



MASS COMMUNICATION NEWS

Spring 2002

Frostburg State University

Mass Comm Breaking News....



Left to right, front row: Linnea Grant, Katie Wallace, Tina Woodard, and Kim Miller. Back row: Jennie Grant and Melanie Lombardi.



Left to right: Jennie Grant, Tina Woodard, Katie Wallace, Dr. Lombardi, Linnea Grant, and Kim Miller

Frostburg State University's Chapter of the National Broadcasting Society has put Frostburg on the map at the National Broadcasting Society's National Conference March 20-24, 2002 hosted in hot Atlanta, Georgia. With the support of the FSU's Student Government Association the chapter was able to send the following members: Kimberly Miller (Treasurer), Tina Woodard (President), Katherine Wallace (Active Member), Jennifer Grant (Secretary), Linnea Grant (Active Member). Advisors Dr. John Lombardi and Melanie Lombardi also attended. FSU's broadcasting society chapter received national recognition for it's organization leadership abilities and community service efforts, bringing home the organization's "National Community Service Award," "National Rookie Member Award," & Travel Grant (both received by junior Tina Woodard).

"I am so proud of the accomplishments of NBS as a whole, and the individual leadership efforts demonstrated by our chapter members. This year we have raised the bar of expectation with the organization, which has allowed me to work with an extremely dedicated, creative, and hard working group of people. This is just the beginning, the conference has opened our eyes to a whole new world of broadcasting and we can't wait to apply it at FSU!," states Woodard.

National officers and Broadcast leaders (CNN, FOX, NBC producers) were impressed with the turn around of the organization and their innovative plans for future broadcasting efforts on FSU's campus.

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Around the Department



Meet our Newest Faculty Member

Dr. Robert Scott comes to the Mass Communication Department at Frostburg from Orange City Iowa where he was a faculty member in the Communications Department at Northwestern College (NWC), a small, independent, liberal arts college with a strong Dutch heritage. At NWC Dr Scott taught the Introduction to MCOM course, writing and production courses in both audio and video. He was also the manager of the local cable access channel and the campus radio station.

While at NWC, Dr Scott started an extracurricular student television production program that produced, directed and edited multi-camera field productions of football, men's & women's basketball, and women's volleyball games, concerts & recitals, theatre productions and daily chapel services. He developed a management training program that took students from the lowest levels of production involvement to the independent producing and directing of field productions. Dr Scott designed and built the television studios and sets, created the Green Room, management offices and technical support facilities at NWC as well as participated on the building committee that developed the proposals for a new construction facility to house the entire Communications program.

Dr Scott also taught at Asbury College near Lexington Kentucky in the early 1990s. He was the General Manager of the college radio station which he took from two participants to over 40 participants within a three year period. He established a management training system and student management structure at Asbury which developed students from entry level skills to management positions at the radio station. He was also involved in the acquisition of equipment for the

radio station and audio production facilities. While at Asbury, Dr Scott developed and taught the media management sequence of courses within the Broadcasting major and was responsible for developing student managers in the radio and television operations on campus.

Prior to starting his academic career with a PhD in Mass Communications from Bowling Green State University (BGSU) in Ohio, Dr Scott was the founder and Director of a youth ministry in Northwest Ohio that produced radio programming, promoted concerts and conducted a coffee house at the BGSU campus. He served in this capacity full time for three years and part time for over four years. Dr Scott's experience includes public speaking, public relations, training, fund raising, media production, and developing organizational structures tied to a vision and purpose statement. He has always had a love for young people and an interest in their development and education.

On the personal side of things, Dr Scott has been married to Jerilyn for just less than two years. He has nine children: five by a former marriage, three from Jeri's previous marriage and one adopted son (Shawn). Having always wanted to have children and a big family, he is considering adding a tenth. For recreation, Dr Scott enjoys running (4 or 5 miles daily), weight lifting, golf, bowling and anything active outdoors; especially water sports and the ocean. He is also an avid reader. Current study relates to longevity and health. In order to become familiar with his new surroundings in Maryland and the East Coast, Dr Scott has been running in road races (5K or 8K) in cities around the area.

Student Corner



Andy Mulieri, a senior in the Mass Communication department, worked with the Judy Center to create a promotional campaign that promotes the Judy Center's activities. The Judy Center's goal is to help improve the school readiness of children ages' birth to five by providing comprehensive early childhood services at Beall Elementary School in Frostburg, Maryland. While working closely with the staff at the Judy Center, Andy developed and produced four different Public Service Announcements (PSAs) to help inform the Frostburg Community of the center's activities. These PSAs were aired on Frostburg State University's own FSU - TV Cable Channel 3 throughout the semester.

FSU-TV Cable Channel 3

Cable Channel 3 is on the basic cable tier of the Frostburg cable company, which reaches nearly 5,000 homes in the Frostburg area. It is programmed and operated by Mass Communication students during the Fall and Spring semesters from 3:00 to 6:00 P.M. Monday through Thursday. During other times, Cable Channel 3 carries a message board and the audio from WFWM, the Frostburg State University radio station. The type of programming that is aired on Cable Channel 3 includes sporting events that are played on the FSU campus during the fall semester, ensemble and concerts performed by the students in the Music Department, guest lecturers, and other artists and bands who visit the campus. Also, the students in the MCOM 101 class, Communication Practicum (Television), produce a five-minute news program, "News Notes" during the Fall and Spring semesters. Students who work

with Channel 3 also produce an in-studio interview show "Coaches Corner" where the students invite coaches of different athletic teams to share with the students and the community their team's progress during the season. Just recently the National Broadcasting Society began producing a talk show, "He Said, She Said." This show deals with issues and topics that FSU students want to hear and talk about.

Volunteers who are 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 email her at mlombardi@frostburg.edu.



*Do You Know
Why You Got
This Newsletter?*

The reason is, the department has a new administrative assistant, and her name is Connie Capacchione. She is affectionately and respectfully known as Connie by all who work with her. Connie is responsible for assembling addresses for all of our students and alumni, as well as keeping our department on the right track. She brings a great deal of administrative experience to the Mass Comm department and is located in Guild Center 118. Her normal working hours are 7:30 a.m. until 4:00 p.m. You are welcome to stop by and meet our newest and coolest addition to the department! If you need anything, stop by and see her. She works for two other Departments, we told you she was good, so if she's not in her office check the sign on her door to see when she'll be back!



Message from the Department Chair

Welcome to the first newsletter from the Department of Mass Communication. I would like to bring everyone up to date on what has happened over the past several years. To those of you who graduated within the last year or two, this will not be news so please accept my apology. You will notice that I said Department of Mass Communication in the first sentence. On July 1, 2000 we officially became a separate department. The old CMAT department ceased to exist as the remaining programs, speech and theatre, were combined with the dance and music programs into the Division of Performing Arts.

We have also moved our entire program to the Guild Center. The old Compton Hall is being replaced by the new Compton Science Center. Check it out at <http://Comptoncam.frostburg.edu>. The old theatre stage in Guild, opposite the large classroom 104, was converted to a TV studio and control room. Guild 103 became an equipment room with five edit bays, a scripting room and my office. Guild 109 became two faculty offices and Guild 203 became a new audio lab. Guild 118 became our new Administrative Assistant's office.

Along with all this came new equipment. We have three Sony studio broadcast quality cameras, a new light board, and a new switcher with 10 video inputs. Some of you may remember the old switcher only had 4 inputs. It is now integrated with 3 VCRs in an A-B editing unit. We have also added two AVID Express digital editing units. On the audio side we have three Cool Pro Edit stations in the audio lab.

There have also been several personnel changes. Dr. Kay Walsh left after the Fall, 1996 semester. She was replaced the following fall by Dr. Sarah Regan who left after the Fall, 1999 semester. She was replaced the following fall by Dr. John Lombardi who fortunately is still with us. Also joining us for the Fall, 2000 semester as manager of Cable Channel 3 was Melanie Kastner who graduated in 1998. Last August, Melanie became Mrs. John Lomardi. This past fall, Dr. Robert Scott was hired. Even though we have to share her with two other programs, we also have our own Administrative Assistant, Connie Capacchione.

As if this wasn't enough, there have also been several changes in our core curriculum. Interpersonal Communication was replaced with Broadcast/Cable Programming, Interviewing was replaced with Broadcast Management, and Issues and Responsibilities was replaced with a new course, Current Issues and New Technology. Beginning with the Fall, 2003 catalog, Composing Processes will be replaced by another new course, Electronic Media Aesthetics and Criticism.

We are in the process of updating the records of our graduates so if this did not reach you directly please send us your current address. Or if you know of another graduate who did not receive this newsletter, please have them send us their current address. Please e-mail the information to Connie Capacchione at ccapacchione@frostburg.edu.

Lindsay Pack

Mass Comm Practicums

Mass Communication Practicums are supervised field experiences for our majors who participate in the communication operations of a commercial, governmental, or educational organization. Practicums are offered every semester by Dr. Phipps. The following is a listing of students currently enrolled in Practicums and their placements. If you're not sure about enrolling, talk to one of the students listed below about their experiences. If you already know that you want to enroll, pick up a Practicum packet from Dr. Phipps or Connie Capacchione.

Elizabeth Adams
White Swan, Mr. Ed Mallory

JoAnn Biederman
WQZK/WKIP Radio

Marisa Bowen
WCBC Radio

Lamon Daniels
Elektra Records, New York, NY

Jennifer Kamornik
FSU Cultural Events Series

Erika Miller
Cumberland Times-News

Julie Monk
JJ Gumburg Co./Country Club Mall

Nicole Null
JJ Gumburg Co./Country Club Mall

Angela Perry
WFWM Radio

Kerry See
Cumberland Times-News

Frank Williams
Fitness Resource, Cockeysville, MD

Case Solved

Did you decide to fire the alcoholic engineer or put him in rehabilitation? Did you decide to help the receptionist who alleged sexual harassment at the station? Did you want to move her over to sales? Did you decide to fire the former general manager? Do you remember your first case study in Telecommunications Management class? Thanks to all the good decisions you made, the "Management: An MBTI Case Study" is appearing in the May edition of *FEEDBACK*, a publication of the Broadcast Education Association. Congratulations Dr. Phipps!

Congratulations!

Frostburg State University held the "14th Annual Leadership Banquet" on May 1, 2002, and the Department of Mass Communication is proud to announce that the National Broadcasting Society was awarded the *Outstanding Leadership Contributions to FSU by an Organization Award*. Dr. John Lombardi was awarded the *Outstanding Overall Advisor for Student Education Services Award*, and Melanie Lombardi was also awarded the *Outstanding Overall Advisor for Student Education Services Award*. Congratulations!

We would also like to mention that NBS members Jennifer Grant, Kim Miller, and Tina Woodard were all nominated for "Outstanding Individual Overall Leadership." The organization was also nominated for "Outstanding Organizational Community Service" and "Outstanding Organizational Social Programming." We're so proud of the wonderful work that NBS is doing here at FSU.



Mass Comm Internships

The Department of Mass Communication offers an experiential component of internship: guided work experience directly related to student's academic program. Internships are supervised by Dr. Lombardi. If you are interested please contact Dr. Lombardi at 301-687-4146 or jlombardi@frostburg.edu.

Below is a listing of recent interns and their placement sites. If you see them, ask them about their internship experience.

Summer 2001

Jason Ackerman

WQZS-FM, Meyersdale, PA

Joaquina Braithwaite

MTV, New York, NY

Anastasia Daskalakis

WMAR-TV, Baltimore, MD

Brittany DiPietro

WRNR Radio, Annapolis, MD

Bridget Dougherty

Radio Disney, San Francisco, CA

Eric Horsman

Miller Beer Distributor, Fruitland, MD

LaShonda Johnson

Baltimore City Public Schools, Baltimore,
MD

Alison Kaplon

e-Grail, Rockville, MD

Ellen Mayfield

SWANA, Silver Spring, MD

Laurie McIvey

XM Satellite Radio, Washington, DC

Brian Parmentier

WTTG-TV 5, Washington, DC

Sonel Popel

Baltimore Arena, Baltimore, MD

Krista Ryan

AAd-Inc., Cumberland, MD

Alex Villars

WRC-TV 4, Washington, DC

Lauren Waller

On-Air Productions, Timonium, MD

Gerry Washington

WKYS-FM, Washington, DC

Meghan Waters

WHAG-TV, Hagerstown, MD

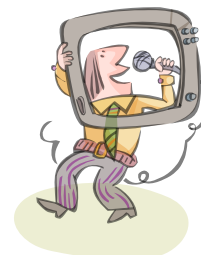
Fall 2001

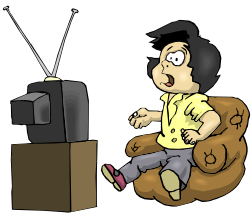
Derek Kirk

WCBC-AM, Cumberland, MD

Joanna Wheeler

The Late Show with David Letterman
New York, NY





Alumni News

Gregory Thomas Garcia of "Amigos de Garcia" Productions is the writer, producer, and director of the Monday night CBS sitcom "Yes, Dear." The show usually airs at 8:30 P.M. and features characters with a **Frostburg State University** connection. Greg Garcia graduated with the *Class of 1992*. He is married to Kim Ludke and they have two children. The show is loosely based on Greg's life experiences. His previous television experience includes such sitcoms as "Step by Step," "Family Matters," and "Getting Personal." He was also co-creator of the ABC series "Built to Last." In the April 29th episode of "Yes, Dear," Greg played the role of a golfer and a counter clerk in the candy store during a dream sequence. He recently featured the name "Miss Tyra Phipps" as Dominick's teacher. Check local listings for Greg's television sitcom. The Department of Mass Communications wishes him continued success!



Brian Edwards graduated in 1990. He is now Director of Operations at WUST-AM 1120, based out of Washington, D.C. with additional stations WNWR-AM 1540 in Philadelphia and WBIS-AM 1190 out of Baltimore. He is a proud supporter of the Department of Mass Communication and frequently comes back to the campus as a guest lecturer in Intro to Radio or Telecommunications Management. He is popular with the students because of his real life experiences beginning with a job in radio in Garrett County and now experiencing much success at the corporate office of New World Radio. Although Compton Hall no longer exists, you might remember Brian as the student who installed WFWM when it was 91.7 FM. The station is now an NPR affiliate

and can be found at 91.9 FM. Just like Brian stays in touch with the newly formed Department of Mass Communication, you also might want to migrate back to the campus and be a guest speaker! Kudos, Brian!

If You Build It They Will Come

By: Tina Woodard

Since my fall semester freshman year 1999, I have always been interested in the Frostburg State University's Chapter of the National Broadcasting Society. But my schedule conflicts and commitment to other campus organizations would not allow me to be an active participant.

For the next year or so I continued to hear of the organization's mission. So finally in the spring semester of 2001 I approached my professor and chapter's advisor Dr. John Lombardi about membership. He informed me that our chapter was on the verge of going inactive and membership was scarcely three or four active members.

After reading the society's national constitution, its previous events and broadcasting opportunities, I believed that since mass communication ranks amongst the top five enlisted majors on our campus, that NBS would not only be appealing to students but would prove to be beneficial. The consensus was to have a group of students working with one accord to gain pre-professional experience and broaden their knowledge in all areas of communication. Therefore I scheduled several appointments with Dr. Lombardi to discuss my plan to execute this strategy. Before the end of spring semester 2001, I was elected the president of the chapter.

(continued on page 8)

If You Build It They Will Come
(continued from page 3)

During my spring semester 2001, I was a bit taken back being the only executive board member in a chapter where the majority of its members were graduating and a selected few were active and which received no funding from the university. Many wouldn't dare to voluntarily walk into a situation like this, and many have asked me just this, "why?" My response can only be that I said a strong prayer and felt at peace with my decision.

When school began in the fall 2001, I walked by faith and not by sight, knowing that if I put in the hard work and laid down the ground foundation that members, funds, and support would come. My first plan was to raise funds for the daily operational costs. Having had prior experience in sales, I composed a business sponsorship fund where community businesses could invest in our chapter, and raised a few hundred dollars. Next I attended organizational fairs, held NBS socials, and set up information tables throughout campus to recruit members.

Currently our chapter has 20 national members, one local member, 3 professional members, and seven active participants for a total of 31. Our members come from various majors and backgrounds. Together we have shown our school spirit by placing third in homecoming competitions, raising over one

hundred dollars for the September 11th fund, and recently completing a successful week of events that we entitled "NBS Week." This week consisted of industry speakers, an NBS and American Red Cross blood drive, a Dinner and a movie social, an 'Open Mic Night', and a pajama themed dance entitled "Pajama Jammie Jam." Along with the dance was a canned food drive which helped families during the holiday season. The week was a success because we were able to promote NBS on a broadcast, social, entertainment, and community service level.

Presently we are making plans to start a campus student television talk show entitled "He Said/She Said" where students will tackle issues that plague today's community. Our first episode's topic of discussion: "Do the lifestyles of entertainers have an effect on the lives of today's youth?"

The improvement of our chapter has proven to me that anything can be achieved through hard work, faith, creativity, and dedication. I looked forward to attending the spring 2002 National Convention in Atlanta, Georgia so that I could bring back information and methods on how to be successful in broadcasting. This would aid our chapter and me in continuing to strive towards excellence in the field of electronic communication.



If you would like more information on becoming a member of the Frostburg State University Chapter of the National Broadcasting Society,

please fill out the form below and mail it to:

**National Broadcasting Society
Frostburg State University
101 Braddock Road, LC Box 289
Frostburg, MD 21532**

General Body Meetings are scheduled every Wednesday at 5pm in Guild Center Rm. 111