



# MASS COMMUNICATION NEWS

Spring 2004

Volume 1 Issue 5

Frostburg State University

*Mass Comm Breaking News....*

## Run for Mom

FSU TV3 is sponsoring a 5K Race, 2 Mile Walk, 1 Mile Walk, and a 50 meter run on Saturday, May 8, 2004. Yes, it's Mother's Day weekend, but what a wonderful way to celebrate Mom! Come to Frostburg to race, run, walk, jog or stroll on the beautiful campus of Frostburg State University. The event will begin at 9:30 a.m. in the FSU Bobcat Stadium. This event is open to everyone, even strollers are welcome! Come out for a wonderful day, spend time with family and friends, maybe even make some new friends, and you'll also be helping to support FSU TV3 and the Mass Communication Department.

*See enclosed flyer for more details*

## Congratulations

*Dr. Tyra Phipps* will be on Sabbatical during the Fall 2004 semester. The Department will miss her but we also know this is a well deserved opportunity for Dr. Phipps and we're very happy her application was approved and wish her the best.

*Dr. Lombardi* is in the process of writing a book chapter about Virtual and Augmented Reality. The chapter will appear in *Communication Technology Update, 9th Edition*. This is the same textbook that Dr. Lombardi uses in his Current Issues in New Technology and Mass Communication course. The chapter will explore the origins of virtual and augmented reality, the current uses of this technology, and the future developments of the technology.

(continued on Page 3)

### Spot News:

- Change in "News Notes"
- Alumni gainfully employed by Apple Computer, Inc.
- Budget woes – see how you can help

### Inside This Issue

Message from the Chair.....	2
Tyra Talks .....	3
NBS News .....	3
Opportunities at WFWM.....	4
Students on WFWM.....	5
Cable Channel 3 .....	5
Alumni Notes .....	6
Change in News Notes .....	7
Friends & Family Support....	7
Artist in Residence .....	7
Alumni News.....	8



## Message from the Chair

The Department of Mass Communication continues to grow and thrive despite major financial cutbacks in the state. Student interest in the major remains very high. Currently MCOM is the third largest program in the College of Liberal Arts & Sciences with about 172 declared majors. There are so many changes and advances taking place in our program that it is not possible to cover them all in this newsletter. Here are some of the highlights.

### Advances & Additions

- *Dr. John Lombardi* has become familiar with the Apple G-4 computer and Final Cut Pro software for video editing. This system is used to edit many sitcoms seen on network television. His expertise will enhance the department's teaching of non-linear editing adding to the Avid systems already in place. We hope to have Apple equipment available within the year for our advanced production students.
- *Edward Mallory, DGA*, was added to the department as Artist in Residence in January. His Beall/Agnew television project will provide our advanced production students high quality experience and exposure. Mr. Mallory has worked in Hollywood as a Producer/Director/ Writer on many network and cable programs. Please keep in mind that Mr. Mallory is available to students to share his expertise and provide career advice.
- *New courses* have been added. MCOM 485 Media Aesthetics, taught by Dr. Scott, is now in place as a required course in the major adding a different type of course to the mix. Dr. Lombardi is offering an advanced audio production course for the second time due to high student interest. The television field production course over Intercession was a great success and will continue to be offered.
- *Dr. Phipps* continues to produce her new age radio program "Sunday Passages" for WFWM

during the summer and Intercession. Many students have benefited from involvement with her program. In Fall 2004, Dr. Phipps will go on sabbatical in order to increase her knowledge of the new digital technologies used for radio adding more expertise to the MCOM program.

**Professional Focus.** The MCOM major offers many opportunities to our students to specialize in an area of personal skill or interest. The Professional Focus of 12 credit hours, four courses, allows MCOM students to either choose a recommended focus (such as Advertising, Audio Production, Performance) or to create your own focus with a set of courses you select to meet your needs. Ask your faculty advisor to help you select the set of focus courses that most interests you. The freedom is there. Take advantage of the opportunity.

**Fund Raising.** The severe cutbacks experienced in Maryland higher education have forced each department at Frostburg to consider outside sources to fund needed equipment and projects. MCOM is in need of your help and assistance. We make our appeal to you so that our students can continue to thrive and succeed. We must begin to ask alumni, family, friends, relatives and interested business partners to help us acquire the equipment and funds needed to stay current, operate the equipment, and continue to provide a high quality, personalized education to our students.

We do not undertake this effort without some hesitation. At the same time we know how much you have invested in our students. We know that you want them to receive a quality education. If we work together, we can do much to improve the MCOM program providing our students with the best equipment, the best resources, and the best career opportunities.

Please consider at this time a donation to the Department of Mass Communication. You can designate your gift to the FSU Foundation for the MCOM account using the Pay Pal payment system. For more information please contact our Administrative Assistant, Connie Capacchione, at (301) 687-3049 or [ccapacchione@frostburg.edu](mailto:ccapacchione@frostburg.edu).

Robert Scott

Remember the "Run for Mom"



## 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. (see picture on page 8)

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

## Congratulations

(continued from page 1)

In addition to writing this chapter, Dr. Lombardi, along with directed study students, Kim Hutchens and Asmeret Araia, is working on several video production projects. One project should be ready for presentation at the Community Outreach Partnership Center (COPC) conference to be held in New Orleans in early April. Another project will be an employee orientation video for the children's division of Ralph Lauren.

## NBS News

National Broadcast Society (NBS) President, Robert Farrar, will resign from his office due to academic obligations. Member, Nakiah Qualls, will fill his position for the remainder of the spring semester. The offices are as follows: Rachel Burnett, Vice President and Treasurer; and Erica McLeod, Secretary.

Qualls stated, "I want the remaining members to be able to leave FSU knowing that

(continued on page 5)



## Opportunities at WFWM Radio

WFWM Public Radio 91.9fm is a fully-licensed Class B, non-commercial, educational radio station with offices and studios located in the Stangle Building on the campus of Frostburg State University. We are an affiliate member of National Public Radio, the largest public radio organization in the United States. WFWM broadcasts 24 hours a day, seven days a week to not only the FSU community but to the Western Maryland and surrounding tri-state region. WFWM features a variety of locally produced programs as well as syndicated and satellite programming and offers a wide variety of music formats ranging from Alternative, Urban, Dance, Heavy Metal, Rock to Jazz, Blues, Reggae, and Classical. The station is staffed largely by a combination of volunteers including Frostburg State University students, staff and faculty and members of the surrounding local community. WFWM offers its staff a number of opportunities for gaining valuable experience in the broadcasting field.

**For FSU students:** You can participate at WFWM no matter what your major and there are plenty of opportunities available to those interested. You may host your own radio program in which you choose the music that you would like to play, as long as it meets FCC regulations. You may work as a production assistant and be responsible for recording and editing material to prepare it for on-air play. You may become a news writer or an on-air newscaster. Ultimately, you could even be placed in charge of a particular format with duties including contacting record labels and promotion companies, report to trade publications and supervise on-air staff. As a National Public Radio affiliate, WFWM may 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.

If you are interested in becoming involved at WFWM Public Radio, contact Chuck Dicken at 301.687.4143 or at [cdicken@frostburg.edu](mailto:cdicken@frostburg.edu). Students interested in doing a show are required to take MCOM 100, a one-credit course that meets for one hour a week, in which students learn to use the equipment, how to conduct themselves on-air, and FCC regulations. For those who would like to do production work, we recommend you take the audio production courses offered by the Mass Communication Department.

**For FSU Faculty/Staff:** WFWM encourages involvement from any member of the University's faculty or staff and all of the opportunities open to FSU students are also open to the faculty and staff. In addition to those opportunities, WFWM is willing to work with members of the faculty or staff to develop ideas that are beneficial to both your department and to WFWM. Examples of this include Dr. Doyle's "Skywatch" segments, in which he discusses events occurring in the evening skies, and Dr. Schlegel's "Oasis" poetry reads. If you are interested in being a volunteer at the station or have an idea you would like to discuss, contact Chuck Dicken at 301.687.4143 or at [cdicken@frostburg.edu](mailto:cdicken@frostburg.edu).

### 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

## Mass Communication students currently taking an active role at WFWM Public Radio:

**Nakiah Qualls** is hosting a one-hour program of Rhythm & Blues music. Her show, "Throwback Soul," highlights classic numbers from Motown artists from the Sixties to today and airs on Wednesdays at 8pm.

**Jeff Smith** is the host of "Hardcore Haven" on Thursdays at 11pm. Jeff plays an hour of the latest Hardcore, Emo, and Metal.

**Kyana Price** is hard at work in WFWM's production studio. She is working as a production assistant for her internship and is responsible for editing everything from public service announcements to interviews and promotional spots.

**Meredith Iager** and **Theresa Wiltshire** are Freshmen in the Mass Comm department and are currently volunteering at WFWM to learn more about the day-to-day operations of the station.

In addition, fifteen Mass Communication students are currently enrolled in the Communication Practicum (MCOM 100) course, which is required by all students interested in hosting a show on WFWM Public Radio.



**Cable Channel 3**

Senior Mass Communication Major, Josh Meloney is this semester's multi-camera field producer. With a slow start to the semester he is recruiting students and training for the different events. Josh will be finishing up the basketball season for the Bobcats, continue taping the Frostburg City Council meetings and a few other projects that are in the works. If you're interested

in working with the field productions contact Josh Meloney at [jmeloney0@frostburg.edu](mailto:jmeloney0@frostburg.edu).

FSU TV-3's Management office moved from the Guild Center in the TV studio to Old Main 005. The office space is large enough to accommodate several smaller office areas within the room. Occupants of the space include the Multi-Camera Producer, Josh Meloney, Channel 3's Production Assistant, Nick Allen, Artist in Residence, Ed Mallory, and the Cable Channel Manager, Melanie Lombardi.

**NBS News**

*(continued from page 3)*

they have gained valuable knowledge from the organization." Quall and members have plans to bring in various speakers to talk with NBS and FSU students about the broadcast industry. She explained that this would help NBS members to be aware of all the possible opportunities in this field.

Despite the changes in office members, NBS jump started the semester by holding their annual American Red Cross Blood Drive. Omega Psi Phi Fraternity, Inc. co-sponsored the event. Farrar stated, "The blood drive is always an excellent turn-out, and I would like to thank everyone who participated." In conjunction with the blood drive, NBS held a mountain bike raffle. Students were encouraged to join NBS, and were automatically entered in the contest when they signed up. FSU senior, Larin Walker, was the prizewinner of the bike. NBS would like to thank the Kittenettes, NBS executive board, and FSU students for their support and participation with the blood drive.

NBS meets every Thursday, at 5:00 pm in GC 111. They invite all interested students to come out and join them. Stop by and see what NBS is all about, it's your student organization – so take time to get involved!

# Alumni Notes

*The following messages were recently received:*

I figured I should let someone at FSU know that I am now gainfully employed by Apple Computer, Inc. I just got the news Thursday. After four different in-person interviews, and a slew of phone interviews, I was selected for one of four "Mac Genius" positions at a new Apple Store opening in Bethesda on May 8th.

I officially start March 22nd and will begin with a week-long certification process at home. The following Monday, I'll fly with the rest of my crew to Cupertino, CA. We will spend two weeks there going through an Apple orientation.

I was very surprised to land this position. The recruiter told me that over 800 people originally applied. After weeding out via testing, background checks, etc., about 100 people were interviewed, and four were chosen. They were very impressed with my knowledge of video and audio production. Though the computer experience I have helped, they look for people with college backgrounds that deal with the creative process. Apple takes pride in the fact that the majority of media outlets use their products, and they like to hire people who can cater to media markets.

As for the position, I'll basically be a glorified technician. I'll be doing consultation and repair in a "retail" environment. The really neat thing about the Apple Store is that the environment is a large departure from the classic computer store. If you have ever been to one, you'll know what I am talking about. It is just hard to explain without being there. Along with displaying the product, the store also serves as a classroom and a hangout. Everything is neat, clean, and comfortable, just like a Macintosh. Just about everyone in the store is college educated, so it definitely is not your typical

computer joint. The staff all have very diverse and interesting backgrounds, and share a love for Apple computers.

Anyway, I just wanted to let everyone up in Frostburg know that I was doing well. I'm glad to see that my degree can be used in a multitude of areas. You are never locked down to any particular field.

-Shane Wolfe



I left for Kosovo mid October and will be here until May or June. This deployment is certainly turning out to be a worthwhile experience. The video stories I've produced here with the military have been aired on Armed Forces Network all throughout Europe and the Middle East where we have troops. It's been quite rewarding since my stories are about the only news coming out of Kosovo, I get pretty good air time. In a couple weeks I'll be covering a story on the largest bridge to be demolished in Europe in 20 years. Many countries will be here to cover it including 8 stations in the U.S. so it should be quite interesting. I'm actually writing you from Sofia, Bulgaria. Soldiers take 4 days of leave down here and I was asked to come here to make a video to show soldiers some of the things they can do while they're here. By far my best assignment, it's really a great city and interesting country.

Best Regards,  
Specialist Jim Croall  
Operation Joint Guardian - Kosovo

## Change in "News Notes"

The long running five minute news program has changed its name and expanded its time and coverage. *Frostbytes* now runs ten minutes and covers both national and local news along with local entertainment and FSU sports. Seniors Nakiah Qualls, Asmeret Araia, and Tyque McCarthy produce the show which features William Pickney, Lauren Smrcek, Kristine Francisco and Mike Seabolt reporting news and Teresa Wiltshire and Josh Meloney reporting entertainment and sports. Producer Nakiah Qualls said, "We want a show which appeals to the students and provides useful information." Look for *Frostbytes* every Monday and Wednesday at 3 and 6 on FSU TV 3 beginning Monday, March 8.

## Friends & Family 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.

There are several ways that you can help the Mass Communication Department. One way is the Annual Fund, when you get a call asking you to support the Annual Fund, you can specify that you want your contribution to go into the Mass Communication Account. It's that easy!

You can also get on line at <http://alumni.frostburg.edu/>. Under Get Involved, click on *make gift online*. From there just follow the directions. You can designate that your gift go to the Mass Communication Department. Your gift is *tax deductible* and will be greatly appreciated.

If you'd rather mail a donation, 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.

We know these are difficult times for everyone, but if there is any way you can help us during these difficult budget times, 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](mailto:ccapacchione@frostburg.edu).



## Artist in Residence

Edward Mallory, former star of *Days of our Lives* and writer-producer director for A&E Biography series as well as various shows for *The History Channel*, has been appointed Artist in Residence with the Department of Mass Communication. Dr. Catherine Gira, President of Frostburg State University made the appointment on January 1, 2004.

### ARTIST IN RESIDENCE PROJECTS:

TV Biography on the rise and fall of Spiro T. Agnew with George Beall (second in a series by the Dept. of Mass Communication) first in the series aired on FSU TV3 and Cumberland Cable TV two years ago this May. The show was titled, *J. Glenn Beall, Jr. Citizen of Frostburg*. The show dealt with the life of the former United States Senator.

*(continued on page 8)*

## Show Your Support!

*See page 8 for details*

# Alumni News

By Connie Capacchione

The MCOM Department would like to thank Ben Sherman, some of you will remember him - he graduated in August of 2003, for his generous contribution to our department through the FSU Foundation. We asked Ben to help us inform other alumni about the process of using Paypal on-line, and also about the possibility of his Emmy nominations, below you'll find his response:

As far as the donation goes, all you have to do is simply go to Frostburg's website, click on the *alumni & friends* tab, and under *get involved* menu, there is a link for *make a gift online*. Once the page comes up, you can choose how much money you would like to donate, type in where the gift is to be designated to (*Mass Comm*), and click the "add to cart" icon. When you're ready to check out, a paypal checkout screen comes up. Sending money through paypal is very simple. You can use a checking or savings account from your desired bank, or use a credit/debit card from Visa, MasterCard and American Express. Took me less than 10 minutes to finalize the donation.

As far as Emmy's go, I produced a Kevin Kennedy telestration package, which nominated along with 5 other short features for Emmy judging. The category was Sports Personality: Studio Analyst. Some other areas that we sent out for Emmy considerations were Studio Show Weekly: Pregame Show- MLB on FOX and there may have been one more. Total we sent out 70+ tapes (each had different categories). They are all for the Sports Emmy, which will air April 21st. For more information, please go to <http://www.emmyonline.org/emmy/sports.html>.

Currently I'm working on NASCAR. From our studios, I will be helping produce the teases & openings of BUSCH & NEXTEL Cup races. Rest of the production is done on-location of the events. I will be at the Las Vegas race, March 6th & 7th, working on an experimental, 3D project. And later in the year, I will be at the Major League Baseball ALL-STAR game. *Great job Ben!*

More wonderful news submitted by Melanie Lombardi from a 1998 graduate. Mary Anne (Wood) & Ed Williams are the proud parents of: Sophia Gabrielle Williams, born January 20, 2004, weighing 6 lbs. 3 ozs. *Congratulations!*



## Ed Mallory

(continued from page 7)

DEVELOPING INTERDISCIPLINARY COURSES: Acting for Camera, Multiple and single camera techniques, Directing For Camera, Multiple and single camera techniques. (Fall 2004)

SUMMER VIDEO FAIR. (2004) SITCOMS & SOAPS. A one-week, hands-on session for advanced students. H. Wesley Kenney, former executive producer of, *Days of our Lives*, *Young & the Restless*, and *General Hospital* will be the Guest Instructor. Mr. Kenney also directed, *All in the Family*, and teaches Multiple Camera Directing at UCLA. Robert O. Scott, Chair, Department of Mass Communication, and Edward Mallory, Artist in Residence, will also participate in the intense summer session. (9-10 hours a day).

CONTINUING DRAMA FSU TV3: A five minute Soap concerning the lives of fictional students, their triumphs, and their defeats at a small university that looks very much like FSU. *UNIVERSITY BLUES*. (Fall 2004).

Mr. Mallory will be available to students by appointment at 301-607-4131. His office is in Old Main 005. He will also serve as a guest lecturer in the department.

