



New JVC GY-HD 250 high-definition studio camera

TV Studio Upgraded to High Definition

by Brittney Perry

As of February 17, 2009, all analog television will come to an end and television owners will say hello to digital television transition. According to Dr. Peter B. Seele, "this expensive global conversion from analog to digital television technology is the most significant change in television broadcast standards since color images were added in the 1960s."

The FSU Department of Mass Communication is ready for this change with the recent acquisition of three JVC GY-HD250 high-definition video cameras that replaced the studio's Sony analog cameras. "These cameras were the first step toward upgrading to a fully digital TV studio. The next step will be the acquisition of a new production-level video switcher

And digital audio board," says Professor Micheal McAlexander. Professor McAlexander teaches the video production track as well as basic television screenwriting and has great knowledge in the mass media field. McAlexander added, "although these are high-definition cameras, we are still recording in standard definition, but now in digital for superior image

INSIDE THIS ISSUE:

National Broadcasting Society 2

Alumni News 4

Tyra Talks 6

MCOM Graduate News



Timm Baldwin, pictured at left, a 1997 graduate, is currently the Promotions Manager at WMAR Channel 2 in Baltimore. He was awarded a 2007 Emmy for Outstanding News Promotion (Campaign). The Emmy was awarded by the National Capital/Chesapeake Chapter of NATAS. The award was for a series of spots Timm wrote and produced to help market and promote WMAR-TV's morning show, *Good Morning Maryland*. The entire campaign began airing in the fall of 2007. Timm has been nominated 5 other times over the years for Emmy's in various categories as a writer and producer. Timm says, "It was phenomenally gratifying. Certainly nice to be noticed by your peers."

Mary Marrangoni, class of 2001, as mentioned in "Tyra Talks" on , is currently with **Wall to Wall Media**, New York & London. She is a segment producer in New York. She has to her credit, "To Be First." This is a feature length documentary about the race to complete the first human heart transplant. She is also a producer of 12 episodes of "Bought & Sold" on **HGTV**, New York.

TV Studio Goes High-Definition

Continued

and sound quality. My goal in the next five years is to have fully high-definition workflow from acquisition through editing and finally to distribution." Professor McAlexander pointed out that the GY-HD250 cameras are the same cameras currently being used by numerous commercial TV stations across the country," and added, "it is crucial that we train FSU students on the same equipment being used by today's broadcast professionals in order to make them competitive in the media marketplace when they graduate."

According to TV NEWSDAY, November 6,

2008, "JVC's mid-priced, pro-grade HDPro video Camera (the GY-HC250) has made surprising inroads into the ENG market. And, more surprising, the versatile camera is doing the same in the studio market. Two large station groups, Raycom Media and Newport Television (formerly Clear Channel Television), have adopted the HD250 for studio use as they gradually upgrade their stations for HD news production. And at least two small groups, Morris Network and Waterman Broadcasting, have done the same. Morris has installed the camera at four network affiliates including its NBC-ABC duopoly in Fort Myers, Fla."

McAlexander is currently searching for funding to

update the TV studio's lighting system that is decades old and was handed down from the theatre department. His goal is to install within the next year all-fluorescent studio lights because "they are much more energy efficient."

McAlexander is also in the process of upgrading the audio and lighting equipment for the MCOM 311 Single Camera Production course. "For a superior, professional Mass Communication major, proper equipment is needed to achieve that," McAlexander states.

The new cameras in the studio are a great start to achieving the superior experience and training McAlexander hopes to give all Mass Communication majors.



New Studio Camera



NBS at the FSU Major's Fair with new FSU celebrity Bob E. Cat in front of the green screen!

National Broadcasting Society

By Brittney Perry

The National Broadcasting Society (NBS) was quite successful during fall 2008. Not only did NBS place second in the 2008 Homecoming Fence competition, but the organization participated in the 2008 Majors Fair and spoke with 7th graders about higher education and the opportunities in the Mass Communication field on November 11th at the *Focus on the Future 2008*.

History of NBS

The National Broadcasting Society is a nationally known organization, geared toward, but not limited to, Mass Communication majors. "The goal of NBS is to encour-

age success in students in the broadcasting field," according to G. Richard Gainey, the director of Broadcasting and Electronic Media at Ohio Northern University and fellow NBS member. NBS began in the late 1940's at Stephens College in Missouri. The organization began from a small radio society known as Beta Epsilon Phi. The name has changed many times, but remains The National Broadcasting Society Alpha Epsilon Rho (AERho).

The Alpha Epsilon Rho is an honor society in affiliation with NBS. "In its early years the organization empha-

sized recognition of outstanding scholarship in broadcasting; this purpose has been expanded throughout the years to include service to parent broadcasting departments and institutions, cooperation with the broadcasting industry in projects of mutual interest, and continual self-improvement in work and study on the part of fraternity members," according to Gainey.

The National Broadcasting Society has been very active on Frostburg's campus this semester.

(Continued on page 3)

National Broadcasting Society (Continued)

“NBSers”

NBS currently consists of five board members: Kalonnie Lipford, President; Brittney Perry, Vice-President; Kamilah Matumla, Secretary; Lauren Lambert, Treasurer; and Tiffany Padgett, Public Relations. Each board member's class standing, excluding Lauren, is senior, expecting graduation in May 2009. Lauren is a junior and expects to graduate in May of 2010. Dr. Lindsay Pack is the organization's advisor.

The 2008-2009 NBS board has been trying to build the organization from last year. This year's board is hoping for active and dedicated members to continue the NBS AERho legacy. With hopes of a successful year, NBS has been trying to get students of all majors to become involved with the organization. The first interest meeting for the 2008-2009 year was held Monday, September 15, 2008 at 7p.m. There was a good outcome with more than five interested students. The board members discussed the future for NBS, Homecoming events, and possible future NBS members.

Every year there are homecoming festivities. This year NBS participated in the fence competition and were placed second. The theme for this year's homecoming was “Enter the Jungle.” The members of NBS were on the football field at 8 a.m. designing the fence with a jungle theme that incorporated the organization's purpose. “We worked really hard on the fence and we are really proud of ourselves,” said Public Relations Chair, Tiffany Padgett.

Goals for the Year

NBS's goal for the year is simply to succeed. Success includes increasing the number of active members; the organization is in need of members who are dedicated and have a great interest in broadcast and media technology. With dedication from the board and the members, much can be achieved on and outside of the campus.

The board is hoping to start

fundraising, “We are in need of money, we can really use the help from the student body with donations and fundraising ideas,” said Treasurer, Lauren Lambert. So far, the organization has brainstormed a few ideas for fundraising, including a bake sale, a table for donations every week, a raffle for a gift card to Best Buy, and a car wash. “We are trying to get the community involved as well,” Lambert stated. There was small community involvement at the 2008 Majors Fair.

The Majors Fair occurs every year in the Lane University Center. Each major, or organization in affiliation with a major, sets up a table and display to show and inform the student body about the field. This year NBS represented the Mass Communication major with a chroma key screen display for the students. The chroma key screen, also referred to as the green screen, allows for any background to be placed on the screen and is used in weather forecasts.

At the fair NBS had a map that displayed the different locations for the NBS regional conferences. When faculty and students stood in front of the chroma key screen, they were seen on the computer pointing to the different areas on the map, and not just a plain green screen. The display was informative and many students were involved and enthusiastic about the display. There was a grand outcome for future Mass Communications majors; more than six freshman signed up to receive more information about the Mass Communications department and NBS.

The Vice President, Brittney Perry, was interviewed by a Cumberland Times Reporter and he took pictures of the display. Hopefully, the article will show up in The Cumberland Times!

NBS was invited by Amy Shimko, Coordinator of Advising Center, to attend Focus on the Fu-

ture. All 7th graders in Allegany County came to the Allegany County Fairgrounds on November 11th and 13th to interact with professionals and students about possible career paths. NBS provided the same display that was provided at the Major Fair. President Kalonnie Lipford stated, “The 7th graders really enjoyed that, and the students were really interested in our presentation!”

The National Broadcasting Society has been trying really hard to encourage participation and involvement on campus. “Hopefully, this year will be a great success, we're working so hard to help students get involved and stay involved on campus; we want NBS and its members to be as successful as possible,” said Tiffany Padgett, Public Relations Chair.

Meetings are held every other Monday at 7 p.m. in the Lane University Center, Room 205. If interested contact:

Lindsay Pack - Advisor
lpack@frostburg.edu

Kalonnie Lipford - President
kclipford0@frostburg.edu

Brittney Perry - Vice President
baperry0@frostburg.edu

Kamilah Matumla - Secretary
kmatumla0@frostburg.edu

Lauren Lambert - Treasurer
lmlambert0@frostburg.edu

Tiffany Padgett - Public Relations
tmpadgett0@frostburg.edu



NBS Members at the FSU Major's Fair, left to right are Brittney Perry, Lauren Lambert, Kamilah Matumla, and Tiffany Padgett.

Alumni News

By Brittney Perry

Many graduates of FSU have become quite successful in the work field. After graduation, with help from college courses and internships, alumni of Frostburg have gained employment throughout the communications field. A number of alumni have found employment at Discovery Communications.

Discovery Communications is a nonfiction media company. Discovery is available in more than 170 countries and has more than 100 networks. These networks include the Discovery Channel, Animal Planet, TLC, Discovery Kids, Planet Green, and Military Channel. According to the Discovery website, Discovery also has digital media services and educational products.

Beth Caldwell, 1998 spring graduate, began working for Discovery in July 2006. Before going into the work field, she was an Editorial Assistant for Dr. Judy Pula in the English Department. She also helped edit a textbook while working with Dr. Pula. "I was also a writing minor, so this helped my writing skills," Caldwell said in an interview.

Caldwell was recently promoted to Manager

of the Interactive Photo Editors. She researches imagery for use on the Discovery network websites. She also collects and prepares images for online publishing using image optimization standards. "I also advise producers and designers of the availability of assets for projects and work with allotted budgets; I provide cross functional training, coaching, and mentoring of new interactive photo editors and fellow co-workers," Caldwell states, continuing her list of responsibilities.

Another 1998 alumnus that works for Discovery Communications is **Ian Halikman**, who works in the Television Operations Center. "I am the last person to see the video signal for all the Discovery networks before it goes to the satellite; it is my responsibility to ensure that the signal goes out without issue," Halikman stated, naming his prime responsibilities at Discovery. Before building a career at Discovery Halikman was an executive producer for the News Notes Show

on FSU TV3. "That was probably the best experience I could get; I was in charge and had to make major decisions sometimes at the last minute," Halikman recalls about being an executive producer.

He also worked with Melanie Lombardi, helping edit a 30-minute magazine show. He completed a practicum at WFWM, but did not complete an internship, "I was told that I should look into an internship, which I seriously considered, but most internships in television are unpaid and as I was not in school anymore, I had bills and expenses," Halikman stated. Halikman enjoys the work he does at Discovery, saying that he worked very hard toward his goal.

Matthew Seward, graduate of 1999, works at Discovery Communications as Account Manager within the Discovery Education division and handles more than \$8 million in business. Seward works in schools nationwide to ensure Discovery products are utilized correctly and effectively by teachers and future educators. "I have received feedback from educators who told me that they were ready to retire and then they were provided with our services (Continued on page 5)



NBS Members at Focus on the Future at the Allegany County Fairgrounds (see article on page 2)

"Get experience, work for free, it will pay off in the end no matter what profession."
Jillian King

Alumni News (continued)

which literally reinvigorated them and reignited their classrooms,” Seward stated about his work experience. Before his career began at Discovery, Seward completed a summer internship with Webster McGinn, a Public Relations firm in Virginia. Seward said of his internship, “My internship provided a great opportunity to interact with a variety of people, allowed me to think critically, gain a perspective on the field of communications, and helped me prepare for a career after graduation.” Seward is currently attending graduate school at West Virginia University and will graduate in May 2009 receiving a Master of Science degree in Integrated Marketing Communications.

Other alumni have achieved success in their careers. **Jillian King** works as the Associate Producer on the *Rachael Ray Show*. King graduated from Frostburg State in 2005; she completed two internships, both at radio stations. Her first internship was at HOT 99.5; once her internship was completed she worked there for two years as a promotions assistant. Her second internship was at Z104. King said both were great ex-

periences.

As Associate Producer of the *Rachael Ray Show*, King is responsible for briefing guests before the show, show ideas, booking guests and setting field shoots. “The job is very demanding, but at the end of the day I enjoy it,” King says.

Thomas Artis, graduated in December and recently interned at WMAR/ABC 2 in Baltimore. He responded to a mass e-mail sent out to the Mass Communication department. Not only does Artis have experience in the TV3 office, working with Melanie Lombardi, he was eligible for the internship and completed it this past summer. Artis is now a full time Video News Editor at WPMT Fox 43 in York, Pennsylvania. “I had to be willing to relocate in order to keep up with the full time schedule,” Artis states after revealing his move from Baltimore, MD to York, PA. Artis is ecstatic about his new job position and has great plans for the future with his new full time job.

The alumni have a few tips for graduating seniors:

“Get experience, work for free, it will pay off in the end no matter what profession.”
Jillian King

“Be patient! The economy is in a downturn for the time being and employment prospects are tighter than they were a few years ago.”
Matthew Seward

“Learn everything you can at internships and make the most of your college experiences. If you don’t have many experiences, start making them! Every experience you have can be associated with what employers are looking for.”
Thomas Artis

“Don’t be so eager to please, just do your job and do it well!”
Thomas Artis

“Tailor your resume to every job you apply for because not every job you apply for is the same.”
Beth Caldwell

“Have a third party read over your resume; it never hurts to have a non biased pair of eyes look over it.”
Ian Halikman

“Keep a positive attitude!”
Matthew Seward



NBS's 2nd place Homecoming Fence design!
(see article on page 3)

New studio cameras in use (see article on page 1)



Tyra Talks



Do you remember 2001? You might know a graduate from that year, Mary Marrangoni. She is currently with **Wall to Wall Media**, New York & London. She is a segment producer in New York. She has to her credit, "To Be First." This is a feature length documentary about the race to complete the first human heart transplant. She is also a producer of 12 episodes of "Bought & Sold" on **HGTV**, New York. Mary has been very busy making us proud that she is a graduate from the Department of Mass Communication. She has fond memories of all of the manners she learned in interviewing class. We have fond memories of her. She has also volunteered to help you find an internship in New York City. She knows it can be kind of intimidating, but this graduate cares about other students ready to embark on their first career.

Do you remember 2003? There was one guy always walking around with

a big smile on his face. Well it was a very good year for Desmond Osei. He graduated. I really loved creating hassles for that advisee. He is now at the Discovery Channel, and doing a great job in on-air marketing. He loves producing commercials. He also loves his girlfriend of 4 1/2 years. Osei fell in love with that special someone he met here. Guess who?

Do you remember Tony Billotto? He graduated in 1999. He tried television in Hagerstown after graduation. That just wasn't his bag. He moved into publishing. He worked for five years for Conde Nast Media group as a media coordinator for magazines such as Vogue, GQ, Details, and Glamour. He was on the advertising side. This very nice guy is back in Frostburg pursuing a graduate degree in education. Some people just can't

stay away from Frostburg, but it is great to have him back.

Alex Corona from 1998 is still living in NYC. He is the young man who wrote 20 pages for a three-page assignment. The best part of his 20 page submission in class is that I didn't have to make any corrections. I knew someday he would be in publishing. Well he is working for a small publishing company and still doing his writing.

More recently, John Densmore from the class of 2005 has been traveling in Greece. He found his family roots. No one in the family is as tall, dark and handsome as John, but he liked seeing everyone. He's busy with productions, just like he was as a student in the Department.

Let me know about more of the good things you are doing. I miss you.

Happy New Year!

Tyra

Department of Mass Communication

Frostburg State University
101 Braddock Road
Guild Center 118
Frostburg, MD 21532

Phone: 301-687-3049

Fax: 301-687-3033

E-mail: mcom@frostburg.edu

Mission Statement

We believe that higher education should prepare students for not only career success, but also civic success. Ultimately the department seeks to stimulate intellectual curiosity, imagination, rational thinking, thoughtful expression, and independent learning. These are the skills necessary for success in any mass communication related field. In order to allow students to acquire these skills the Department of Mass Communication couples hands-on experiences with theoretical course work. The department supports a strong program of co-curricular, extracurricular and internship activities which further helps students to gain an understanding of the role of our discipline in society. Students who complete the program should possess a broad understanding of the foundations of our field and acquire an in-depth knowledge of at least one area of concentration.

