasting in HD, not only improving our sound quality but also providing auxiliary channels that can be tapped to feature specialty programming such as the emerging Central Audio Theater. In 1971, when we first moved to the new Moore Hall, the

station was dribbling out just over 30 watts and reception “way out” in downtown Mt. Pleasant was sometimes an issue. Some of you were members of that station staff and well remember those challenges.

As this is being written, we are in the process of ordering the upgrade equipment. Installation is scheduled for April with program testing in May. We would not be able to undertake this huge upgrade without the support of our alums and other donors. The bulk of funds needed to purchase the new transmission equipment is coming from contributions made to our BEST and WMHW accounts – plus interest generated by our new Campbell Equipment Endowment. Please continue to support these and our other development funds as they give us the wherewithal to move beyond survival mode to provide new opportunities for our students. We also en-

courage BCA alums to test drive the new super power facility for themselves by participating in this Fall’s Alumni Takeover of the station. Just contact Takeover Coordinator Bill Thompson at thompsonarms@voyager.net.

BCA staff are also doing what they can to enhance our resources. For the second year in a row, we won the CMU Campus Campaign Award for “Highest Participation by a Department of Fewer than 25 Employees.” The Campus Campaign is the annual project through which university employees contribute to the CMU programs of their choice. The university kicks in an additional one dollar for every two dollars we donate -- bringing further resources into the School.

We also have other good news on the fiscal front. Just prior to his mid-year retirement, and with the firm support of Dean Sue Ann Martin, outgoing Provost Tom Storch

(Director's Doodle page 2)

Snippets

From your BCA Alumni Advisory Board—Jeff Kimble, Chairman

The 34th Annual BCA Awards Banquet is April 13 at The Embers in Mt Pleasant. It is always a great time and it is truly a pleasure to

see all the great work the students have done over the year. As you know, we Alumni give a small token of appreciation - the Al Painter Outstanding Freshman

Award - to BCA's best first-year student. We want as many Alumni as possible there to support this effort. Each year it's getting harder

(Snippets continued on page 7)



Larry Patrick

NEW PATRICK/MAB SCHOLARSHIP

Earlier this year, Dr. Larry Patrick, BCA adjunct professor, made a major contribution benefiting the School. CEO of both media investment banking firm Patrick Communications and radio station group Legend Communications, Larry donated \$25,000 to the Michigan Association of Broadcasters Foundation. The MAB agreed to match this sum to create a \$50,000 endowed scholarship for CMU. Beginning in 2008, the MAB Foundation will use the interest from this perpetual fund to provide a major scholarship for an outstanding student in the School of Broadcast & Cinematic Arts. We are so pleased that each year, a different broadcaster-in-the-making will benefit from this joint generosity of Dr. Patrick and Michigan broadcasters. Larry has also stipulated that this scholarship be named in honor of BCA Director Pete Orlik.

Director's Doodle (continued from page 1)

(Continued from page 1)
allocated over \$369,000 to replace four critical and ailing pieces of our infrastructure: MHTV's master editing server, router, and control room switcher as well as the ENCO operating system for WMHW. These ten-year old items were completely worn out and their failure could have brought key operations to a halt. We must now move to replace other components of our plant that are also a decade or more old – but Dr. Storch's rescue mission has kept us up and running.

Improvements are also being made in the area of faculty resources. CMU President Mike Rao created five new tenure track positions for the campus to be filled beginning Fall, 2007. Again, with the active backing of our Dean, BCA received two of these: one in Electronic Media Management and the other a split position to teach copywriting and promotion within BCA and also assist in directing the classes and cocurricular units of the interdisciplinary Integrative Public Relations program. Interviews with candidates for both these positions are underway at this moment and we look forward to the presence of these colleagues this Fall. Unfortunately, we are also losing a colleague.

Dr. B.R. Smith has announced his retirement effective at the end of the first Summer Session. For the past several years, B.R. has served as our capstone course instructor and director of BCA's internship and assessment programs while also teaching beginning and advanced film criticism classes. He served as BCA chair from 1986-1993, guiding us through a particularly turbulent time as BCA fought to retain its character and

independence. We will miss the wise counsel and deft wit of the man we know as "Mr. Saturday Night." B.R. will be replaced by another Smith — **Professor Jeff Smith** — who has been serving for several years as a temporary instructor. Jeff's slot, in turn, will be filled by **Kevin Essebaggers** — news anchor at TV 9 & 10 (Cadillac/Traverse City) and himself a BCA alum.

I encourage you to take an opportunity to wish B.R. well by attending the annual **BCA Awards Banquet** on Friday, April 13 at The Embers. This year's keynote speaker is 1982 BCA graduate **Brett Holey**, senior director of *NBC Nightly News with Brian Williams* and a member of the BCA Alumni Advisory Board. More and more alums have been returning for the banquet to rekindle memories and meet the next generation of talented alums. A significant part of the program is the Constituent Alumni Chapter's presentation of the **AI Painter Outstanding Freshman Award**, named in honor of WMHW's first student program director who passed away last year. Tickets are \$20 and can be reserved by contacting the BCA office.

Speaking of student awards, BCA radio students will now benefit from a new endowment, the \$25,000 **Tim Roberts Country Radio Broadcasters Scholarship**. The CRB made this donation to the School in recognition of our outstanding radio curriculum and through the encouragement of Mr. Roberts who is a 1981 BCA graduate and member of the CRB Board of Directors. Although Tim knew this contribution was being made by CRB, that organization surprised him by designating it in his name. Tim presented the check to BCA during our Homecoming

reception. Every year, beginning in 2008, an outstanding BCA radio student will receive a scholarship funded by the interest from this perpetual endowment.

There are many outstanding students throughout the School of BCA's many cocurricular units. As regular readers of *The Moore Holler* know, a top student from each of these units serves on the Student Broadcast Executive Council (SBEC) that meets twice a month as an advisory body to the School Director. They also help with CMU and You Day, Homecoming, and plan our Spring Awards Banquet as well as mounting the annual BCA Career Fair. This year's Fair took place on Saturday, March 31 and featured a score of employers who talked with students about their professional futures. Many of these employer representatives were BCA alums who "gave back" by helping to launch the folks now studying in the School. If your company would like to participate in next year's Career Fair, please let us know and we will place you on our mailing list. You don't need to have actual job openings at the time of your participation — just a willingness to share your professional insights with our students.

Thank you for reading and we hope to see you at our April 13 Awards Banquet and at our Homecoming events in the Fall. In fact, we are happy to see you anytime your travels take you (or can be adapted to take you) to Mt. Pleasant.



Faculty Notes

Jeff Smith was a guest lecturer at a two day Podcasting seminar at Adrian College in September.

Patty Williamson presented "*Critical Reflection: Lesson Learned*" at the Lily North Teaching conference in Traverse City, Michigan, last fall.

Jerry Henderson was on a panel "*Podcasting: All The Law Will Allow*" at the National Convention of Associated Collegiate Press/College Media Advisors/ Collegiate Broadcasters, inc., in St. Louis, MO.

Will Anderson presented "*From Two Become One: An Analysis of WB/UPN CW transformation pre/post image collateral*" and "*Resurrecting the Radio Drama*" at the Midwest Popular Culture Association Convention in Indianapolis.

Pete Orlik published *Compressing the Campus/Industry Chasm* in the January 2007 Feed-back. He also judged the 2007 scholarly paper competition for the BEA writing division.

Heather Polinsky presented "*Acquiring Music for Television and Film*" at the NBS Region 2 conference in Mt Pleasant in early November.

Rick Sykes was a guest on Delta College PBS television show *Currently Speaking*. This call-in show addressed television news and entertainment.

Will Anderson published *Winning at the PET* (Peer Evaluation of Teaching) Show: Reflections on Academic Interview Teaching Demonstrations* in the Journal of Graduate Teaching Assistant Development, Fall 2006.

Patty Williamson presented "*Faculty Insight Team on Gender Issues: Critical Reflections*" at the Research on Women in Education Conference in Detroit.

Jerry Henderson presented seminars on "Electronic Media Sales and Underwriting" as well as "Podcasting: All the Law will Allow" at the NBS Region 2 Convention in Mt Pleasant.

Kevin Corbett's original screenplay *Cold Snap*



took 1st place and "Best of Festival" in the BEA faculty scriptwriting competition.

Lucus Keppel and Will Anderson presented "Writing the Radio Drama" to Macomb Community College journalism students via teleconference in October.

Rick Sykes was interviewed in the Saginaw News on the impact Katie Couric has made on becoming the first woman solo anchor of a primetime network newscast.

Kevin Corbett received an Honorable Mention for his "*Crazy or What*" documentary in the Accolade Awards Competition. This same documentary won an Award of Distinction from The Communicator Awards.

Kevin Corbett served as a judge in the BEA Gender Issues Division Paper Competition as well as the Documentary Division Student Competition. He also coor-

inated the student scriptwriting competition in the BEA Writing Division.

Rick Sykes organized a "Media Access to the Law" on-campus seminar featuring four members of the Michigan Bar Association Law and Media Committee and Isabella County Judge William Ervin.

B. R. Smith is retiring at the end of Summer School 2007. The School of BCA invites you to say "farewell" to B.R. by sending a card, or stopping by April 23, from 3-5 in Moore 211 at his farewell reception.

Trey Stohlman wrote a dramatic satire *The Agents: The Sheet-Metal Garden* which was produced by Central Audio Theatre.

Rob Craig presented *Even a Woman Who is Pure In Heart: Origin Stories and Female Lycanthropes in Millennial Werewolf Cinema* at the 28th annual International Conference on the Fantastic in the Arts, March 14-18, in Fort Lauderdale, Florida.

COCURRICULAR ACTIVITIES



Moore Media Records has made a lot of changes and exciting plans during this past semester. The first of the changes are the new members of MMR's Executive Staff. We added a new position, Media Director, to coordinate web, podcast, radio and television promotional efforts for the label. Matt Coppedge is our first Media Director. The two newest members to the executive staff are Andy Roggenbuck, Demo Service Manager and Eric Westendorf, Assistant Demo Service Manager. Mike Radtke took over as Production Manager when Carey Hammel graduated. Craig Ely is A&R Manager; Kristen Cowling is Artist Relations; Matt Hucul is Art Director; and Kelly Carrol is Promotions Manager. Brian Erchenbrecher will be graduating in May and we will be searching

for a new president toward the end of Spring Semester.

Brian, Craig and Kristen reworked our Recording and Distribution contracts. MMR has gained university counsel assistance and approval for new contracts. With the new contracts we will be able to press a short run of CDs and sell them locally. The MMR Executive Staff is very pleased and excited to sign new artists and are considering Jordan Anderson, Erik VanHorn, and Amy Burdo. These artists will be featured in our Spring Concert at the end of April. At this time we are still trying to secure a location for the event and trying to book a regional or small national act to headline the event.

Matt Coppedge is recording local open mike nights to find new talent. These recordings will be mixed into short podcasts to post on our website and may be used for a compilation CD as an MMR fundraiser. MMR and the rest of the

BCA cocurricular groups are planning events to raise money for Relay for Life. MMR will give the winner of the Relay for Life Battle of the Bands a free demo recording. The future of MMR is filled with potential. Things are going well for the newest BCA cocurricular.



Everyone at Modern Rock 91.5 is anticipating the power increase to 13 kw and taking the steps to prepare for our signal to cover most of Central Michigan. The station is already heard in more restaurants, stores and other public places than ever before. Production on the station is fresh and focused with new ID's and sweepers, thanks to the endless creativity of the production staff. The jocks who bring life to the station sound

more professional and conversational, utilizing ramps and compressing talk sets.

Modern Rock's nine Specialty shows are geared to alternative listening needs that complement the station's regular programming.

The station is focusing on the future with regional promotions, underwriting and sports. In late January, our first regional donor was signed, from Mecosta, and we're developing many others while expanding our underwriting staff. The sports department is looking forward to the growth and covering regional games, while the promotion department is preparing for an eventful year ahead.

The station website now is interactive and portrays an accurate image of Modern Rock on the web. This year's website development is very important to 91.5 and we want to thank M2D2 for their hard work!

(cocurricular continued on page 5)

40th Edition

(cocurricular continued from page 4)

This has been a very productive year for Modern Rock 91.5. The staff and executive staff are taking strides and trying new ideas to evolve from CMU's college outlet into Mid Michigan's Modern Rock Station! We are a professional station that happens to be run by students.



MHTV returned for the Spring 2007 season with Central View and MHTV Sports, as well as some "blasts from the past." MHTV Vault is a collection of popular shows that were produced and aired in previous semesters. The 'Vault' is just one way MHTV is celebrating its 35th anniversary. Also on tap as part of this celebration are a series of special programs produced by MHTV Station Manager Glenn Bronson and other executive staff members. And, of course, the celebrations continue as MHTV shows have once again racked up a slew of regional and

national awards, including honors in the National Broadcasting Society, Collegiate Broadcasters, Communicator and Michigan Association of Broadcasters competitions .



Moore Media Digital Design (M2D2) was challenged this semester to update an aging database created with software that was no longer supported. With extraordinary effort on the part of our team, and especially Bowen Dou our Graduate Assistant, we are pleased to announce our success. The M2D2 group has updated the alumni page, allowing our team to access, edit, and post alumni information. Similarly the BCA faculty had been limited by the same software and unable to edit their pages. This issue has been resolved as well. Please take a

moment to visit the site, and if you haven't already done so, include your info on our alumni page. Our address is: <http://www.bca.cmich.edu/ALUMNI/alumniNew.asp>



It has been a great year for News Central 34. We launched two new initiatives this year, which will be beneficial for our students. In the fall, we began providing WNEM-TV5 with a videocast of our Friday newscast. The videocast is being posted on WNEM's website as a part of their efforts to highlight the activities of student journalists at local colleges and universities. The station approached us about the project at the beginning of the school year. It has been very successful so far and has given our student journalists some added visibility. The next step

will be to post the videocasts on our own website which is currently being upgraded.

The second initiative involves a national media research and consulting firm, Frank Magid Associates. We have just conducted what we hope will become an annual teleconference for our graduating seniors looking to enter the profession. Teresa Nolt from talent services spent nearly an hour advising our students about what to do to break into the business. She offered tips for producing successful resumes and audition tapes as well as advising students about current trends in the industry. At the end of the conference, Teresa encouraged the seniors to send her their resumes and audition tapes for further review.

STUDENT ORGANIZATIONS



For the fifth year in a row, Film Society co-sponsored the Central Michigan International Film Festival (in partnership with **CM Life** and the College of Communication and Fine Arts). This year's festival featured more than 30 films. Fifteen countries were represented. In addition to films that have had worldwide release, works from area filmmakers in the 2007 festival included **Crazy or What** by BCA Faculty member Kevin Corbett, **The Maze**, an interactive video by BCA graduate student Patrick Brown, and short features by CMU graduate Tim Marklevitz and CMU undergraduate Glenn Bronson. (More information on the films in this year's festival can be found at <http://www.cmfilmfestival.com>).

Film Society once again took on the mammoth task of staffing more than 140 work slots at 70 events (most films are shown two or three times). Film Society members worked as projectionists, ticket takers and in other roles. Supervising the many volunteers at this year's festival were Stuart Cram, Noah Emerson, Laci Wolever, Andrew Wilkinson and Ron Beauvais.

Although the film festival was the society's main event, this year we also screened films at many of our regular meetings. Among the films shown this year was **Going Back** (starring Bruce Campbell), which was made in the 1980's. The film's director, Ron Teachworth, attended our screening and talked with Film Society members

about making this production.



What a whirlwind of a year it has been for NBS! Four new E-staff members have joined the NBS team since last semester; Dan Church (Treasurer), Stephanie Szymanski (Alumni Relations/Historian), Kaitlyn Owen (Social Coordinator/Community Service), and Justine Mooney (Tours and Speakers). Congratulations to these new e-board members, and thank you for making the spring semester just as successful as the fall semester.

The Regional Convention, November 3rd and 4th 2006, was an outstanding success! As for the production competition... CMU won 22 out of the 32 awards presented in convention. At the luncheon, Ed Christian, CEO of Saga Communications, gave an optimistic speech about the future of the broadcasting industry. We were also fortunate to have the Executive Director of the National Broadcasting Society, Jim Wilson, and Regional Coordinator, Ray Eaton in attendance. Buzz is that we had one of, if not THE best, Regional Convention in the country. Congratulations to everyone that helped put this event together!

We sent six members to The National Convention in Chicago, IL from March 27th through April 1st.

For the remainder of the semester we have two major goals. Dan Church

(Treasurer) and Justine Mooney will be heading up a production team to create a promotional video for NBS using footage captured from last semester's Regional Convention. The hope is that the video will encourage membership, promote the School of BCA and start a tradition of production within the general assembly of the National Broadcasting Society at CMU.

Jordan Glaza (Fundraising) organized the second installment of Wayside Idol. Wayside Idol raised over \$400 last semester. It was a joint effort with Moore Media Records and 91.5 WMHW.

For more information on NBS/AERho visit the national site at www.nbs-aerho.org or our local website, www.bca.cmich.edu/NBS.



2006-2007 was a very exciting year for RTNDA at CMU. The group kicked off the year with a practice audition workshop to prepare students for News Central 34 auditions. At the workshop, students had the opportunity to run through a mock audition. This experience helped students become more comfortable with the audition process and gave them valuable feedback from experienced News Central 34 participants and RTNDA members. RTNDA also traveled to Traverse City to tour 9 & 10 News where former RTNDA President Ryan C. Raiche works as a reporter. Members also had the chance to tour WNEM and WGVU. Fox 33 anchor and CMU alumna Paula Caruso came back to Central to talk to members

about what to expect from your first job and how to prepare while you are still in school. We also had a successful fundraiser selling "School of Broadcast and Cinematic Arts" hooded sweatshirts, messenger bags, and News Central 34 t-shirts.

The spring semester started with a few changes to the executive board including the addition of a PR position. The new e-board consists of Alyssa Strickland (President), Amanda Crabtree (Vice-President), Jessica Lindsey (Treasurer), Casey Chadwick (Secretary), and Craig Story (Public Relations). We hosted another practice audition workshop in January. In addition to that workshop, a two-part demo tape workshop was also organized to get members prepared for job/internship hunts as well as the annual BCA career fair. Part-one of the workshop featured guest speaker Phil Hendrix, WLNS news director, who offered valuable suggestions for demo tape organization, content, and presentation. Part two was a lesson in editing, teaching members how to physically assemble the tapes. In the works for the second half of spring semester are tours to Detroit and Flint stations as requested by our members and a BCA t-shirt fundraiser. The biggest item on the agenda for the spring semester is the Atlanta trip in May. Following the success of last year's Chicago trip, RTNDA decided to plan another big event. This time the group is traveling to Atlanta to tour CNN and local affiliate stations.

Country Radio Broadcasters Endowed Scholarship

On October 14, 2006, the School of Broadcast and Cinematic Arts was awarded an Endowed Scholarship by the Country Radio Broadcasters. Tim Roberts, a board member of CRB and a BCA alum, made the presentation at the BCA 2006 Homecoming Reception.

Beginning in 2008, a BCA audio student will receive this CRB scholarship every year. CRB



Pete Orlik, Tim Roberts and Jerry Henderson at CRB Scholarship presentation

named the award in Tim's honor. The School of BCA is grateful for this recognition and expresses our sincere thank you to Country Radio Broadcasters for its support.

Detroit Sports Broadcasters Association Grant



Motor City Bowl Presentation

The Detroit Sports Broadcasters Association, now in its 59th year of existence, presented a charity fund grant to the School of Broadcast & Cinematic Arts on December 26 at Ford Field in Detroit, prior to the CMU-Middle Tennessee State Motor City Bowl game. The DSBA annually awards grants to deserving college and high school broadcast programs as

part of its community outreach. On hand to award the check was DSBA Executive Director George Eichorn and DSBA president-elect Jim Stark. Accepting for Central Michigan University was Richard Juday, development office, CMU. Congratulations to the DSBA and BCA.

Our thanks to the Detroit Sports Broadcasters Association for their grant of almost \$3,000 which will help fund a new field production camera.

Snippets (continued from page 1)

and harder to determine just who deserves the award as most – if not all – incoming freshmen are extremely talented coming into the program.

The fund principal of the George and Eva Mae Campbell Equipment Fund is now fully vested. This means it has met and exceeded the minimum amount (\$25,000) for the University to accrue interest on the fund. The interest will be used to purchase much needed equipment. If you attended the program before the middle 90's, then you know

what it is like working with substandard equipment. How did that affect your ability to get a higher paying first job? Please help future SoBCA students – who could also be your highly skilled future first level employees – by donating what you can. Every little bit will make a difference. Pete Orlik has told of the wonderful things that are going on within the School. The expanded power radio station is just one upgrade example. Your contribution will help other areas that need improvement as well.

Faculty member B.R. Smith has announced his retirement at the end of this year. I did not have the opportunity to learn from him in the classroom, but I have seen him in action. He is a truly outstanding teacher willing to help any student in the early stage of their career journey. We wish him the best on his future endeavors away from the SoBCA – Good Luck and more importantly - take the time to have as much FUN as possible on the way!

Finally, I would like to take this time to acknowledge and thank

everyone who participates on the Alumni Advisory Board. This is a hard working group with various artistic, managerial and technical backgrounds who give of their time, whenever needed, to ensure that the SoBCA is the best it can be. Our goal is to ensure that Broadcast and Cinematic Arts graduates are fully prepared to meet the challenges of the new media frontier.

A warm and very hearty THANK YOU to you all!!!

Where are They Now?



Paul Boscarino (76) is now with Regent Broadcasting in Grand Rapids as Director of Sales.

Richard Skillman (78) is Vice President, Sales, Allied Vaughn (formerly Allied Film Labs). in Florida.

Brett Holey (82) director of *NBC Nightly News with Brian Williams* won an Emmy for his unit's "Where Are They" Katrina coverage. Congratulations, Brett.

Sam Merrill (84) anchors the nightly news at WNEM-TV 5, Saginaw, Michigan.

Cara Busch (88) is back on the airwaves in Chicago at WIIL "95 Will Rock" in Chicago. How many out there remember Cara Carriveau with Tom Kief? Her new gig puts them back together.

Daneen Storc (89) has been promoted to director at Cox Communications in New Orleans.

Ski Anderson (92) works as an account executive at Lafayette, Indiana's Rock Station 93-5 WKHY and Today's Hit Music the NEW B102.

Scott Wickersham (95) is the new early morning and noon co-anchor at WSOC-TV 9 in Charlotte, North Carolina.

Vince Genova (97) is working for NBS News in Miami, FL, as an Avid Editor. His work airs on Nightly News with Brian Williams, The Today Show, MSNBC and CNBC.

Blaine Orlik (97, MA 98) is Project Manager at Forest Post Productions in Farmington Hills, Michigan.

He Huang (we call him "Ding", MA 00) moved back to Beijing, PR China. He is now Editor in Chief of EMF New Media Interactive, Co. Ltd. He will divide his time between Beijing and California.

Tohry Petty (MA 02) is the Communications and Development Associate for DC SCORES in Washington D.C.

Ashley Altieri (02) is the new Meteorologist at KUSA-TV in Denver, Colorado.

Aaron Mills (02) was promoted to Sports Director at WWTW (9&10 News) in Cadillac, Michigan.

Cory Weigle (02) is in the Washington DC area working for Discovery Communications.

Matt Franklin (04) is co-anchoring the weekend news at WJRT TV 12 in Flint, Michigan.

Jenna Bennett (05) recently took a job at WAOW/WFSX, in Wausau, Wisconsin, as an anchor/reporter.

Jenn Carlson (06) joined the 7&4 news team as Gaylord bureau reporter.

John Davis (06) is a marketing consultant for Cumulus Broadcasting in Flint, Michigan.

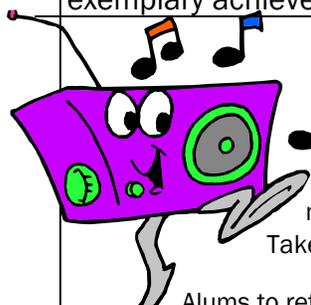
Brad Eichkorn (06) is now a graduate assistant at the College of Journalism and Mass Communication, at the University of Nebraska, Lincoln.

Karen Kuszynski (06) is the new weekend morning meteorologist at WLNS TV-6 in Lansing, Michigan.

Kirkland Crawford (06) is working as an agate editor at the Detroit Free Press.

Staeb's Station Takes Top Honor

Last September, KGMI-AM 790 in Bellingham, Washington was named the winner of the radio industry's prestigious Marconi Award for the top small market radio station in America in 2006. BCA has two proud ties to the station: its general manager, Rick Staeb, is a 1977 alum and the outlet is owned by Saga Communications — whose CEO is BCA adjunct professor Ed Christian. The award was presented by the National Association of Broadcasters which cited KGMI's leadership in its community through such projects as the development of an expansive memorial plaza to honor local fallen soldiers as well as an immense autumn food drive. KGMI was also recognized for its extraordinary news coverage, as demonstrated by receipt of the 2006 Edward R. Murrow Award for Best Newscast in the 5-state northwest region. "In a time when so many news-talk radio stations are cutting costs by reducing their news coverage and airing just nationally-produced talk shows," Rick Staeb observed, "KGMI is actually adding local talk shows and retains 3 full hours of locally-anchored news coverage every weekday morning." BCA congratulates Rick and Ed for this exemplary achievement in serving the public interest.



Greetings once again BCA Alums! Now that I've had a couple of months to digest a

Alumni Takeover # 8

FABULOUS 2006 MAC Football Championship and Motor City Bowl win, it will soon be time for me to come out of hibernation, and start taking names for the 8th Annual WMHW-FM Alumni Takeover during CMU Homecoming this fall.

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

We also hope to get current BCA students more involved this year by possibly having them "take over" coverage of the Alumni Association Breakfast remote Saturday morning, so BCA Alums can join us for our bi-annual BCA Alumni Constituent Chapter meeting. The Takeover is a fundraiser for the Chapter and we're asking for a minimum \$30 donation for a two-hour shift.

Thanks to the generosity of Takeover participants last year, we were able to raise \$800 for a variety of Chapter activities, including the Al Painter Outstanding Freshman Award, that helps an incoming BCA student get his or her career path started.

During the past 7 years Alums have been able to really help showcase the School of Broadcast and Cinematic Arts as well as 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.

If you've never been part of the Takeover, it's a LOT of fun, and maybe you can make Pete Orlik smile with your own version of a Fensterwald Fidelity Bank spot like Alum Todd Overbeek did last year, or create a special memory of your own.

We hope to continue to build on the success of previous years this fall. If you would like to be a part of the planning, or have any ideas on how to make the event even better, please join us in Room 211 of Moore Hall about 2 pm on Saturday April 14th for our next Chapter meeting ... or send them to me at wmhwtakeover@bcaalumni.org Before I forget, we will have a much broader audience this fall, with the power increase from 320 to 13,000 watts!! That should make more outsiders sit up and take notice of CMU and the School of Broadcast and Cinematic Arts.

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 what has rapidly become the newest and VERY popular Homecoming tradition.

Bill Thompson thompsonarms@voyager.net.

Times change..... a Great CMU broadcast education doesn't.

With CMU's track record of excellence in BCA comes increasing demand for industry-relevant technology. Today, resources are aging and BCA supporters are striving to raise \$770,000 in endowment funds that will assist the school in staying current and relevant. Many different opportunities are available.

Please contact:
Jody Patton
CCFA Development officer
129 Moore Hall
Mt Pleasant MI
48859
(989) 774-1698

Checks may be made payable to CMU. Note "BCA Endowment" in the memo line of your check.

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.

James Austin
M/M James Bartlett
Sara Bingham
Michael Blank
Kelly (Cameron) Bowers
Carrie (Schneider) Brickner
M/M Robert Braunlich
M/M Kevin Calcagno
Betsy (Wood) Clay

Craig Cole
Robert Davis
Detroit Sports Broadcasters Association
Elizabeth (Prebenda) Diehl
Dow Corning
Lisa (Albyn) Drummond
Robin Lin DuVall
Mike Feltz
Mary Gasiorowski
Michael Gerhard
Global Impact
Drs Carolyn & Richard Goedkoop
Christopher Gorski
Patrick Hayes
Mark Henderson
Andrea Hinckley
Christine Huber
Scott Huibregtse
M/M Mark Hurst
Chad Irvin
Tim Jackson
Don Johnson
Jeannine Kain
Gerry Kaminski
Kristine Kelly
Corinne (Gase) Koury
Richard Leffel
Miriam Levich



Patrick Linehan
M/M David MacKenzie
Dennis Majors
Thomas McGregor
Lloyd McKinney
Karen (Miles) McPhee
Daniel Nelson
Blaine Orlik
Darcy Orlik
Pete & Chris Orlik
Michael Rankin
Ben Sanders
M/M Stephen Serkaian
B. R. & Judy Smith
Jarad Snyder
Michael Stawiariski
Mike Steger
Beth Snyder-Zonsius
Dr & Mrs. Robert Stecker
Laurence Sutton
Bill and Debbie Thompson
M/M David Urlaub
M/M Timothy Waller
Pauline Williams



Constituent Chapter News

Kathy Banfield Shaw

Dear Fellow Alums

What a year! The School of Broadcast and Cinematic Arts graduated its first class of seniors last spring. That means those of you in that class are now members of the BCA Constituent Chapter. Student enrollment for the School continues to grow from word of mouth. The School is beginning to receive \$ from benefactors not heard from before and the awards continue to pour in from current students. But, the School of Broadcast and Cinematic Arts still needs **You** (make that **Us**)! The Chapter is meeting again on April 14, at 2 p.m. in Moore 211. (The day after the annual awards dinner). If you are in the area, we encourage you to attend.

Bill Thompson is again organizing Takeover

during Homecoming 2007. We always need extra help whether it's rounding up people to interview during the live remote at the Tailgate, taking an airshift or attending the chapter's annual meeting on Saturday. Please say yes when he calls.

We're always interested in your ideas for raising extra dollars for the (I almost said department) School of BCA in order to keep our students on the most current equipment available. It takes all hands (and brains). Our website is a good place to exchange ideas so don't forget to check it out: www.bcaalumni.org

Keep us updated on your email addresses and your postal addresses so we can keep you updated on the happenings with your BCA Constituent Chapter. Happy Spring!

Kathy Banfield Shaw '74



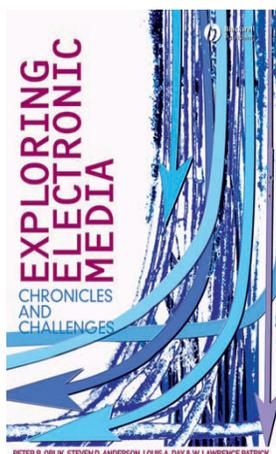
B. R. Smith

Happy Retirement!

The School of Broadcast & Cinematic Arts invites you to join us on Monday, April 23, from 3–5 p.m. for a Retirement Open House for B R Smith in Moore 211.

B R joined BCA from Marshall University in 1986, serving as department chair for seven years. B R has also been our assessment coordinator and internship director while teaching law and film courses.

He and his wife Judy will be retiring to their home near Petoskey. We will miss him and wish the two of them a happy retirement.



Pete Orlik is lead author on the just released *Exploring Electronic Media: Chronicles and Challenges*, a book published internationally by Blackwell. His co-authors include: Dr. Larry Patrick, BCA adjunct professor; former BCA professor Dr. Louis Day (now at Louisiana State University); and Dr. Steve Anderson of Virginia's James Madison University. Intended as an introductory textbook, *Exploring* takes a concisely-focused look at the evolution and future of audio and visual media. Orlik wrote the overview chapter plus chapters on the development and future of programming. Patrick's two chapters focused on the history and projected trends for media economics, while Day's chapters dealt with media law and Anderson covered technological issues. The project was conceived and sculpted within a 24-hour period during the 2005 Broadcast Education Association Convention in Las Vegas.



In an effort to bring golden age programming back to the local airwaves, Lucus Keppel, BCA graduate assistant, launched the second season of his radio drama show. Six original radio dramas including "Molly Mevster: The Alchemist Murders", "Tribulations," "Havencroft's Secret" "Easy Terms." "Murder and Mistle-

toe" and "The Agents: The Sheet Metal Garden" aired on WMHW 91.5 FM.

For more information about Central Audio Theatre, visit its website at

<http://digielfproductions.com/AT>

School of Broadcast & Cinematic Arts 340 Moore Hall
 Mount Pleasant MI 48859
 989-774-3851 989-774-2426 (fax) www.bca.cmich.edu

The Moore Holler

40th Edition Spring 2007

Awards

Philo T Farnsworth 1st place Video Festival Award to News Central 34, presented by the Central States Region of the Alliance for Community Media.

A-OK won three first place awards in the 2006 College Broadcasters, Inc. National Student Production competition. The program won Best Technical Production, Best Comedy and Best General Entertainment Program.

BCA won 22 out of 32 categories plus honorable mention in three others at the NBS Region II Production Competition. The Convention and the awards presentation took place in Mt Pleasant this past November.

Award of Distinction, Entertainment Program category, 2007 Communicator Awards Competition for "Plain Jane." Show Producers: Charlene Thelen, Jackie Frincke

Award of Distinction 2007, News Category, 2007 Communicator Awards competition, for "Post Election Coverage," Show Producers: Christina Vecchioni and Jennifer Deneau

Michigan Association of Broadcasters

RADIO

- Air Check - 1st place, Jordan Glaza;
 Honorable Mention, Kelly McMann
- Daily Sportscast/News/News Feature - 2nd place, Adam Barragato
- Talk Show - Honorable Mention, Bryan Carr, Frank Wisswell and Lindsey Wahowiak
- Promotional Announcements - Honorable Mention, Adam Barragato and Kelly McMann
- Large Group - Honorable Mention, Cody Landry, Kelly McMann, Anthony Marzilli, Adam Barragato, Arynn Titus and Matt Collins.

TELEVISION

- Daily Newscast/Sportscast - 1st Place, Kevin Abdelkader and Ron Love;
 Honorable mention, Christina Vecchioni and Jennifer Deneau
- Talk Show - 1st place, Ken Ochalek and Aaron Jones
- Sports Play by Play - 1st place, Jason Dizik, Brian Sterling and Mike Germond.
- Large Group - 1st Place, Mike Greiner, J. Anderson, Dave Seger, Tom Kauffman and K Wilson;
 2nd Place, M. Hays, A. Miller, Tom Kauffman and David Seger;
 Honorable Mention, Ken Ochalek, K. Wilson, Darrel Shoopman and Mike Greiner.