



Message from the Chair

The school year of 2003 – 2004 brings several changes to the Department of Mass Communication. The word “New” best describes the state of the department in Fall 2003. New means change and that is certainly the case for us as we press to improve every aspect of our department. This year we will undergo a Program Review. We welcome your cooperation as we seek to evaluate our efforts and set a course for the future. Here is what we have:

New Chair: Dr. Robert Scott took over the MCOM Chair position from Dr. Lindsay Pack on September 1, 2003. Dr. Pack has been with the major for over 9 years serving as a Co-Chair when MCOM was part of Performing Arts. He was in the Chair’s position when Mass Communication became a stand alone major in Fall 2000. Dr. Scott has been at FSU since Fall 2001 coming here from Northwestern College in Iowa.

New Catalog: The 2003 –2005 catalog is now in effect. There is only one change for MCOM majors in this catalog and that is - MCOM 485 Media Aesthetics & Criticism replacing ENGL 430 Composing Processes in the Core requirements. However, the change is valid only for those who choose to use this catalog for their MCOM major requirements for graduation. If you stay with either the 1999 or 2001 catalog, you must continue to follow the guidelines for the major found in those catalogs. Be sure you know which catalog you are under.

New Equipment: The new multi-camera field equipment has been put to use by the production teams for Women’s Volleyball and Bobcat Football. The equipment was used for the first time to produce a multi-

camera football program at Homecoming against Widener College. Check it out on the FSU Tv3 cable channel. By the way, several MCOM majors are on the Bobcat football team. And if you were at the game, you would have seen that the Homecoming King and several of the Homecoming escorts were MCOM majors: Daniel Hill (King), Malcolm Davis, and NBS President Robert Farrar participated.

New Faces: Several transfer students, as well as current FSU students, have recently joined the ranks of declared MCOM majors including: Natasha Jones, Letitia Carey, Aaron Wilhelm, and Brandon Gonzales (just to name a few). I would like to welcome these students to the Department of Mass Communication and ask that those of you who have been with us awhile take the opportunity to meet these people and help them to feel at home.

New Spaces: The Department has been allocated several new spaces beginning with this academic year. These include a new office for Channel Tv3 Station Manager Melanie Lombardi in Old Main 005 (*please drop by*). This room is large enough to accommodate Student Producers Brian Lange and Matt DeCarlo as well. We have space for an assistant and a technician when the time comes. We have acquired OM 204 to be used as a computer lab when ready. OM 205 and 301 will serve as classrooms come Fall 2004. And finally, OM 201 will become an office for the department after it is remodeled.

It is truly exciting to be a part of the Department of Mass Communication at this point in time. There is so much more we can do. We are genuinely pleased to have our current members and we appreciate those of you that have gone on yet continue to show support for our program. Opportunities to excel abound. May we all do well in our work this year.

Robert Scott



Tyra Talks

The class of 2022 already has its first enrollee. Do you remember Mary Anne Wood? Well now there is Sophia Gabrielle Williams. She weighed 6 pounds 3 ounces, and she already is interested in a professional focus in production! Congratulations to the proud parents.

Michele Allen married Troy Sibila and is she ever successful in the pharmaceutical field. Michele currently works for SmithKline Beecham and was named rookie of the year. She was also named number one in her sales region. Michele always had a gift of gab. Now she is putting it to good use talking to cardiologists. Marketing and communication grads go far!

Shannon Sweeny when last sited was banging at the door of the Naval Officers Training Program. Andy Mulieri survived a buy out of NBC 25 by Nextel, and is still the main production guy. He really knows how to make pictures talk in an advertisement. Erich Muehleisen is back in the states at Fort Bragg, North Carolina. Erich had an injured leg from a nasty land mine in Afghanistan,

but is doing very well and we are so proud of this great soldier.

Ben Sherman left Frostburg and headed right to LA where he is a production assistant with FOX Sports. He'll be working at FOX headquarters where all their TV shows and movies are produced. He was also the kind graduate who sent back one hundred dollars to help us. Jonathan Badrian, another production guy with videography, is also on the move. He was in Ireland for a nice vacation and got right back to his work on Capital Hill, interviewing Bob Dole. Jonathan says, unlike Frostburg, the weather in Ireland is wonderful. With glaciers of ice all over Frostburg, we're glad to know someone had nice weather somewhere. Bobby Gray loved the Frostburg weather and stays in touch, but this happily married guy swears he has cleaned up his act and is no longer a potty-mouth.

Last but not least, Rich Plaskon, the millionaire, is gracing my telecommunications management class this spring with all of his THE Donald Trump knowledge. Can't wait to see him! Can't wait to hear from you! Send e-mail my way so I can keep talking.

Tyra

Do you want "hands on" experience with the multi-camera equipment?

See 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
Jeffrey Rosedale, Administrative Assistant
Marty White, Engineer

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





Cable Channel 3

Student Field Producers

Senior Mass Communication Majors, Brian Lang and Matt DeCarlo are the multi-camera field producers for this semester. They began their semester with recruiting students and training them. The producers this semester are covering the FSU Women's Volleyball and Basketball teams, Men's' Football and Basketball teams, Frostburg City Council meetings and they added the *Frostburg Idol* to show off the talent of the student body at the University. By the end of the semester Matt and Brian will have covered approximately eighteen events. The technical crews range from 5 to 13 depending on the event! Way to go Channel 3 Producers!

NBS News

On Monday October 20, 2003 the Frostburg State University Chapter of the National Broadcasting Society held their annual inductions in Room 237 of the Ort Library. There were eight new members, all of which have proven to be productive additions to the NBS family. They are:

Dyanna Williams
 Carlton Bradshaw
 Traci Johnson
 Latasha Jones
 Letitia Carey
 Nick Allen
 Alicia Taylor
 Erica McLeod

In addition, the National Broadcasting Society will be having a raffle for the students of FSU to possibly win some good electronic products, a canned food drive for the up and coming Thanksgiving Holiday, and a toy drive for needy children during the Christmas Holiday.

Congratulations

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Also during the summer, Dr. Lombardi attended the national Association for Education in Journalism and Mass Communication (AEJMC) conference in Kansas City, Missouri. At the conference Dr. Lombardi presented a research paper to the Theory and Methodology division of AEJMC. The paper deals with the "tonal value" of news content.

To learn more about either of the above-mentioned organizations please visit their websites; www.natpe.org (NATPE) and www.aejmc.org (AEJMC).

Multi-Camera Opportunity

MCOM-490 Multi-Camera Production will be offered during Intersession 2004. This course will allow students to gain in-depth experience producing several FSU sporting events and Frostburg community related projects. All projects will be done using the department's multi-camera field equipment. Students will have the *opportunity* to run *audio*, run the *character generator*, operate the *field cameras*, *direct*, *technical direct*, *announce*, and *perform* for television. All projects should be aired on Channel 3. This is *great resume building experience* and could also count as part of your Mass Communication Professional Focus. *Prerequisite:* MCOM-212 or permission of instructor.



Internships

Summer 2003 was a very busy and successful one for many of our majors. Sixteen Mass Communication majors participated in internships. Below is a list of these students and the organizations in which they worked:

Asmeret Araia: At the Department of Veterans Affairs in Washington, D.C., Asmeret worked as a *production assistant* for the Employee Education System where they produce training materials for employees.

Luke Barnette: Dame Broadcasting based out of Chambersburg, PA, which has five stations, agreed to have Luke help their Creative Services Director this past summer. One of his responsibilities was to write and produce commercials.

Courtney Bayless: Courtney interned at Monumental Supply Co., Inc. in Baltimore, MD. Her job was working with graphic design to produce postcards, brochures, and other promotional materials.

Katie Binder: Kelly & Associates Insurance Group, Baltimore, MD is where Katie decided to intern. She performed administrative tasks, attended meetings, and coordinated & ordered clothing for employees.

Angel Burce: RedEye Professional Post, a postproduction house located in Alexandria, VA was where Angel decided to intern. She was afforded the opportunity to get hands on experience with the equipment within their facility for both production & editing.

Malcolm Davis: Malcolm decided to intern at Heaven 600-AM in Baltimore, MD. He assisted with live broadcasts at the Raven's training camp, their Kunta Kinte Festival, and helped perform research for their "Heaven 600 calendar."

Matt DeCarlo: KOLD-TV, Tucson, AZ was the place for Matt. He started in the Sports Department and continued to move around helping field-site reports and photographers.

Bret Kanapaux: NBC Entertainment Press & Publicity at KNBC-TV in Burbank, CA agreed to have Bret for the summer. Bret was introduced to PR for such shows as *Frazier*, *ER*,

Fear Factor and *Dog Eat Dog*, just to name a few. His duties ranged from office tasks to helping with publicity.

Nicole Null: 1st Mariner Arena, in Baltimore, MD, took Nicole on in the Marketing/PR Departments. While at the largest indoor facility in Baltimore, Nicole gained a wealth of knowledge.

Nakiah Qualls: Worked at the Department of Veterans Affairs in Washington, D.C. as a *production assistant*. She helped with camera work, transmitting video and helping in other technical areas as needed.

Mark Reyes: Booze Allen Hamilton, one of the country's top consulting firms located in Rockville, MD was Mark's choice. He provided computer support, e-mailed clients about events, and wrote tutorials and instructions relating to hardware/software uses.

Ben Sherman: While at WBFF (Fox)/WNUV (WB)-TV in Baltimore, MD, Ben assisted the sports department's producer and anchors in various tasks.

Kat Stephenson: An "experience of a lifetime" was obtained by Kat at 98 Rock in Baltimore, MD. She began her internship helping cover the Preakness and continued with coverage of concerts and much, much, more.

Joanna Terry: At the American Red Cross in Cumberland, MD, Joanna assisted with PR, telephone assistance, and deliveries; just to name a few.

Erin Virts: Erin decided on 92.5 WINC-FM & 104.9/105.5 Real Classic Rock in Winchester, VA for her internship site. Her assignments ranged from secretarial to production work.

Krissy Watkins: Krissy had the pleasure of completing her internship at the "The Legendary 99.1 WHFS-FM," in Lanham, MD. She helped out around the station and also got to go on air, and was thrilled when her voice was recognized by family and friends!

I'd like to thank all of our interns for the past year for all their hard work!!

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.

Nick Allen: Nick helped out at *Comcast SportsNet* from learning about producing for TV to researching, writing and editing.

Celeah Barlow: Celeah helped FSU Student & Community Involvement Office writing press releases, creating newsletter and doing web design/editing.

Brett Blanco: While working at *WCBC* radio, Brett assisted the sales manager, observed and prepared programming and helped cover meetings. He also helped out in the office.

Emilie Cherry: Emilie stayed close to home at *The Cordish Company* in Baltimore, MD. She helped with press announcements, marketing, organization of media, and program development for nationwide efforts.

Jennifer Fagan: Jennifer was at Trahan, Burden & Charles in Baltimore, MD. She helped with design illustration, photo assignments, and much more.

Kristine Francisco: While helping FSU Cultural Events, Kristine helped with summer events, helped develop and plan events, and help with promotions.

Kerri Gates: Kerri worked with Dr. Phipps helping with PR for promotional copies, preparing New Age Playlists, previewing music, organizing the New Age Library at WFWM, and she also helped write scripts.

Rachel Myers: Rachel also helped at FSU Cultural Events, she helped with summer events, helped develop and plan events, and help with promotions.

Productions in Clinton, MD where he helped work on productions, edited film & trailers, posted announcements, scouted for locations, and even prepared some art work.

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

Alumni Support

As many of you know, the University System of Maryland is struggling to balance their budget, which means our operating budgets have been greatly reduced. We have continual needs for equipment repair and upgrade within our department, which have been put aside because of lack of funds.

With that in mind, we are asking for your support. We have established an account through the FSU Foundation which allows friends and family of our program to make *tax deductible* donations. If you are able to help, you can mail a check to: FSU Foundation, 101 Braddock Road, Frostburg, MD 21532. Make the check payable to *FSU Foundation* and in the memo portion please write *Mass Comm Development Acct.* This will ensure the money is deposited into our account.

These are difficult times for everybody, but if any of you are in a position to help our Department, we would greatly appreciate it. *This is one way that you, as alumni and friends, can give back to FSU.*

If you have any questions, please feel free to contact Connie Capacchione, Administrative Assistant, at 301-687-3049 or ccapacchione@frostburg.edu.



Send us your business cards, we're going to start a collage so that incoming & current students can see what type of jobs our graduates are getting!

Alumni News

By: Connie Capacchione

For those of you who remember Krista Bridges (a 2002 MCOM graduate), you won't believe what she's been up to! Right after graduation Krista moved to Knoxville, TN and worked at the local PBS Station. Recently she was hired to work on Kenny Chesney's *Back Where I Come From* Concert. Check-out her story below:

Beginning the week of June 2, 2003 I was hired as a Production Assistant to the LA Production Company, Live Animals. Live Animals was hired by the network CMT to film the concert for a CMT special, *Kenny Chesney: Back Where I Come From*, that originally aired August 1st. My days were extremely long, the day of the concert I arrived at 9 a.m. but I was still there at 2 a.m.; very long days but I think it was worth it. My duties consisted of everything from answering the phone, running to Kinko's, and picking up technicians and camera men from the airport; I was always kept busy. This was a huge production, and a big deal to the city of Knoxville. The concert was held at *Neyland Stadium*, typically all concerts are held in the Thompson-Bowling Arena. Kenny Chesney was the first person to hold a concert at the Stadium in over 20 years. (The only other artist allowed to perform there was Michael Jackson.) Kenny Chesney is a local of the Knoxville area and a huge fan of the U.T. Volunteers football team (this is how he received special permission to play at the stadium).

Friday, June 6, CMT recorded an interview with Chesney at the stadium, I was asked to drive the producer up to the top of the stadium where they were conducting the interview. This is when I had the chance to meet Kenny Chesney. He was very friendly and couldn't have

been any nicer. He was so excited to be playing in his hometown for all his friends, family and fans.

The concert was on Saturday the 7th. The weather was rainy and humid, but the fans continued to pour into the stadium. Deana Carter, Rascal Flats, Brooks and Dunn, and Keith Urban were also a part of this tour. The concert began around 4 p.m., ended at 11 p.m.; and sold over 63,000 tickets. Chesney had a few surprise guests that accompanied him for a song or two. Kid Rock, Uncle Kracker, and Chesney's friend Peyton Manning, all made an appearance. The city of Knoxville became Kenny crazy for the next week saying it was one of the best concerts he has had. After the concert Kenny was hanging out backstage and I couldn't resist, so I asked him for a quick picture (see below).

While working around the people from CMT, I took advantage of the opportunity and introduced myself to anyone who would shake my hand. I did receive some business cards and I plan to take a trip to Nashville and put in my application at CMT. This job may not have been that glamorous but I did make a lot of contacts, so my advice to everyone is, *"no matter how small the job seems, take it, it may lead to something huge (which is what I am hoping for)."*

Well, that's Krista's story – a pretty wonderful one at that. To Krista and her family's surprise – she was listed as an Associate Producer in the credits for the CMT Special. Great work Krista, and we wish you all the best in Nashville!

