



MASS COMMUNICATION NEWS

Fall 2002

Volume 2 Issue 2

Frostburg State University

Mass Comm Breaking News...

Mass Communication Goes Multi-Camera

The Department of Mass Communication has recently purchased three new Sony cameras and a new digital switcher. The cameras and the switcher will be used with additional equipment that is being ordered by the university. The Department should receive enough equipment to undertake multi-camera field productions. There are plans to shoot as many home sports as possible. The new equipment will allow us to use three different angles, including one angle from field level, produce instant replays, and add graphics. Additionally the Department should receive two professional grade DVD burners and two DV video play/record decks. This equipment will allow students to input digital videotape directly into the existing AVID Express DV editing suites. Students will also be able to produce their final projects on DVDs instead of on videotape.

Earlier in the semester the Department received a Canon XL-1 mini-DV digital video camcorder. The Department of Academic Computing graciously donated the unit. With their help, we will be able to achieve the multi-camera production.

Congratulations

The Department of Mass Communication is proud to announce the recent promotion of **Dr. Tyra Phipps** to the rank of **Full Professor**. Dr. Phipps has been in the Mass Communication program from its inception at Frostburg in 1988. In fact, Dr. Phipps was one of the founders of the major. She has fought tirelessly to advance the major which became a stand-alone department in the year 2000. Congratulations Professor Phipps!

Spot News:

- Visit the Mass Communication website: <http://www.frostburg.edu/dept/mcom/index.htm>
- Check-out MCOM student airshifts on WFWM (see page 4)
- Aaron Wilhelm, MCOM major, will be in concert at the Lane University Center Loft Stage, November 6th at 7:00 p.m.
- MCOM has acquired a new 32" picture-in-picture TV to enable use of Powerpoint in classes
- Winter session Sports Production and Announcing being offered by Dr. Lombardi

Inside This Issue

Message from the Chair.....	2
NBS News	2
Tyra Talks.....	3
Cable Channel 3.....	3
Opportunities at WFWM	4
Students at WFWM	5
Internships.....	6
Practicums.....	7
Alumni News	8
Alumni Support.....	8



Message from the Chair

As you know, the state budget has a multi-billion dollar shortfall. This will affect all state organizations the next several years, and Frostburg State University is no exception. Our current budget has been cut five percent and I have been told to expect additional cuts. To make matters worse, next year's budget outlook is even bleaker. The result may be personnel cuts, including faculty, throughout the university next fall. It is simply too early to tell what impact there will be for the Mass Communication Department.

You may be wondering how we managed to buy the equipment mentioned on the front page. This money came from a state technology fund and not from our university budget. The fund will not be available every year so the bottom line is that we were very fortunate that the technology funds were available this year.

Despite all this gloomy news, I am pleased to report that the Mass Communication program is in good shape. Enrollment continues to increase, Channel 3 is better than it has ever been, we have a very active student organization (NBS), and we are all optimistic about our program's future. We will be in our "temporary" location in the Guild Center for several years. Current plans call for Tawes Hall to be razed and a new building, which will be even larger than the new Compton Science Center, to be built in its place. The new Tawes will house our department, WFWM, and several other programs. University administrators have also assured me that Mass Communication will become one of the university's "premier" programs. We have survived tough times before and we will survive these. Stay tuned!

Lindsay Pack



NBS News

At the close of last semester Frostburg State University's Chapter of the National Broadcasting Society made quite a few accomplishments and received lots of recognition by our university. In April our chapter won for overall leadership demonstrated by a campus organization at the Frostburg State University's Leadership Banquet. This award gave our chapter a nice plaque and \$300 grant to help us continue our work at the university and for NBS. Our advisors Dr. John Lombardi and Melanie Lombardi both won overall leadership demonstrated by a chapter advisor(s) at the Leadership banquet as well.

Thus far our chapter has completed what was called 'NBS Welcome Back Week'. This week was made up of several days of recruitment, fundraisers, and a social for prospective members. On Wednesday August 18th, Frostburg State University students came out to meet the members of Frostburg State University's Chapter of the National Broadcasting Society at their fall social, "Meet NBS Night".

The members of NBS were energized and extremely excited to reunite with members after the summer break and to let their hair down and have a great time. According to NBS Advisor Dr. John Lombardi, "I'm really excited about the NBS this year as I was last year. I know we have a lot of great people coming back and a lot of energetic people coming in. I really think we can get a lot of great things done this year for FSU Campus and Community."

FSU's chapter of NBS is looking forward to doing many more social, community service, pre-professional, and broadcast related activities this semester. "Our overall focus in

(continued on page 8)



Tyra Talks

Did you know that there were visitors to the campus this summer? **Mr. and Mrs. Nevin Reid**, that's Nevin and Christine, stopped by the office to reminisce their track days. Do you remember these two? They ran everywhere! They ran to class, and as soon as it was over, they ran out of class to Rocky Gap, and ran ten more miles! These were track stars in the Mass Communication major. They still reside in Colorado, but guess what? There's a new track star on the way. The baby is due in November. That's right, after 8 years, they decided to procreate. Inquiring minds, I'm sure, want to know more details, but this was all they divulged.

He didn't have time to talk because he loved to write, but that's **Marcus Rosano**. He decided to send a note to me through a student I have in class and let me know that he's doing okay. The handsome guy is due to be married soon.

Remember **Philip Stamper**? He was the crazy new age DJ on Sunday nights. He dropped by the building and is doing fine. No more stomach ailments, and he's about to move on to grad school.

Remember **Frankie Kelly**? He is the guy who always pulled the covers up over his head when the weather was bad, and didn't want to come to class. He's since apologized for missing *MY* classes, and is coming back for Homecoming 2002.

Then there's **Lee Vavala**. She's working real hard and appreciates everything she learned here in the department of Mass Communication. It was really big of Lee to let me know finally, after all these years, that what I taught her was right!

Lee, like many others, caught the segment of "Yes, Dear" where **Greg Garcia**

wrote in "Phipps, Miss, Miss Phipps. Miss Tyra Phipps." I had the vicarious role of Dominick's teacher. Watch CBS, 8:30 Monday nights and enjoy the third season of "Yes, Dear." Congratulations Gregory Thomas Garcia!

Thanks so much for all of you who keep in touch. Send me more information or stop by so I can pass along the latest info of our awesome grads. Until *Tyra Talks* again, think good thoughts and remember your friends back in Frostburg!



Cable Channel 3

FSU-TV Cable Channel 3 has had a very busy fall semester. Channel 3 has continued its coverage of the on-campus sporting events including: football, volleyball and soccer games, as well as the guest lecturers and performers in the Lane Center. Channel 3 is looking forward to covering the upcoming Regents Cup football game against Salisbury State University and the FSU basketball games at Towson University.

Channel 3 is continuing to promote and air the student produced "News Notes" from the MCOM 101 class, Communication Practicum (Television). This semester's producers are Krista Bridges and Sarah Kociemba.

Channel 3 has also added a new program this semester called "The Urban Music Report." This show is produced by Mr. Michael Wiles of Left Lane Entertainment. Hostess for the show is FSU Student and Mass Communication major, Asmeret Araia. The program features Urban Contemporary Music with music videos, interviews, and informational reports. The show and its producers are

(continued on page 5)



Opportunities at WFWM Radio

WFWM Radio 91.9fm, a National Public Radio affiliate station, is staffed largely by a combination of volunteers from Frostburg State University's faculty, staff, and students and members of the surrounding local community. WFWM offers its staff a number of opportunities for gaining valuable experience in the broadcasting field. WFWM is located on the campus of Frostburg State University in the Stangle Building, on the corner of University Avenue and Midlothian Road.

For FSU students: WFWM provides valuable pre-professional experience in the operations of a radio station to the students of FSU. Students of all majors can participate. Upon receiving the required training, students may host their own radio program, work as a production assistant, become an on-air newsreader, or be placed in charge of a format. As a National Public Radio affiliate, WFWM can also recommend qualified students for internship opportunities at NPR. Former student volunteers have gone on to work for commercial radio and television stations in the area and beyond.

For Community Volunteers: WFWM is a public radio station. As such, we encourage members of the local community to become involved with our station. Upon receiving the required training, community volunteers may host their own radio programs. Community volunteers may host shows in any of the formats that are featured on WFWM or they can suggest a new format.

For FSU Faculty/Staff: Members of Frostburg State University's faculty and staff are eligible for all opportunities offered to students and community volunteers.

WFWM Staff:

Rene Atkinson, Station Manager
Chuck Dicken, Program Director
Laura Sharp Wilson, Administrative Assistant
Marty White, Engineer

Office Number: (301) 687-4143
Request Line: (301) 687-4144





Mass Communications Students at WFWM Radio

- ⊕ **Jeff Rosedale:** Jeff is the host of “*Radio Rosedale*” on Monday nights from 10:00 p.m. – Midnight. Jeff also serves as the Alternative Format Director, who is responsible for reporting our playlists for the format to trade publications and contacting record labels and promotions companies to help the station to continue to build its music library. Jeff is also a News Reader and Production Assistant, who assists with the archiving of WFWM programs and any special production work that occurs beyond our regular work.
- ⊕ **Jason Rethemeyer:** Jason hosts an alternative show on Mondays from 8:00 p.m. – 9:00 p.m. Jason is also a Production Assistant, who is responsible for our regular weekly pre-air production work involving Public Service Announcements and short segment programming. Jason is one of our “In-Studio” team for FSU Bobcat football games on WFWM.
- ⊕ **Marcus Greene:** “Young Nate” hosts “*That Hip Hop Joint*” Tuesdays Midnight-2:00 am.
- ⊕ **Tina Woodard:** Lady ‘T’ as she’s known on the air, hosts the second segment of the “*I Reggae Broadcast*” on Wednesday nights from 10:00 p.m. – Midnight.
- ⊕ **Malcolm Davis and Sterling Warren** host “*Hip Hop Hysteria*” Saturday Nights from 10:00 p.m. until 2:00 a.m.
- ⊕ **Angie Perry:** Serves as the Urban Format Director and hosts “*The Sounds Of Soul*” on Sundays from 10:00 p.m. – Midnight.
- ⊕ **Krissie Watkins:** is one of our on-air News Readers and a work-study student who assists with office work.

Cable Channel 3

(continued from page 3)

always looking for new talent. If you can rap or sing and are interested in showing off your talents, send a tape to: Left Lane Entertainment, 544 N. Frederick Ave., #102, Gaithersburg, MD 20877. To find out more information you can e-mail Micheal@UrbanMusicReport.com. This program currently airs on FSU TV-3 every Wednesday at 3:30 and 6:30 p.m.

Volunteers interested in helping to produce programming for Channel 3 are encouraged to contact the Cable Channel 3 Manager, Mrs. Melanie Lombardi at 301-687-3011 or by email mlombardi@frostburg.edu.

Tune into WFWM and support your classmates.
Let them know what you think of their shows. Who knows,
you may find out that *you* just might want to get involved!



Internships

This summer the Department of Mass Communication had a total of 17 internship students. Students worked in areas such as Chambersburg, PA; McHenry, Hagerstown, Baltimore and Ocean City, MD; Washington, DC; Carrboro, NC; Atlanta, GA; and San Francisco, CA.

Christy Arnone: Christy worked in the sales department for the Southern Maryland Newspapers. This company produces a number of local and regional newspapers and information publications. Christy actually went out into the field to sell ads for the various publications.

Lisa Buckleman: Ottenheimer Advertising. Lisa worked on an ad campaign for Waterview Homes, a new community in Baltimore designed to re-energize Baltimore's East Side.

Nicole Dade: Nicole worked in the news department at NBC-4 in Washington, DC. As a news intern Nicole researched stories, found external video footage, and helped develop story ideas. At other times, she went out into the field with the reporters to help them cover a variety of stories.

Sara DeCampo: Sara worked for the promotions department at 98 Rock in Baltimore. As a promotions intern Sara went out with crews when they did live remotes and giveaways. Sara also helped create promotional information for a number of events including local concerts.

Ben Gouker: Ben worked in the programming department at WRXS 106.9 FM in Ocean City, MD. During his time at WRXS Ben produced a number of radio spots, served as a board operator, and assisted with a number of live promotional give-aways.

Sara Kociemba: Sara worked for Sothby's Auction House in San Francisco, CA. Sara worked in the marketing department of the San Francisco office. As a well known auction house Sothby's relies heavily on their own reputation. Sara worked closely with the Vice President to help maintain a positive image for the company.

Adam Isenberg: Adam worked as a public relations intern with Qorvis Communications in Washington, DC. Qorvis is a major PR firm in the Washington, DC area. As an intern Adam was responsible for putting together information packets on current and prospective clients. He also helped with the writing of press releases and client statements.

Jurry Jensema: Jury worked for the Institute for Disabilities Research and Training, Inc. The company produces a number of computer software programs designed to help deaf persons learn. Jury's job was to help create the video elements of these software programs.

Aurora Lagang: Aurora worked for High Frequency Marketing, Inc., which is a promotion company for such record labels as Epic and Sony. Aurora was responsible for promoting various bands to local communities.

Edward Marshall: Edward wrote a number of articles for the Hagerstown Herald-Mail. Many of Edward's feature stories were printed in the 40,000 circulation paper.

Rebekah McCullom: Rebekah served as a photography assistant in Atlanta, GA. During her time Rebekah worked closely with several different studio photographers both in the studio and in the field.

(continued on page 7)

Internships

(Continued from Page 6)

Ari Perril: Ari worked as a sound engineer for the regional rock band *Black-Eyed Susan*. As the sound person Ari was responsible for setting up the equipment and adjusting the overall sound that the band produced.

Angela Perry: Angela worked for the promotion department at *Radio One* in Lanham, MD. Radio One is the largest radio company focusing primarily on the African-American audience. Because Radio One is under contract to provide programming for one of XM Satellite's channels, Angela had the opportunity to work closely with people from XM Radio as well.

Jason Rethemeyer: *Echoes Recording Studio*. Jason learned the engineering and mastering processes involved in producing CD for a number of regional and national recording artists.

Beth Shoemaker: Beth worked in the Sales and Marketing department at *103.7 FM, the Revolution*, in Chambersburg, PA. The Revolution is a modern rock station. As an intern Beth assisted with selling spots, creating ad copy, and setting air times for the ads.

Duane Stein: Duane worked for the *Chamber of Commerce* in Garrett County. During his time at the Chamber Duane worked closely with the lead promotions person crafting press releases and other promotional literature for many of the attractions in Garrett County.

Katie Wallace: Katie worked as a sports intern at *Comcast Sportsnet*. During her time with Comcast, Katie assisted both in the studio and in the field. Katie helped write stories and helped with the production of telecasts both in the studio and in the field.

For more information on Mass Communication internships, please contact Dr. John Lombardi at (301) 687-4146 or by e-mail jlombardi@frostburg.edu.



Practicums

In place of an Internship, Mass Communication majors can select to do a Practicum; local field experience, in a job category of the student's choice. This semester's Practicums are listed below.

Gus Manzur: Gus is working with *Playboy TV International* writing, composing, engineering and producing music soundtracks.

Shake Rogers: Shake is helping out FSU Sports Information by marketing and promoting FSU basketball. He will be organizing and running activities at half-time as well as other assignments when needed.

Kelli Sartwell: Kelly is working at *WCBC* radio where she is assisting the sales manager, observing and preparing programming and production. She's also helping out in the office.

Marc Slanger: Marc is trying his hand at graphic design in the *FSU Graphic Design Department*. He's involved with photo shoots, software editing as well as general graphic design duties.

Shannon Sweeney: Shannon is helping in the *Centre for International Education* here at FSU. She's helping to design new brochures, revising and improving the CIE booklet and producing flyers for CIE events.

For more information on Mass Communication Practicums, please contact Dr. Tyra Phipps at (301) 687-4782 or by e-mail tphipps@frostburg.edu.

NBS News

(continued from page 3)

NBS this year is to do bigger and better things! We plan on continuing with some of the events we held last year such as 'NBS Week' where we have a number of events throughout the week to show school spirit, promote community service and give students an inside look at the broadcasting industry. We also plan on attending both Regional Conference in November and National Conference in March" states Reggie Turner (Public Relations Chair).

This year our chapter has divided up the responsibility amongst executive officers: Tina Woodard (Chapter President), Robert Farrar (Vice President), Kimberly Miller (Treasurer), Kim Bibbs (Secretary), Reginald Turner (Public Relations Chair), and Billy Pinkney (Historian). Committee Chairs include Linea Grant (Social Events Chair), Katherine Wallace (Fundraising Chair), and Kayana Price (Community Service Chair).

To send suggestions to our chapter, participate in upcoming events, or be added to our mailing list please submit your information to: tinawoodard@yahoo.com or Frostburg State University, National Broadcasting Society, Lane Center Box #289, Frostburg, MD 21532-1099.

Alumni News

Brian Parmentier graduated from our program in December 2002. Dr. Lombardi received the following e-mail from him recently:

I am working at Fox 5 as an employee now (intern no longer!); I'm even in the union. I'm not full time yet, but it seems that it is just a matter of waiting for a full-time gig to open up. I'm holding down a part-time day job on the side as well as pulling 20-30 hours a week here. 60 hours a week! WOOHOO!

However, being part-time has allowed the management to train me in a lot of places. I've been running teleprompter, organizing

scripts, writing a little bit, working the assignment desk, and this week I've been training as a tape producer. Wheeee! Actually, I just finished the tapes for the morning show and am writing to you from the newsroom.

This is possibly the most stressful job ever. I'm glad that I got practice producing News Notes to prepare me for how insane these jobs really are.

I'd actually like to hear from Sam Tuomisto, Madonna Fortin, or Rose Hansen sometime.

Busy and insane,

Brian Parmentier
ECWBound@aol.com

Alumni Support

As previously mentioned in "Message from the Chair" on page 2, the department is trying to operate within a "tight" budget. We are in the process of setting up a way that our alumni can help. In the near future you will be able to donate a tax-deductible gift to the FSU Foundation and label it for Mass Communication. This will give us an opportunity to upgrade equipment, repair existing equipment, and utilize the funds wherever the need may arise.

We continue to hear how much our alumni appreciate everything they learned as students in the Mass Communication department. This is one way that you, as alumni, can give back to FSU.

Look in the next edition of the newsletter for further information.