

The Moore Holler

“A lot can happen in the middle of nowhere”

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Director's Doodle

By Pete Orlik

Somehow, BCA has survived the incredibly cold and angry weather that has caused more shutdowns this Spring semester than at any time since I have been here (which takes us back to the 'other' Ice Age.) But despite a lightning-strike-induced power failure followed by a couple of blizzards and sub-zero temperatures, our productions and classes kept rolling.

This has been a groundbreaking year. On September 28, precisely at noon, CMU President Mike Rao sat in the WMHW control room and phoned chief engineer Randy Kapenga at the transmitter shack to throw the switch that took the station from

340 to 13,000 watts. It was particularly appropriate that this event took place during this Homecoming's Alumni Takeover of the radio station so that past grads of the station could share the moment with members of the current executive staff. The upgrade makes WMHW the third most powerful outlet in mid-Michigan. Then, in February, the station became the first station in the region to go HD, putting it at the forefront of this industry-wide conversion. We salute the hard work of station operations manager Jerry Henderson, Randy Kapenga and his engineering staff, communications attorney Alan Campbell, and consulting engineer Roy

Stype in bringing this longstanding dream to reality. Thanks also go to all the donations from BCA alums and other supporters that helped us aggregate the pool of dollars needed to purchase the necessary equipment. We are happy that WMHW can now serve a greatly expanded coverage area and open up enhanced training opportunities for our radio students.

BCA staff are also putting their money where their collective mouths are. For the third year in a row, the School won the CMU Development award for the highest participation by a unit of fewer than 25 employees in the annual Campus

(Director's Doodle page 2)

Snippets

From your BCA Alumni Advisory Board—Tim Hygh, Chairman

As *The Moore Holler* is going to press, the dreaded first quarter of the calendar year has passed, spring is on the horizon and a new sense of possibili-

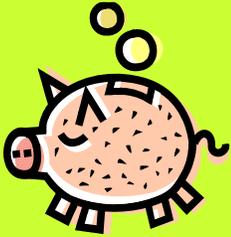
ties is in the air.

What can't be changed however is the continued downsizing of corporate media we are witnessing in this coldest of first quar-

ters. We just had what many in Detroit are calling "Bloody Thursday". A corporate executive came to town with a to-do list written

(Snippets continued on page 7)

TIM JACKSON CHALLENGE GRANT



BCA alum Tim Jackson issues the following challenge to other BCA alums, students and friends:

Tim will match, dollar for dollar, every personal contribution to BCA's Campbell Equipment Endowment Fund received from March 15 to April 30, 2008, up to a total of \$10,000. (Corporate donations are not eligible.)

This challenge has the potential to add \$20,000 to the endowment's principal — funds that will never be touched but will generate interest for new BCA equipment purchases in perpetuity.

Send checks made out to "BCA Campbell Equipment Endowment" to Joan McDonald by April 30. Make your dollars work twice as hard for future BCA students — and earn a tax deduction besides.

Director's Doodle (continued from page 1)

(Continued from page 1)
Campaign. We are doing all that we can to ensure the continued vitality of BCA in spite of Michigan's troubled economy. Further assistance continues to come from our alumni. For example, Alumni Advisory Board member **Tim Jackson**, has just issued a "Challenge Grant" that will automatically double any personal contributions made to the Campbell Equipment Endowment Fund received by April 30. Complete details are listed at left. In addition, the cover of this *Holler* displays the plaque denoting that our main video editing suite has now been named for **Gary Lico's** CABLEReady — a top global syndicator serving the cable industry. Gary founded the company in 1991. We are grateful for the financial contributions made by these two alums as well as for their continuing active support through guest lecturing and many other professional services.

Here on the home front, we have added an additional tenure-track faculty member to our staff. **Ed Hutchison** joins us as an assistant professor in the new position that serves split duties in BCA and the interdisciplinary Integrative Public Relations program. Ed brings to us over a quarter century of

public relations expertise at Dow Corning and the Michigan Molecular Institute. He is teaching sections of Broadcast & Cable Copywriting as well as advising two student groups for IPR. Ed replaces Steve Serkaian who did a stellar job for us this past Fall before taking a full-time position as Director of Communications for the Lansing Public Schools. With Ed's hiring we are fully staffed for the Fall.

A further piece of good news is the selection of alum **Bill Thompson** as recipient of the CMU Alumni Commitment Award to be presented at a dinner on June 6, 2008 in the University Center. This long overdue recognition is based on Bill's longstanding work on our Alumni Advisory Board, the BCA Constituent Chapter, and most specifically, the helming of the annual WMHW Alumni Takeover which has grown under Bill's leadership into an integral and high-visibility part of CMU's Homecoming. We encourage you to attend the banquet to help us salute Bill for his tireless efforts on behalf of BCA and its students. Simply email Cindy Jacobs at jacob1cs@cmich.edu for ticket information.

Speaking of on-campus events, the 35th annual BCA Awards Banquet is slated for **Friday,**

April 11, at the Mt. Pleasant Comfort Inn. This year's keynote speaker is **Robin Lin Duvall**. Robin is a former member of our Alumni Advisory Board and brings insights derived from a 25-year video editing career — most recently and continuously as senior editor of the *Jerry Springer Show*. This year, our students wanted a keynoter who could shine a bright light on the world of post-production — and there is no one better than Robin to fulfill this request. Many alums return to campus for the banquet to reconnect with classmates and faculty and become acquainted with the accomplishments of current BCA students. Call the BCA office for tickets now as this *Holler* will probably reach you with very little time to spare.

There are many such accomplishments detailed in the various articles found throughout this publication. It is always gratifying to see the fine work of which today's students are capable and just as gratifying to know they are carrying on a tradition of excellence built by so many of our alums during their BCA studies over the last four decades. Enjoy the summer and visit us when you can.



Faculty



Pete Orlik was among 30 faculty chosen from around the world to be Faculty Fellows at the recent National Association of Television Program Executives gathering in Las Vegas. NATPE paid all expenses and also hosted a special one-day Fellows seminar that immediately preceded the convention.

Will Anderson presented “*This Ain’t Your Daddy’s Niche Network: An Analysis of G4 Promotional Acquisition, Retention and Recycling Strategies*” at the Midwest Popular Culture Convention in Kansas City, MO. The piece was later published in the January 2008 issue of Feedback. He was also appointed the Area Chair for The Midwest Popular Culture Association Television/Radio Division.

Jerry Henderson presented “*Podcasting and Fair Use: All The Law Allows*” at the National Convention of Collegiate Broadcasters, Inc., in Washington, D.C.

Kevin Essebaggers produced a series of consumer segments that aired on 9and10 News in November and February.

Rick Sykes was elected to the President’s and Provost’s Award for Outstanding Research and Creative Activity committee.

Aaron Jones, BCA Graduate Assistant, presented “*My Dog Ate my Virtual Homework: Taking a Second Look at Second Life*” at the Midwest Popular Culture Association convention in Kansas City, MO.

Rick Sykes took part in a panel presentation for the MAB Career Builder Conference on “*Preparing to Market Yourself*.”

Patty Williamson won 1st place in BEA’s History Division debut paper competition for “*Courts, Churches and the Code: The History of Motion Picture Content Regulation in the U.S.*”

Rob Craig’s “*Perpetuating “The Big Lie,” Subversive Feminism in Stephen Sommers’ Horror/Action Films*” was published in Popular Culture Review, Summer, 2007.

Will Anderson’s “*Hooking Up With My Five Best Friends from West Bev: An Analysis of SoapNet Promotional Acquisition, Retention and Recycling Strategies*” was published in the September 2007 issue of Feedback.

Kevin Corbett was elected to the College Broadcasters, Inc., Board of Directors, serving as the Elections Commissioner.

Rob Craig has been named Film and Electronic Media Reviewer for Scientific Journals International, publisher of several on-line academic journals.

Rick Sykes served on the Michigan Association of Broadcaster’s Foundation High School and College Awards Task Force.

Patty Williamson presented “*The New and Improved MPAA? An Analysis of Recent Changes to the Motion Picture Association of America’s Film Rating System*” at the Midwest Popular Culture

Association Conference in Kansas City, MO.

Heather Polinsky has been selected to review articles for the Journal of Radio Studies.

Trey Stohlman has been accepted for admittance to the Doctor of Education Leadership in Educational Technology at Central Michigan University.

Mark Poindexter was awarded a grant of \$1,800 by the French American Cultural Exchange (French Ministry of Culture) to support screenings of French Films at the 2008 Central Michigan International Film Festival.

Nikil Moro attended the AEJMC national conference in Washington, D.C. and moderated “*New Wine in Old Bottles: Challenging Received Wisdom About Audiences, Advertisers and Managers*”; was a panelist on “*Using Blogs to Create and Strengthen Communities*” and participated in both “*Changing the Way We Communicate*” and “*Examinations of Hegemony*” panels.

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

Rick Sykes was selected to serve on President Rao’s Research Investment Fund Review Committee.

Patty Williamson was part of a group panel presentation “*Thought Community and Reconceptualization of Faculty Identity*” at the Research on Women in Education Fall Conference in San Antonio.

Kevin Corbett had two wins in the BEA Faculty Scriptwriting Competition—“*Well Enough Alone*” took second place in the Short Subjects category and “*Hard Truth*” won second place in the Feature category.

Kevin Corbett published “*The Troubles with Terry*” in the Journal of Creative Work.

Trey Stohlman was elected to serve on the CMU Academic Senate FaCIT-AC Learning Management Systems Subcommittee.

Mark Poindexter presented a paper entitled “*Constructing Television: Cinematic Depictions of the Electronic Rival, 1908*” at the Popular Culture Association Annual meeting in San Francisco.

Rob Craig presented “*Adapting to the Adaptation: Stoker’s Women and the Emasculation of Van Helsing in Bill Eagles’ Dracula*” at the 29th International Conference on the Fantastic in the Arts in Orlando, Florida, March 19-23. Dr. Craig created the session, which also featured BCA’s **Ken Jurkiewicz**.

Heather Polinsky served as a paper competition judge for the Law and Policy Division of BEA

Kevin Corbett won 1st place in the BEA Student Media Advisors Division debut paper competition for “*Adapt or Die?: Generational Cohorts and Electronic Media Co-curricular Activities*.”

COCURRICULAR ACTIVITIES



MHTV jumped into the spring semester with a new lineup of shows and many outstanding awards and achievements. New shows airing this semester include a documentary program, "The Australia Project" and a talk show, "MHTV Live," both produced by Glenn Bronson. Returning shows include "Central View," produced by Aaron Jones and Ed Brown, and "MHTV Sports" directed by Jon Greenhoe and produced by Dan Durkin. E-staff members returning this semester include Aaron Jones, Station Manager; Sara Pash, Promotions Director; Stuart Cram, Director of Content Management and Distribution; Lynzi Grant, Business Grants Director; Devin Termini, Clark Birchmeier, and Michelle Tolodziecki, Field Producers.

MHTV's proud tradition of award-winning programs continues this semester, including several recognitions at the national level. Two MHTV shows were recognized at the Broadcast Education Association's annual video production competition. Aaron Jones and Ed Brown won 3rd place awards in two different categories for "Central View;" one in the Instructional category and one in the Animated/Experimental/Mixed category. The CMU Volleyball episode of "MHTV Sports," produced by Dan Durkin, also won 3rd place

in the Studio/Multi Camera Category.

In addition to the impressive national-level recognitions, MHTV shows also did exceptionally well, once again, at the Michigan Association of Broadcasters Foundation College TV awards. Broadcast and Cinematic Arts students took home 5 of the 6 First Place awards. "MHTV Sports," produced by Mike Germond, snatched 1st Place in the Daily Newscast/Sportscast category. Another "MHTV Sports" program, produced by Dan Durkin, earned the First Place win in the Sports Play-by-Play category. Aaron Jones brought back two awards – an Honorable Mention in the News Feature/Magazine Program category and, with Ed Brown, a 1st Place win in the Talk Show category. And an MHTV submission by Devin Termini, Clark Birchmeier, and Michelle Tolodziecki took home the only award granted – another 1st Place – in the Station Activity Report category.

Based on the number of awards, MHTV looks like a strong contender for the MAB Foundation "College Television Station of the Year" award: a win this year would be the 7th consecutive time the station has earned this high honor.

All in all, the tradition of excellence at MHTV continues.



News Central 34's new interactive website is scheduled to be launched shortly. It has been in development for nearly a year and includes a number of features found on news websites of stations looking to the Internet as the next battleground for viewers. The news division is also strengthening its ties with industry professionals by becoming an affiliate of a national Internet news network. HotNuz.TV is headquartered in New York City and is being staffed by Emmy award-winning executives who are producing a daily youth oriented online news magazine show. We have already had one of our reporter's stories showcased on the network. Also, congratulations go to Greg Angel and Stacey Fogarty-Brown for taking Second Place for Best Newscast in the Michigan Association of Broadcasters College Awards competition.



Summing up the spring semester of 2008 for Modern Rock 91.5 is as simple as one word: change. Since our increase from 340 watts to 13 kilowatts stole

the spotlight at the 2007 Alumni Takeover, Modern Rock 91.5 has undergone many makeovers in an attempt to improve the product we produce as well as the quality of the learning experience for the students at the station. Now that Modern Rock 91.5 is broadcasting to the better part of mid-Michigan, listeners in our new areas expect a professional sound, and these changes are providing this.

On February 13, WMHW became the first HD radio signal in mid-Michigan. The move to HD has set Modern Rock 91.5 ahead of the competition. Listeners who have purchased HD radio units are being treated to the cleanest-sounding terrestrial radio signal in this part of the state.

Soon, we will launch a second program (HD-2), available to any listeners who have a digital radio. This second program's format consists of metal, hip-hop, and indie music. HD-2 also will likely become the future home to the majority of music specialty shows, giving our students an opportunity to still enjoy the "college radio experience," while we run a professional, formatted signal from HD-1. HD-2 is still very much an experiment at the moment, but we expect it to become an ideal opportunity for less experienced members of Modern Rock 91.5 to be introduced to being on-air, while also offering the most unique music selection of any radio station in Michigan.

(cocurricular continued on page 5)

42nd Edition

(cocurricular continued from page 4)

Modern Rock 91.5 members have been held to ever increasing standards over the past year. These higher standards paid off when the announcement of MAB winners was made in early February. Modern Rock 91.5 had the best showing in our history of participation in MAB, taking home seven awards, including our first ever sweep of the air check category.

Promotionally, Modern Rock 91.5 has had a busy semester as well. Our 2008 edition of Battle of the Bands was extremely successful. Rubbles Bar in downtown Mt. Pleasant was packed to see One Life for Another, Ports of Aidia, Fives and That and Envy League that all put on a fantastic show, that raised money to benefit Relay for Life. St. Patrick's Day also witnessed a very successful promotion for Modern Rock 91.5. Listeners were asked to call in throughout the week leading up to St. Patrick's Day and register to win a variety of prizes, including an I-Pod.

Getting out to the surrounding communities is now very important for Modern Rock 91.5, and two major promotions are reaching a variety of brand new listeners. The first is the Modern Rock Rocks Your High School tour. Each Friday in April, area high schools will be treated to a great show featuring bands such as The Pretence, The Envy League, and Fives on That. Modern Rock 91.5 is also finalizing plans for a mall intercept in Midland designed to get tricity residents excited over our larger signal, and the

first HD radio station in mid-Michigan.

Going into 2007-2008, the staff of Modern Rock 91.5 knew this wasn't going to be just another year. At times, we feel overwhelmed with the changes and improvements the station has made throughout the year. Looking back at this year, however, we are all very proud to see just what we have accomplished. Modern Rock 91.5 is no longer just a college station buried in Moore Hall. Modern Rock 91.5 is setting a standard that models what college radio stations throughout the country can attain. Continuing to provide our staff with the best learning experiences possible and providing our listeners with the highest quality broadcast possible are the reasons Modern Rock 91.5 exists. This year has taken both goals to a new level, and we are very happy with the strides we've made.



Moore Media Digital Design has made great progress in making the life of a BCA student a little easier. We're currently developing a brand new system to allow equipment checkout to be performed via the website. Recently, we have also launched a new design for News Central 34, which will have integrated blogging, video, and podcasting capabilities. The sys-

tem allows producers to submit their news packages remotely via the web, to provide instant updates any time of day. Much of the success of M2D2 is owed to its great team; Caleb Newman, Kristin Feole, Ryan Bradley, Matt Hucul, Graduate Assistant Edmund Brown, and our advisor, Ben Tigner. Please take a moment to visit the site, and if you haven't already done so, make sure your information in our Alumni database is current. Our address is: <http://www.bca.cmich.edu/ALUMNI/alumniNew.asp>



Moore Media Records has been very busy this year. Our updated recording contract has been approved by the University's attorney's office and we have signed Ryan Grimshaw to the label. We kicked off the fall semester with a concert at the Broadway Theater in downtown Mount Pleasant that featured Ryan Grimshaw, Brian Edward (Erchenbrecher), Amy Jean, and Monument Monument.

Unfortunately we lost several members of the MMR executive staff to transfers and graduation in December. Replacements include Matt Hucul, former Art Manager, elected as Label President, Matt Coppedge,

Media Director, who also became our Demo Service Manager, and freshman Soranie Hirpo who replaced Craig Ely as the A&R Manager.

In the midst of these changes, MMR along with several other co-curriculars, helped us fund the purchase of a CD duplicator. With this equipment we are able to mass produce CD's for our artists. We are currently working on duplicating Ryan Grimshaw's self-titled album and finding avenues to sell and promote it locally.

As the year winds down, MMR is working on a final fundraiser and on getting our name out around campus. The biggest revenue source currently is our demo recording service that seems to be quite popular. Artists can get four hours of recording and two hours of mixdown for \$60 (additional hours are \$15). MMR is also actively seeking to sign a new artist to work with the label for the fall. Lastly, we will be holding executive staff interviews for next year after Spring Break and will be introducing a new position of Multi-Media Manager. You can contact MMR at mooremediarecords@gmail.com.



STUDENT ORGANIZATIONS



As this newsletter goes to press, The Film Society is in the final stages of planning for its biggest event of the year - the Central Michigan International Film Festival. This year's festival (March 27-April 6) includes screenings of 22 films from more than a dozen countries. The Film Society has organized the event annually since 2003 in conjunction with *Central Michigan Life*, the College of Communication and Fine Arts and various other co-sponsors. Film Society selects more than half of the films shown at the festival and provides most of the staff for the screenings. Details about the festival are available at <http://www.cmfilmfestival.com>.

The Film Society continues to facilitate contact with filmmakers through its Showcase screening at the festival and by showing films at its regular monthly meetings. This year's Showcase film is *Flight from Death: The Quest for Immortality*, shown on March 28 at 7:30 p.m. in Park Library Auditorium and featuring a question and answer session with co-producer and co-writer Greg Bennick. The Showcase has now replaced the Short Subjects Competition as the primary vehicle for screening

works by filmmakers who can be present to discuss them. CMU students and alumni are encouraged to submit their work by contacting the Film Society's Advisor, Dr. Mark Poindexter (poind1m@cmich.edu) to request that their film or video be shown at a Film Society meeting. The Showcase selections for the festival are now picked from the films screened at Film Society meetings prior to the festival.

For those of you who use the Park Library on the CMU campus, a welcome bit of news: many of the films (on DVD) from previous festivals are now available for checkout from the library. They are on display in the Multicultural Video Collection, housed near the circulation desk. Membership in the Film Society is open to all students. To join, just send an e-mail to Dr. Poindexter at poind1m@cmich.edu

NBS AERho

What a year this has been for the CMU chapter of The National Broadcasting Society.

We had nine members attend the National Convention in Los Angeles, all of whom had

a great time. The group attended sessions ranging from career preparation to an Adobe Edit workshop with Jason Levine. Our chapter did well in National Production Competition, racking up several awards for radio and television segments. We also visited shows like "Jimmy Kimmel Live" and "The Price is Right". What made the trip even more exciting was that our hotel sat right on Disneyland property, and we could easily stroll over to the park during our free time.

Members from the chapter participated in Relay for Life, walking to help support the fight against cancer. We also helped a local food bank by handing out items and filming a short promotional video.

In addition to the speakers brought in to general meetings, the chapter enjoyed station tours at WCFX, WNEM TV-5, and WKBD. The chapter also initiated a 48 Hour Film Competition, where students from across campus completed short films with different themes within a 48 hour time limit.



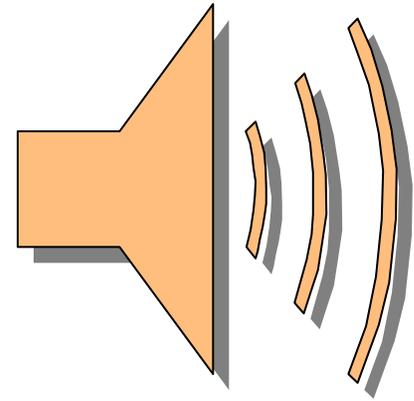
The Radio & Television News Directors association continues to find new ways to serve the needs of its members. Practice audition workshops for News Central

34 talent auditions kicked off both the fall and spring semesters once again this year. 2007-2008 also provided opportunities to tour stations throughout Michigan, focusing on stations in Lansing and Detroit. The spring semester helped members examine the ever important and often daunting task of searching for that first job or internship. Workshops emphasizing employment interview skills, resume/demo tape composition, online job hunting strategies, and preparing for the annual BCA Career Fair gave RTNDA members confidence and motivation to look for that first job. Fundraising successes with the sale of BCA messenger bags, RTNDA t-shirts, and News Central 34 polos and shirts helped the group fund tours. The year also continued the recent tradition of big annual tours. Following successful tours, one to Chicago in 2006 and Atlanta in 2007, RTNDA planned a trip to New York for 2008.

All RTNDA members would also like to thank the generous assistance provided by BCA/CMU alumni, faculty, and industry professionals in scheduling and facilitating tours, workshops, and guest speakers.

WMHW at 13,000 Watt

On Friday, September 28, President Michael Rao called the transmitter shack to “flip the switch.” WMHW officially become the third most powerful station in mid-Michigan.



**News Flash!!!!!!
WMHW goes HD
Tune in to 91.5**

Snippets (continued from page 1)

in pink. The carnage ran throughout the building. Managers, personalities and account executives got their walking papers as said executive flew home to see how the downsizing will affect this quarter's conference call to Wall Street.

Some who have been in the media for a few years and are making a good living from it are looking over their shoulders. It can be quite a time consuming effort, one that can take your eye off the ball. This is particularly true if you have chosen to stay in Michigan.

That's why you should know the CMU faculty is always inter-

ested in hearing from you to know what's new in your segment of the industry. Your Alumni Advisory Board meets twice a year with Dr. Orlik and other faculty reps and a great deal of time is spent on industry trends. The board is wide ranging and fairly representative of the media world. But we can always learn more from you and we are seeking your input as well.

There are great stories to tell out there. Those of you who are life long learners and change agents are the survivors. What our industry is experiencing is no different than a lot of industries in the past that changed quickly and had emerg-

ing competition develop quickly all around them.

I've often heard the tale that the pony express had a great business model until they got stuck on the tack of thinking they were in the horse business...not the mail business. You think some folks got their pink slips when the railroads started carrying the mail?

New and Old Media have to change with the times. And with your help, that's what will continue to be taught to our CMU School of BCA students. I encourage each of you to e-mail me or Dr. Orlik with the industry trends you are seeing in your world. I

promise these will be conveyed to our students. It will teach them the world of electronic media they see in 2008 will not be the same world they see in 2009 and beyond. What a practical tool this can be to help set personal expectation levels and show what the bold and creative people from our School are accomplishing!

I hope you are doing well in these competitive times. I hope you are one who continues to look forward to new opportunities and new ways to win. I look forward to passing along your observations and suggestions to the media professionals of the future.

Where are They Now?



Steve Serkaian (78) has been named Executive Director of Communications and Governmental Affairs for the Lansing , Michigan School District.

Eduardo (Eddie) Fernandez (84) was featured in the Chicago Tribune showcasing his career from dishwasher to Vice President and General Manager of Telemundo, Chicago., the Spanish-language TV station, which is part of NBC Universal.

Karen (Heinemann) Reeves (84) is now a financial advisor with Edward Jones in Battle Creek, Michigan. She also works as a radio personality on WBCK 95.3 in Battle Creek with “Karen’s Corner.”

Phil Tower (88) is the General Manager of The Allen Hunt Show and is also the AM Programming and Operations Consultant for WOOD/Clear Channel Radio in Grand Rapids.

Craig Gibson (90) won the Lone Star Chapter of NATAS Emmy award for “Director-Newscast” in Dallas, Texas. Craig is a director at KTVT/KTXA-TV in Dallas/Fort Worth.

Jeff Dengate (00) is the new web designer for Runnersworld.com in New York City.

Isha Cogborn (00) is the new Global Communications and Brand Manager for O & G (Dow). She will be relocating from Midland, Michigan to Houston, Texas.

Christopher Kinch (02) has worked on ‘The First 48’ and has moved to New York to produce reality programming at MTV.

Jessica Pondell (05 and MA 07) is the newest account executive and assistant producer for BERLINE, a Detroit-based advertising agency.

Candice Wagner (05) works for Five-Star AudiVisual in Chicago—a company that provides audiovisual services to hotels through convention services.

Heidi Callahan (06) is at KLKN ABC 9 in Lincoln, Nebraska, and is a full time morning production assistant. She recently married BCA alum **Brad Eichkorn (06)** (who proposed on the air).

Jennie Sholar (06) is a writer/producer in the Business Updates unit at CNN, in New York City.

Greg Angel (07) is the newest bureau reporter for TV7/4, the NBC affiliate in Traverse City, Michigan.

Mitch Barrett (07) is working as a recording engineer for Outloud Opinion, LLC, in Detroit.

42nd Edition



Alumni Takeover

Hey Troops! Welcome to 2008, and the start of recruitment for the 9th Annual WMHW-FM Alumni Takeover over CMU Homecoming weekend this fall.

It's going to be hard to top our breakthrough accomplishments of 2007, but we're going to try – with your help! If you missed it, 2007 was the most historic in our eight-year run with the most first-timers (since the first one in 2000), more hours spent on the air by alumni (36 of 48) and cranking the power to 13-thousand watts.

If you're unfamiliar with the Takeover, it's an opportunity for all BCA Alums to return to campus and re-create shows that were part of their college experience. There are roughly thirteen 2-hour shifts to fill from 6 am Friday through Midnight Saturday... and five chairs in the studio. So come and just "sit-in" if that's more comfortable for you. You can also join our now infamous two-hour live remote from the Alumni Village at Rose Ponds on Saturday just before the annual Homecoming football game.

We'll continue to do all of that again this fall, and for the second straight year, we'll get students involved again with the Saturday Pre-parade/Alumni Breakfast remote.

This will be my sixth year at the helm, and 2008 will be a landmark one for me and many of my Takeover founders, since it will mark our 30th class Reunion. I have some special project ideas floating around in my head, but will try to "catch them" and share them with you over the next few months.

This year, I also plan to turn the reins of hosting the Alumni Village remote over to our new Constituent Chapter Secretary/Treasurer, Brianne Frucci Tucker, and I expect many of you to be there to help her. But, Brianne, it will also be YOUR responsibility to deal with Tim Jackson as he recruits at least 100 Alums for his new BCA Kazoo Band.

Remember that the Takeover is THE primary fundraiser for the Broadcast and Cinematic Arts Constituent Alumni Chapter and we ask a minimum 30-dollar donation for a two-hour shift. I must also mention that I'm so proud of the past generosity of Takeover participants, which has allowed us to collect nearly a thousand dollars each of the past few years for a variety of Chapter activities, including the AI Painter Outstanding Freshman Award, that helps an incoming BCA student get his or her career path started.

During the past 8 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.

If you've never been part of the Takeover, it's a LOT of fun, just ask someone who has taken part or come and see for yourself. Maybe you too can catch a glimpse of Dr. Orlik doing the Bristol Stomp to the Dovells like I did last year. Too bad there were no cameras (that I know of).

If you would like to be a part of the planning, or have any ideas on how to make the Takeover better, send them to wmhwtakeover@bcaalumni.org.

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.

Let's keep CMU's newest Homecoming Tradition going for many years to come.

Bill Thompson
Takeover Coordinator



“Chronicles and Reflections,” a new DVD featuring people, programs and recollections spanning BCA’s four decades, is now available for \$20, postpaid.

To order, send a check for \$20 to Joan McDonald. Don’t miss experiencing the personalities --
- the productions --
- and some very scary hairdos

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.

Ashley Altieri
Will Anderson
James C Austin
M/M John Bengtson
Deborah Bell
Michael Burgess
Ed Christian
Craig Cole
Kevin Corbett
Rob Craig

Robin Lin Duvall
Lisa Drummond
Kevin Essebaggers
Kevin Franz
Wm. D Fritz, Jr.
Steve Griffes
Pat Hanlon
Jerry Henderson
Mark D Henderson
Richard Higginbottom
Robert Hills
Andrea Hinckley
Scott A Huibregtse
M/M Mark Hurst
Seth Ingram, III
Collin James
Ken Jurkiewicz
Ed Kaltz
Ron Koch
Deanna (Sweat) Lambert
Jeff Larkin
Marian Levich

Dennis Majors
Joan & Larry McDonald
Karen M McPhee
Kevin Miller
Dan Nelson
Robert Nordberg
Darcy Orlik
Pete & Chris Orlik
M/M James Pagano
Mark Poindexter
Cynthia (Davis) Puffenberger
Michael Rankin
Jeffrey Rivard
M/M Steve Serkaian
Barbara (Humphries) Shank
Jeff Smith
Rick Sykes
Barbara Toombs
Phil Tower
M/M Timothy Waller
Patty Williamson



Constituent Chapter News Kevin Campbell

President, BCA Constituent Alumni Chapter

Greetings everyone, its been quite a winter here in Michigan. At our Homecoming meeting we conducted elections. Brianne Frucci-Tucker was elected Secretary/Treasurer, Jeff Kimble Vice President and I was elected as your chapter President. We thank Kathy Banfield-Shaw for her leadership as our first president and Lisa Drummond as the chapter’s first Vice President.

It has been an exciting year. This fall at Homecoming many of us were present for the power increase of WMHW. We also established

a mentoring program for BCA students. Our list of mentor-volunteers consist of 14 alumni who have graciously agreed to correspond with students via email or phone to provide them career advice and coaching. If you’d like to participate, send me your contact information.

We continue to work on the concept of a 48-hour Video Race. The idea will be to bring alumni and students together to product a fully scripted shot, and edited short production within 48 hours. There is still a lot of work ahead to pull this off so let us know if you’d be interested in participating or helping.

As you saw in The

Directors Doodle, Tim Jackson has established a challenge for all of us— to contribute to the Campbell Equipment Endowment Fund. Now I don’t know about you, but I would enjoy seeing Tim write that check for \$10,000. To help ensure this will happen, the Constituent Chapter is donating \$500 immediately.

Finally keep us updated on your email and postal address so we can keep you up-to-date on the chapter happenings. Don’t forget to check out the chapter website at www.bcaalumni.org.

Until next time....

Kevin

Awards

NBS National Finalists

Audio Station Imaging: *Modern Rock Sweeps*
Audio Promos: *Bike Giveaway*

Video Comedy Segment: *Audio Delay*
Video Comedy Segment: *The Commercial Shoot*

NBS Regional Winners

Feature Segment (Video)
1st Place: Aaron Jones: *Uncle John's Cider Mill*
3rd Place: Chris Hutchison: *Shady Lane Cellars*

Station Imaging (Audio)
1st Place: Kelly McMann: *Modern Rock Sweeps*

Promos (Video)
1st Place: Mike Germond and Tom Kauffman, *MHTV Sports Promo*

Promos (Audio)
First Place: Kelly McMann, *Bike Giveaway*

College Broadcasters, Inc.
Best Comedy Category
1st Place: "3 Dull Guys" -
Best General Entertainment Category
Finalist: "Central View"

.....
Bayliss Scholarship
Kristine Moore

Michigan Association of Broadcasters Awards

Radio

Air Check
1st Place: Lauren Pogue, Melissa Limber
2nd Place: Nikki Wencel
Honorable Mention: Kelly McMann

Public Service Announcement
1st Place: Kelly McMann

Promotional Announcement
2nd Place TIE: Cody Landry
2nd Place TIE: Kelly McMann

Station Activities Report
2nd Place: Matt Collins



Television
News Feature/Magazine Program
1st Place: Jordan Glaza
Honorable Mention: Aaron Jones

Daily Newscast/Sportscast
1st Place: Mike Germond
2nd Place: Greg Angel and Stacey Fogarty-Brown

Talk Show
1st Place: Aaron Jones

Sports Play by Play
1st Place: Daniel Durkin
Honorable Mention: Mike Germond

Station Activities Report
1st Place: Devin Termini, Michelle Tolodziecki and Clark Birchmeier

BEA National Festival of Arts

Instructional
3rd Place: *Shady Lane Cellars*. Aaron Jones

Animation / Experimental/Mixed
3rd Place: *Central View*
Aaron Jones and Edmund Brown

Live/Studio/ Multi Camera
3rd Place: *MHTV Sports Women's Volleyball*, Daniel Durkin

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