The Moore Holler
“A lot can happen in the middle of nowhere”
(Positioning slogan for the movie Fargo)

Director’s Doodle
By Pete Orlik

Since the last issue of the Holler, BCA students have won a number of recognitions. Because the Michigan Association of Broadcasters convention did not take place until early May, all the MAB individual awards are listed later in this issue. Collectively, many of these paved the way for MHTV/News Central to be designated College Television Station of the Year for the 15th consecutive time! The competition gets more heated every year, but the commitment and skill of our students have kept BCA on top. Thanks to them and to their faculty advisors Aaron Jones, Eric Limarenko, and Rick Sykes. Wall space for the hanging of all these plaques is becoming hard to come by in the main BCA office — but that is a most gratifying problem to have.

News Central also won the Award of Excellence for a college newscast from the Michigan Chapter of the Academic of Television and Sciences (the “student Emmy”) while six BCA students received national recognition at the Broadcast Education Association’s Festival of Media Arts in Las Vegas. These and other honors also are listed later in this edition.

We hope for similar student success in the future as we welcome a new faculty member to help our returning staff in nurturing creative excellence. Chris Csont joins us as a media writing specialist from Boston University where he served on the faculty and from which he earned a screenwriting M.F.A. Chris has further taught at Wheaton College and works as a script consultant. We are also joined by ten incoming (first year) graduate assistants who come to us from Adrian College, Ball State University, Claflin University, Michigan State, Northern Michigan, and the University of Nebraska/Omaha as well as CMU. As this list evidences, the positive reputation of BCA’s graduate program reaches well beyond the middle of Michigan. Meanwhile, in our undergraduate program, CMU Career Services now lists BCA as one of the top 10 majors at CMU — despite the fact that their total does not include self-declared students who are still working to fulfill their qualifying requirements to sign a major.

Several events are upcoming soon with Homecoming right around the corner. Beginning Friday, October 7, Tom Moore and Bill Thompson head up the Alumni Takeover of WMH of St. Louis for the 17th year. This two-day audio extravaganza gives alums the chance to be back on the air or try out their announcing chops for the very first time. And for those still gracing the airwaves in their real jobs, it provides the opportunity to display their well-honed delivery to past and future fans! Contact Tom Moore at tommoore@wtam.com to learn more and (Director’s Doodle page 2)

Snippets
From your BCA Alumni Advisory Board—Brianne Frucci-Tucker, Chair


I’m also a senior communications specialist for Farmers Insurance. Before I joined the corp.
Directors Doodle (continued from page 1)

(Continued from page 1)

grab a prime air slot. That same Friday, Phil Tower and Brianne Frucci Tucker are again mounting the BCA Mentor Fair now retitled Media Life Coaching – a key venue for current students to get career advice from their predecessors about smoothing the path to the profession. For more information, contact Phil at PHILTOWER.ER@iheartmedia.com Takeover continues on Saturday. Before the game, be sure to visit the College of Communication & Fine Arts tent at Alumni Village for good food and good (or at least memorable) company.

The following Monday award-winning L.A. entertainment writer and alum Scot Huver will return to guest lecture in a variety of classes. Then on Tuesday, BCA continues its partnership with the Michigan Association of Broadcasters in hosting a regional career fair to bring students and broadcasters together. If you are affiliated with a station or company that would like to participate in this employee and intern recruitment event, please contact the MAB’s Alisha Clack: clack@michmab.com One week later, BCA alum Phil Sgriccia returns to campus for the first time since he graduated in 1979. Phil is an Emmy-winning editor, director and producer who has directed numerous TV series including NBC’s Revolution, CBS’ Hack, Smallville for the CW, and ABC’s Lois and Clark, Hercules, and Xena to name just a few. In addition, he has so far directed 35 episodes of Supernatural including the pivotal 100th and 200th shows. And what is unquestionably most impressive, Phil won the BCA Award as our top graduate in 1979! If you would like to experience Phil’s take on the state of episodic TV production, you are cordially invited to journey to the Mount on October 18 where there will be several opportunities to interact with him.

Looking ahead to the Spring, our Student Broadcast Executive Council (SBEC) is hosting its annual career fair on Saturday, March 25 in the Powers Hall Ballroom from 10 AM to 1 PM. Administrative assistant Michelle Kalishek will be sending out registration information later this Fall, but feel free to contact her anytime to secure a table. There is no charge to participate and we even throw in a free breakfast and box lunch. The 44th Annual BCA Awards Banquet closes out the year on Friday, April 28 and will induct members of the Class of 1977 as BCA Pioneers upon the 40th anniversary of their graduation. If you or someone you know was a member of this class, please let me know so we can properly prepare the honors.

But you needn’t wait for an event like those above to come back home to visit. We are always happy to renew acquaintanceship with former students, colleagues and members of their families. If your travels take you to or through mid-Michigan, drop into Moore Hall to experience today’s BCA. Observe a live broadcast of News Central. Visit our two radio stations (Mountain 91.5 and 101.1 The Beat). See and hear the state-of-the-art audio being produced in Studio A by MMR (Moore Media Records). Even sit in on a class or two to catch up on that subject you partially slept through the first time. Discover how the campus has changed -- even if Moore’s historic brick and mortar have not. Above all, come and share your story with us.

As I begin my 48th year at CMU, I look forward to what our faculty and students will accomplish this year in building upon the passion for our field and program that so many BCA alums nurtured while they were here. Happy Autumn!

Snippets (continued from page 1)

comm. world, I spent four years in local television promotions. No matter the setting, I describe my job as selling and telling stories. Making others look good. That’s what I love about this business. I believe it’s one of three things that unites us, whether we work in radio, TV, print, film, or corporate: we tell stories, fight for audience attention and create connections. While I may not be competing with the station across the street, I’m competing with breaks, the coffee station and workloads. And I can assure you that annual benefits enrollment has never been a sexy lead. As for connections, that’s one of the things I want the Alumni Advisory Board to do better over the next three years. We need to create more links between students and alumni. One way we’re hoping to do this is through the alumni database. There’s another article on that topic in this Moore Holler. Please add your information if you haven’t already. We’d appreciate it. If you really desire another connection, reach out to me on LinkedIn, Instagram or Twitter (@fruccitucker). Note, I really only use Twitter to follow others.

If I’ve learned anything in my time in promotions and corporate communications, it’s be brief and offer incentives. I’ll leave with this: the first two people who say “Fire up for old millennials” to me during Homecoming on Oct. 7 will get something.

Hope to see you in Moore Hall.
Faculty Notes

Kevin Corbett presented as part of a panel Best of the Fest! Faculty Scripting at the Broadcast Education Association in Las Vegas.

Heather Polinsky presented at the Broadcast Education Association Convention during the session entitled "Whoever Said "You HAVE to See It to Believe It" Should Know: Storytelling Through Audio is the GOAT (Greatest of All Time)

Amy Sindik and Heather Polinsky presented Incentive Auction: Managerial Decision Making at the 2016 Broadcast Education Association in Las Vegas.

Chad Roberts moderated the panel Advisor and Student Synergy: Getting the Most from Your Student Media with student representatives from American University in Cairo; University of West Georgia, and Central Michigan University at the Broadcast Education Association in Las Vegas.

Heather Polinsky chaired the Broadcast Education Association 2016 Law and Policy Division Paper Competition.


Rick Sykes presented Creating a Minor League Baseball Team Relationship: A Production Career Focus at the Sports Division Super Session of the Broadcast Education Association conference.


Mark Poindexter presented Three Decades of ID in Revolt? Apes from 1930 through 1959 at the Popular Culture Association Annual Conference in Seattle.

Kevin Campbell served as first round judge and specialty judge for the New Ventures Competition at Central Michigan University. $80,000 in cash prizes was awarded.

Ken Jurkiewicz hosted a presentation and Q & A on Hitchcock at the Riverside Saginaw Film Festival. Films discussed and shown included Hitchcock Truffaut and Rear Window.

Patty Williamson was quoted as an expert source in The Christian Science Monitor story How to Change Face of the Oscars. This story was also picked up by Yahoo.

Aaron Jones was invited to attend Broadcasting & Cable’s Technology Leadership Summit in Fort Lauderdale. This is an invitation-only gathering of CTOs and leading technology engineers from across the broadcast and cable industry.

Will Anderson’s audio drama Left to Right (A.K.A. The Last Stand of a Canadian Pop Star) was debuted using four CMU students as talent—Vicky Van Hout, Nick Swan, Anthony Wellman, Kyle Fields and Casey McNally.

Patty Williamson made three presentations at the Broadcast Education Association Annual Convention: Taking It To the Screens: A New Era in Feminist Media (on the panel she moderated “Feminism: It’s Not A Dirty Word Anymore”); participated in a panel on the “Women Leading In Media—Part II” and presented Teaching Gendered Spectatorship on the panel “Implications of Calling an Amazon “Amazeballs:” The Changing Role of Women in Sci-Fi, Fantasy and Horror”

Mark Poindexter’s article “Towards a Democratic Public Sphere: A History of Radio FreeDom in Réunion” was published in the May, 2016 issue of the Journal of Radio & Audio Media.

Poindexter did much of the research for the article while on sabbatical at the University of Réunion in 2014.

Contract Engineer Robert Johns was profiled in the Engineer Spotlight section of the MAB News Briefs August 3 edition, that labelled him a “superstar Michigan broadcast engineer.”

Trey Stohman was selected as a faculty representative to participate in the July 2016 Summer Paris Writing Workshop at the Paris American Academy.

Amy Sindik presented Media Entrepreneurship Programs: Emerging Best Practices (and Challenges) at the Association for Education in Journalism and Mass Communication annual convention in Minneapolis. She also presented What is a Shared Interest?: How Ex Parte Can Be Used to Reveal the Overlap of Public and Corporate Interests in FCC Policy Making at this same convention.

Heather Polinsky and Amy Sindik presented The Reverse Incentive Spectrum Auction: Broadcasters’ Perspectives and Policy Considerations at the World Media Economics and Management Conference in New York City.

Maggie Mayes was selected to be part of the first cohort of CMU Faculty Writing Fellows and attended the Summer Writing Intensive Institute. She then presented May I Have Your Attention? Press Conference Reporting and Writing. She also presented Sidelined: Women in Sports Broadcasting as part of a BEA Sports Division Panel titled “Sports Biggest Taboo.”

Will Anderson presented on effectiveness study and press coverage of audio drama designed for Autistic/ ASD at the National Audio Theater Hear Now Audio Fiction and Arts Festival in Kansas City, MO.

Eric Limarenko won a Telly Bronze award for Waiting the Rain, his video treatment of a choreographic piece by CMU student dancers.
COCURRICULAR ACTIVITIES

This year Film Society is pleased to introduce our new executive board members: President: Ashley Carey; Vice President: Zach Meyers; Secretary: Katie Loesel; SBEC Council Rep.: Daniel Marsh; Promotion Officer: Branson Kimble; Fundraising team: Marin McGowen, and Daniel Martinez; and Film Festival Volunteer Coordinator: Geri Gale. As a group, we plan to work together to encourage our members to present any ideas they have and work to make that possible, whether it is concept for a short film or an event to watch films together.

This year we are anticipating going to the Chicago Film Festival in October. Executive board members are working to get hotels, transportation and pricing info for incoming members as well. Looking forward to a great weekend and great movies. We also plan to keep participating in each semester’s 48-hour film competition as well as to offer a film competition internally in our organization and to undertake a short film project. We want to give our members more hands-on experience and time with equipment outside of the classroom.

One big event we are proud to be a part of and put together is the CMU International Film Festival. This year the festival will be held in February on the 10th, 11th, 12th, 17th, 18th, and 19th. AS in past years, screenings will be held at Celebration Cinema and the Park Library Auditorium. The film list will be released prior as well as ticket information on our website: www.cmiff.com.

Moore Media Records has quite a bit in store for the 2016-2017 school year. With the graduation of several E-Staff members and supervising Graduate Assistants, the new students filling their places are excited to bring more ideas to the table. One of these ideas is to produce a Hip-Hop sampler, in addition to a Rock/Indie sampler. Production for both of these projects will begin in a few weeks. We are hoping to release the Hip-Hop sampler in December and the Rock/Indie sampler in early April.

As always, Moore Media Records will be putting on live shows throughout the semester. After the success of last semester’s Hip-Hop and EDM concert, we plan on returning with an EDM showcase that will take place mid-October. The Herrig Acoustic Competition will also be going on this semester, which allows students to showcase their musical talents for the chance to win a free recording session. All of these shows will be run by the Moore Media Records team and give incoming students who are interested in live sound some great experience.

Aside from going over the business of Moore Media Records, weekly Staff meetings will allow students to learn more about how a record label functions and everything that goes into the recording, mixing, and live sound aspect of music production. After each Staff meeting, a workshop will take place in the advanced audio lab in Moore 182/184 studio, so that students can get hands-on experience with industry-standard equipment.

Moore Media Records has a Facebook page that we encourage everyone to like, as we will be posting everything that we do throughout the year on that page. We are also setting up a Google Calendar so anyone can see when recording sessions, live shows, and meetings will take place. Everyone at Moore Media Records is enthusiastic to kick-off the school year, which will be full of learning, hard work, and great music.

We are looking to a big fall semester here at Mountain 91.5 and The Beat 101.1. We had almost 100 students show up for the co-curricular meeting and all of them were very excited to find out more about what the two BCA radio stations have to offer.

First big change for this year is that Mountain 91.5 has become the home of the Beal City Aggies for football. This was a last minute change due to Mt. Pleasant High School not having space for us to return for this season. The sports season got underway with a football game against Mt. Pleasant Sacred Heart on Aug. 26. While this was a late change for us at that station, we are adapting to an exciting new opportunity.

One other big change has to do with equipment. With departmental funds and a lot of work by Bob Johns, our contract engineer, we were able to update equipment in our production studio. This will help us improve the station’s production quality for our elements and better train students for their careers beyond the walls of Central.
This year, radio station students have also been challenged to produce two podcasts for distribution on our website as well as on iTunes. One will be a sports podcast, centered around all athletics offered at CMU. The other podcast will be news centered and focus on Mid-Michigan. A challenge has also been issued to the students to think of other things that could drive more people to our station website.

All in all, it should be a great semester for both radio stations and we are all looking forward to seeing the alumni as they return for the Takeover during homecoming weekend.

Moore Media Digital Design (M2D2) is coming off its most successful year to date! The photoblog Humans of Moore Hall, started in Fall of 2015, continues to tell the stories, in both image and text, of many of the interesting individuals who grace the halls of our campus home. The new BCA-centric podcast, Bringing Content Alive recorded nine different episodes with students, faculty, staff, student groups, and alumni. We secured a listing on iTunes and published five episodes before the end of the spring semester, and two more since the start of fall classes!

This year, M2D2 plans to continue its work on bringing a wide variety of information, in a wider variety of formats, to the official BCA website. Plans were begun at the beginning of the semester to create a front page for BCA’s website that allowed people to immediately access more of the content produced in-house, so that everyone can see what amazing work BCA students and faculty produce!

At the end of spring semester, we also had to say goodbye to M2D2’s executive producer, and founder of Humans of Moore Hall and Bringing Content Alive, graduate assistant Laura Cascio, as she completed her M.A. and set off for what we’re sure will be a successful career. We’re extremely fortunate, however, to have secured the wisdom and indefatigable good spirits of Jessica Hunter as our new EP, who comes to us from Claflin University in South Carolina. Jessica has already impressed everyone with her knowledge, her insight, and her seemingly endless supply of smiling energy, and we’re looking forward to seeing all that she will do!

Watch for more Humans of Moore Hall on Facebook (facebook.com/humansofmoorehall/) and listen for new episodes of Bringing Content Alive as the year progresses! You can listen to all of our existing episodes by subscribing on iTunes or by visiting the podcast’s homepage at bca2.cmich.edu/bcapodcast/ to see our introductory video and/or listen to all of the published episodes!

We are looking forward to a very exciting year for News Central 34. We are revamping our entire evening news format starting this fall. We will be going to a half hour newscast Monday-Friday from 5-5:30 pm with a much stronger focus on generating locally focused enterprise content across our various platforms.

In additional, we have just finished training on our new WSI weather system. The system includes a lot of new features that will be beneficial to both our weather forecasting and news operations. Several of the mapping features in particular will help to enhance our upcoming presidential election coverage.

Speaking of election coverage, the news division is planning to expand not only the length of our broadcast for election night but will be adding some additional elements to our coverage including some international perspectives.
STUDENT ORGANIZATIONS

The CMU Chapter of the Radio Television Digital News Association (RTDNA) finished last year with the election of new board members including a new president, vice president and Student Government Association (SGA) representative. The Chapter also ended last year with two very successful events including a station tour of WNEM-TV in Saginaw and a CMU Career Services workshop focusing on resumes and LinkedIn profiles. This year the leadership will be filling a board secretary position as well as developing an exciting series of activities including career planning workshops, station tours and interviews with industry professionals via Skype. There are also two fundraising events in the works including a News Central 34 T-shirt promotion and a mentoring workshop for students auditioning for on-air positions for the newscasts. If you are interested in ordering a T-shirt, please email RTDNA@cmich.edu

Entering our 10th year at CMU, AWM members are made up of diverse and unique individuals interested in Broadcast and Cinematic Arts, Communication, Integrative Public Relations and Journalism, along with Marketing and Advertising.

Kicking off the start of the school year, AWM participated in the 2016 Student Engagement Expo in Finch Field House where students had the opportunity to learn more about our organization and receive some fun giveaways. Students had the chance to have their photo taken with school spirit props in an effort to drive traffic to our social media sites. We also gave away bottles of water and candy with information about our group and upcoming events attached.

AWM’s 2016-2017 Executive Board consists of an enthusiastic group of women who are working hard to continue to mold our organization into a welcoming and rewarding experience for long-time and new members alike. In fact, our initial E-Board planning session revealed each E-Board member had some key goals in mind for the year ahead: promoting a feeling of inclusivity among the membership and continuing to foster growth in our members both personally and professionally and also growth in our organization.

This year, we’ve planned media outlet tours in Toronto and Chicago. We are working on connecting with other AWM Chapters to increase our networking possibilities, and we have been reaching out to industry professionals to not only serve as guest speakers, but also to receive honorary “Friend of AWM” status as partners in the mentorship of members. We are thrilled at the prospect that these opportunities will bring!

This semester, we will also welcome guest speakers such as a life coach to speak to members about the importance of finding a life/work balance. With balance in mind, our members are also enjoying fun social activities this semester, including a “cookie decorating social,” an upcoming group trip to see the musical “Wicked” in Lansing and a Halloween costume party. Make sure you visit our social media sites to learn more about other upcoming events and speakers!

As another year unfolds, we are dedicated to continuing to promote diversity and harness the promise, passion, and power of women in all forms of media. Whether that is to empower career development, engage in thought leadership, or drive positive change for our industry and society, AWM is motivated to improve the quality of media.

With CMU AWM alumni making an impact across the country, our mission this year is to continue to prepare our members for opportunities and challenges that await them after graduation. By giving our members the opportunity to network with our alumni and engage in conversation, we, as an organization, are confident this year will be the best one ever for CMU’s chapter of the Alliance for Women in Media.

NBS-AERho: The National Electronic Media Association

NBS-AERho: The National Electronic Media Association closed the 2015-2016 year with several notable events and accomplishments! In March, the chapter sent 21 members to the national convention in Los Angeles, one of the largest chapter presences there. And our Vice-President (now President) Justin Steward returned home with the grand prize in the Sports Package category from the NBS-AERho National Student Awards Competition! Plus, advisor Dr. Jeffrey Smith was unanimously re-elected for his third consecutive term as a member of the NBS-AERho National Board of Governors, and also continues to serve as the national organization’s webmaster, giving the CMU chapter a direct voice at the national level.

The chapter saw the spring 48-Hour Film Competition get off to an enthusiastic and successful start, culminating in the showcase and award show just weeks before the end of the semester. The Chapter also hosted both resume and demo reel workshops to prepare for the Broadcast & Cinematic Arts Career Fair and the NBS National Convention in Los Angeles.

This semester would have begun with a massive presence at Mainstage, but it was cancelled due to inclement weather. So this year’s e-board members have been doggedly pursuing other avenues of raising awareness of NBS, including a presence at the other co-curricular kick-off meetings and visiting the introductory BCA classes. The response has been simply amazing, and seems to herald a fantastic year for the chapter!

Our current E-Board roster includes Justin Steward (President), Dana White (Vice-President), Courtney Christoson (Secretary), Adam Perry (Treasurer), Ashley VanOchten (Public Relations), Chantel Rusher (Tours/Speakers/Alumni Relations), Theron Logan (Social Chair/Historian), Kayla Cooney (M2D2 Chair/Student Webmaster), and Kathryn Halvorsen (Fundraising Chair)!

With socials and fundraisers already being planned, this year’s E-Board is off and running! More information can be found at the chapter’s website at www.cmunbs.org, on our Facebook page (www.facebook.com/cmunbs/), or on Twitter (@cmunbs)!
CAN YOU HELP MENTOR A BCA STUDENT?

As you know, CMU has one of the Midwest’s most comprehensive and well-respected electronic media programs. Each year, hundreds of students begin thinking about their career path in media and communications. Most would love to have a seasoned professional, like you, to help them along the way.

The BCA Alumni Advisory Board has been actively seeking BCA graduates who are willing to assist current students and recent graduates. It could be reviewing a demo reel, providing feedback on a resume, initiating networking opportunities, job shadowing or simply sharing words of wisdom.

The Alumni Advisory Board has developed an online survey to allow you to add your information to our growing list of mentors. You can access it here: [http://bit.ly/BCAAlum](http://bit.ly/BCAAlum). We promise – you only need to give as much time as you are able. A member of the Board can help connect you with students and graduates via email, phone, Skype or an in-person meeting. If you’re interested in adding your name to our database, we’d be glad to have you.

The members of the Alumni Advisory Board appreciate your assistance in helping to mentor a Central Michigan University student.
Where are They Now?

Tim Roberts (86) was named VP/Music Programming for CBS stations Country WYCD, Classic Hits WOMC and top 40 WDZH (98.7) in late summer. He was also inducted into the Country Radio Hall of Fame at a ceremony in Nashville.

Rhonda (Errer) LaVelle (94) joins WXUZ, WMYD as News Director.

Justin Jones (01) is now Associate Producer at National Geographic Partners

Jessica Pondell (05, MA 07) recently became BW3 Regional Marketing Manager for the Michigan and Ohio territories.

Stacey Fogarty-Brown (MA 07) completed her second masters and is now working as a Graduate Dietitian at the University of Michigan Health System.

Mike Germond (09) owner of Orlando Steadicam LLC recently completed the 2016 Olympics in Rio with NBC as a production associate. He participated in NBC’s inaugural Thursday night football season broadcasts. Mike is a licensed drone pilot in Florida and has worked for HGTV, AMC and the Discovery Channel.

James Slider (’11) is the Operations Manager at The Drone Racing League.

Colin Walker (MA 12) earned his Ed.D. at Valdosta State University in July. He was then hired as an Assistant Professor of Digital Production at Valdosta State.

Mason Flick (14, MA 16) recently accepted a position with Texas A & M University as Producer/Editor for the video production department, 12th Man Productions.

Lauren Culver (14) is a new production assistant/coordinator at Delirium TV in Los Angeles.

Jim Costa (15) - Hosts an afternoon radio sports show “Gregg, Drew and Jim” heard not only on ESPN 96.1 in Grand Rapids but also on 1130 AM WDEN The Fan in Detroit.

Constituent Chapter News

I have been president of the BCA Constituent Chapter of the Alumni Association almost four years, and in those four years, we have both expanded and shrunk the annual WMHW Alumni Takeover, while finally creating a real scholarship for an outstanding BCA first-year student.

In my last six months in the position, I’m hoping to hear from more of you about what the Constituent Chapter can do in the future.

The creation of the scholarship in the memory of Al Painter, ’76 was a major achievement. The scholarship is now endowed, so when a contribution is made, it will earn interest, and we will be withdrawing only interest every April, not principal.

The WMHW Takeover has been our main way to raise money, with a minimum donation of $30 from each participant. We’ve had great participation and large donations in the past, but this year, interest in the Takeover has dropped.

As of press time, what was a 48-hour takeover of 91.5 FM, has now been cut back to 27 hours, because it’s hard to find people to do shifts after the Homecoming game, and in the overnight hours.

My question to you is, should we continue the Alumni Takeover? Has it outlived itself?

This year will be the 17th year for something I suggested at Homecoming 1999 to Dr. Pete Orlik, and Dr. Jerry Henderson, who gave me the go-ahead to start the Takeover the following year.

If the Takeover is to continue, those of us involved with it all of those years are wondering how long we’ll be in charge. I ran the first takeover in 2000. Bill Thompson, ’78, has run the Takeover every year starting in 2003, and a few years ago, I came back to help Bill with scheduling. Honestly, we’re getting older, and it would be great to turn things over to someone...
Well, Troops, here we are again, in the late planning for our 17th Annual WMHW-FM Alumni Takeover during Central Michigan University's Homecoming weekend, Friday, October 7th and Saturday, October 8th.

The Takeover has been an annual Homecoming tradition since the Fall of 2000, where YOU as BCA Alums can return to campus, re-create shows from your college years or create new ones. I want to thank all of you who have helped make this event a HUGE success, especially during the last 14 years I have had the pleasure to oversee it.

As in the past, we will again put Alumni "on the air" but in a reduced capacity unless YOU take an active role. Our plan this year is to run three hour shifts beginning Friday morning at 6 a.m (or two hours, depending on interest). Tom Moore is "taking names" and scheduling shift times at tommoore@wtam.com. We have decided to eliminate overnight shifts and those during and after the game on Saturday, again depending on YOU. Those will be considered only after the other shift times are filled. We have also decided to offer anyone the opportunity to do short, on-air, cut-in interviews from the CCFA's Alumni Village tent prior to the game, rather than the continuous live coverage that has been our practice. Once again, someone needs to step forward.

We will again utilize BCA students to cover the pre-parade Alumni Breakfast remote early Saturday morning. That allows the BCA Constituent Alumni Chapter members to meet and plan for the future. That meeting is Saturday, October 8, 9:30-10:30a.m. in Moore 114, I want to emphasize that this will be a CRUCIAL meeting as it will determine if the Takeover continues. I also want to emphasize that despite the downsizing, we will continue to welcome CMU administrators, sports leaders, Alumni Association leaders and other special guests in-studio all day Friday.

The Chapter again asks for a minimum 30-dollar donation per person/per shift. The money collected over the past 16 years allowed us to formally endow the Al Painter Memorial Outstanding Newcomer Award Scholarship, named for WMHW-FM's 1st Program Director, who passed away in 2006. I have been in contact with Al's daughter, Yvonne, in Washington State and she plans to join us by phone sometime Friday afternoon.

I hope to see many of you in October. If you have questions feel free to email me at bstcmu78@yahoo.com or post to the Broadcast and Cinematic Arts (BCA) Constituent Alumni Chapter Facebook page!!

If the Takeover doesn’t continue, what will be the major fundraiser for the scholarship fund? And, one big question: what better way is there to keep in touch with alumni? I’ll assume many alumni don’t read everything here in the Moore Holler. A limited number of people follow the BCA Alumni Chapter Facebook page. Would Twitter work better? Honestly, we need a good way to broadcast our own message to alumni. If you have any suggestions, you are invited to our meeting on Homecoming Day. We meet on Saturday, October 8, at 9:30 a.m. in Moore 114. Every BCA alum is a member of the Constituent Chapter. You can also email me at tommoore@wtam.com, or call or text me at 440-454-3282. I’m hoping to either hear from you, or see you on the 8th.
BCA Donors
Many thanks to those of you whose generosity helps the BCA program meet its educational mission!

Karen Bengtson
Kelly Bunker
Kevin Corbett
Dow Corning
Farmers Insurance
Julie Sutfin-Hanlon and Pat Hanlon
Joseph Karnes
Nicholas Kuiper
Stephen Labenz
Theron Logan
Amanda MacCormick

April Maus
M/M Mark Meuting
Scott Nadeau
Kevin Oswald
Robert Parsons
Timothy Patisnock
Steven Podolsky
Chad Roberts
Todd Sikolove
Loretta Swift
Kyle Veltema

MISSION STATEMENT
The School of Broadcast and Cinematic Arts strives to serve five fundamental objectives:

To provide BCA majors and minors with a comprehensive media education that will prepare them for a successful career progression in electronic media or associated enterprises.

To provide students with a broad experiential foundation that helps them remain flexible and adaptable even as technological 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 electronic media and cinema 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 local and global audiences with quality audio and video programming, via radio, television, digital, and emerging media, that broadens their listening and viewing options across multiple platforms.

BCA Alumni Advisory Board Member Michael Walenta worked in N’Djamena, Chad, Africa, with a local broadcaster.

Michael reports the TV equipment here looks like Moore Hall in the ‘80s.
Special Student Projects and Awards

BROADCAST EDUCATION ASSOCIATION
Student TV Sports Event Production—Second Place—MCBCtv/2015 Championship Classic—Brad Parsons
Student Sports Competition—Honorable Mention—Sports TV News—Mason Flick, Scott Fabbri and Chris Michael
Student Video Competition—Honorable Mention—Sandhill Crane Vineyards Promo—Mason Fick
Student Television Newscast—Honorable Mention—News Central 34, 11/2/15—Kevin Calhoun and Shannon Gronevelt.

MICHIGAN ASSOCIATION OF BROADCASTERS
COLLEGE STUDENT COMPETITION

MHTV/News Central 34—College Television Station of the Year 2016
(15 years in a row)
Daily Newscast/Sportscast—First Place—Sports Central/Season 2, Episode 2—Mason Flick
Daily Newscast/Sportscast—Honorable Mention—News Central 34, 11/2/15—Kevin Calhoun, Shannon Gronevelt, Jazmine Biernet and Lindsay Hoffman
Hard News—First Place—CMU Student Killed in a Hit and Run—Clayton Cummins and Kevin Calhoun
Public Service Announcement—Second Place—Texting and Driving PSA—Erica Heintz, Matthew Sankey, Michael Sontag and William Bly.
Talk Show/Scripted Show—Second Place—Central View—Dorrian Baber
Digital Media Experience—Second Place—Digital Media Experience 2015—Mason Flick and Kathryn Havrilla
Most Innovative Media Technology—First Place—Low-Cost Live Remote Broadcasting—Brad Parsons

NATIONAL BROADCASTING SOCIETY/Alpha Epsilon Rho
Student Video—Grand Prize—Chris Fowler Package—Justin Steward

SOCIETY OF PROFESSIONAL JOURNALISTS
Mark of Excellence Award
Kevin Calhoun, Shannon Gronevelt and Clayton Cummins—News Central 34

Brad Parsons produced a video in collaboration with the Michigan DNR for Michigan Lt. Governor Brian Calley. Parsons’s work led to a request for a permanent BCA intern in Mr. Calley’s office.
Join us for Homecoming 2016, October 8

Here are some memories from Homecoming's past.

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