



# MASS COMMUNICATION NEWS

Spring 2006

Volume 2 Issue 3

Frostburg State University

## SGA Helps MCOM

Last semester, Eric Bibbs, a Mass Communication major, went to the Student Government Association (SGA) and asked them to help the Department buy much needed equipment. A proposal was submitted and Dr. Lombardi, Dr. Pack and Melanie Lombardi went with Eric to the SGA meeting and explained the proposal as well as our limited budget resources. When we received the call that the SGA was going to buy us equipment we were amazed, they were not only going to buy us a camera...they bought us five Canon GL-2 cameras and two tripods.

The Department would like to thank the SGA members and of course Eric Bibbs, who had the great insight to go to SGA to begin with, and for realizing that what the Mass Communication Department does with our equipment is beneficial to the whole University.

### *Congratulations*

The Department of Mass Communication is proud to announce the recent tenure and promotion of **Dr. John Lombardi** to the rank of **Associate Professor** effective Fall 2006. Dr. Lombardi has been with the Department since Fall 2000, and as most of you know he has been the Department Chair for the last year and a half. Join us in congratulating Dr. Lombardi!

**Dr. John Lombardi** recently published a chapter in *Communication Technology Update*, 2006.

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## *Message from the Chair*

There are many exciting things happening in the Department of Mass Communication and FSU as a whole. The Department is happy to welcome Mr. Tom Lewis as an adjunct instructor. Mr. Lewis will be teaching Broadcast News Writing and Reporting in the fall. This is a new class and one that we hope can someday be added to the curriculum as we begin to develop a professional focus in Broadcast Journalism. Mr. Lewis has worked in the news field for many years. Most recently he was a contract broadcaster for the Voice of America. He has also worked for WTOP radio and WUSA Channel 9 both in Washington, DC. Mr. Lewis was also the news director at WHSV, the ABC affiliate in Harrisonburg, VA. In addition to his work in news, Mr. Lewis has owned his own newspaper and radio station and has authored five books.

As indicated in our cover story, the Department of Mass Communication received 5 new digital video cameras and 2 new tripods thanks to funding received from the Student Government Association. This equipment will be utilized by upper level video production students, but will benefit all Mass Communication majors. I want to personally thank senior Eric Bibbs for his leadership and hard work in acquiring this funding. If you see Eric, be sure to thank him too. One person can make a difference.

In addition to the cameras and tripods purchased by the SGA, the Department, with help from the Dean's office, has also acquired 7 new consumer-level digital camcorders. These cameras will be used to teach basic skills so as to prepare students to work with the more advanced cameras purchased by SGA.

The Department has also been able to add a 5th audio editing suite to our audio lab. The new unit is complete with a new USB audio mixer and Cubase audio editing software. The new software and mixer will allow Advanced Audio production students to record and master live music.

While still a few years away, plans are underway to raze Tawes Hall to make room for a new Center for Communication and Instructional Technology. The Department of Mass Communication, among other programs on campus, will be housed in the new building. All new facilities including two television studios, computer labs, audio and video editing facilities, a recording studio, and much needed classroom, office, and storage space are in the plans for our Department. As we prepare to occupy new facilities, the Department will be making changes to the curriculum. Your ideas and suggestions are always welcome.

Finally, as you probably know by now, FSU will be welcoming a new President to campus. Dr. Catherine Gira, after many years of service to FSU, has retired. Dr. Jonathan C. Gibralter, has been named FSU's new President. The Department would like to extend best wishes to Dr. Gira in her retirement. We would also like to welcome President Gibralter to FSU and invite him to visit our Department at any time.

Regards,

*Dr. John Lombardi*



## Tyra Talks

Dr. Phipps has been on medical leave this semester, but Pat Sullivan, an adjunct professor who filled in for her, wrote the following:

I owe a lot to Dr. Tyra Phipps, and she probably doesn't know it. As you may know, Dr. Phipps suffered a fall last autumn, which has sidelined her for the Spring 2006 semester. Dr Phipps is continuing to make progress with her rehabilitation and will be back to teach for the Fall 2006 semester.

I thought it important to say a few words about Dr. Phipps and her generosity and kindness. It was Dr. Phipps who asked me to speak to her Intro to Radio class a few years ago. I had just started a new position at WQZK radio in Keyser, WV, and Dr. Phipps wanted me to talk about all aspects of radio work...so we spent the better part of 90 minutes discussing with the class everything from work duties to one-of-a-kind radio experiences. My good friend, Chuck Dicken from WFWM radio stopped by for the class, and we all had a great time, as Dr. Phipps related to the students different topics from her class and how they related to my stories. We both came away from that class with big smiles on our faces and a mutual respect for each other. A few weeks later, I received a very nice thank you note from her and a certificate of appreciation.

A year passed, and I was again asked to speak in Dr. Phipps class....and again, it was wonderful. We discussed many of the same subjects, but also some recent radio trends and FCC rulings affecting radio operations. Dr. Phipps' enthusiasm about radio really had the class pumped-up that day, and those students spoke up with comments and questions....I could tell she was proud of that group and they were inspired by her teaching skills. Again, a few weeks later in the mail came a nice thank you card.

Fast forward to Spring 2005....after talking with Dr. John Lombardi, I was asked to help teach the Audio Production course; MCOM 213, and became an adjunct instructor. My first afternoon at Guild Center, I met with Connie in her office to get my bearings (something I still do to this day!), and then, it was off to the audio lab. On my way there, I had to stop by Dr. Phipps' office to say hello and to thank her for what she did for me in our only 2 previous meetings. We spoke briefly, and she explained that she heard I had come on board and she wished me good luck. She was prepping for her own classes that afternoon, and her ever present smile and words of encouragement sent me on my way to what has been a truly rewarding experience. It's an honor to have been asked to cover her management class for this semester. She has continued to give me her support and share her knowledge.

The point of this is that if it wasn't for Dr. Phipps asking me to speak to her classes a few years back, I may not have been considered for my current adjunct position in the Mass Communication Department. To the current, future and past students from Mass Communication please understand that a simple random act of kindness can go a long way. As you become entrenched in the working world of mass media, take advantage of all situations you are given, and be sure to offer similar opportunities to others.

I hope that you will join me in wishing Dr. Phipps continued success with her recovery, and thank her for her friendship, professionalism and career path.

## Benefit Concert

Pat Sullivan, who taught the Department's Music Promotions & Production course and Management last semester and has also co-taught the audio production course, will bring his band, the **Channel Cats Blues Band** to the area for a benefit concert. The concert, to be held during the fall semester, will be a great way to support your Department of Mass Communication, unwind from the challenges of beginning a new semester, mingle with friends, and listen to some great Blues.

Keep an eye out for further announcements regarding the time, date, and location of this great event!!



## Channel 3

Last year TV3 was very active with its coverage of different events for the University and the community. TV3's coverage included the FSU Women's Volleyball team, FSU Football team and the Men's and Women's Basketball season. TV3 covered a total of 13 sporting events. Way to go! This year we hope to match that same coverage and tape a few more events! New to our taping line up, we are planning to expand our coverage of FSU sporting events and tape a couple of the Men's and Women's Soccer games.

We can't forget our community coverage of TV3 events, the TV crews covered 6 of the Frostburg City Council meetings and we expanded our wings and taped the Outstanding Teen and Miss Allegany pageants during the spring semester.

If you would like to find out what events are scheduled for the semester log on to: <http://www.frostburg.edu/dept/mcom/channel3/mcamerashoot.htm>. If you want to get on the mailing list for the fall events contact Melanie Lombardi at [mlombardi@frostburg.edu](mailto:mlombardi@frostburg.edu) or call her at 301.687.3011!

## Dean's List

Below is a list of Mass Communication students who excelled academically during the Spring 2006 and have been named to the College of Liberal Arts & Sciences Dean's List:

Amezcuca, Ashley	Manley, Chiana
Andrews, Jenny	Moore, Tiffany
Blaszczyk, Sean	Murray, Leeann
Buckler, Brandy	Padgett, Kelly
Clemente, Kelly	Reinstein, Shari
Cleveland, Heather	Robertson, Kimberly
Deming, Megan	Schechter, Stephanie
Egan, James	Smith, Autumn
Franken, Ann	Souza, Marina
Kirsch, Benjamin	Thompson, Lindsay
Kusnick, Jennifer	Vaughan Jr, Geoffrey
Lake, Desiree	Williams, Belita
Lapp, Jason	

## Alumni News

By: Connie Capacchione

**Rachael Burnette (2005):** Rachael is currently an account manager at *DC101* in Rockville, MD. The station is owned by ClearChannel and they are the number one non-ethnic station in the Washington Market for Adults ages 18-49. Their morning show, "Elliot in the Morning" is #1 in the Market.

**Jen Fagan (2004):** Directly post graduation, to be honest, I spent a summer waiting tables. After doing odd jobs I finally paired up with a head hunter company called Profiles [www.careerprofiles.com](http://www.careerprofiles.com). The first company they set me up with was TMP Worldwide Advertising & Communication. I interviewed for a Traffic Manager position in the creative department. (Unlike popular belief, the Traffic manager position did not involve orange cones and directing car traffic) I managed all projects from kickoff meetings to attending final press checks with the printers.

I stayed with TMP for a little over a year – I was given a ton of responsibility. I was the only traffic manager in the DC office – which eventually became the hub office for the east coast. So I managed jobs from NY, Philly, Boston, and DC of course. Talk about an OVERLOAD! But in retrospect working there was a great experience – it was very fast pace and stressful, but I enjoyed it – I am not the type to enjoy just sitting around at work.

Around the time of my one year review at TMP Worldwide I was contacted out of the blue by another Advertising company. The company that contacted me was RTC recruitment management; supposedly they had heard from some former TMP employees that I was the type of traffic manager they were looking for – which peaked my interest enough to go on an interview. I was blown away with the dynamic of the company's culture – to say it plainly – they were my type of people, a good mix hardworking/goofy/creative types. I was offered the traffic manager position, which encompasses not only

better pay and less clients (having 5 other traffic managers in the office workload is distributed much better) but they wanted to put me on their top clients immediately. Talk about flattered! I have been with RTCRM for about a month and things are going smoothly. It is located in DC – Georgetown to be specific.

What I learned since Graduation in a nut shell:

- Don't stress about getting a job right after graduation – you will be working the rest of your life until you retire so don't rush it!!! Take your time and be picky – the worst position to be in is taking a job just to have a job – Keep your standards high.
- As hard as you try to find a job – sometimes things just fall in your lap, be sure not to pass them up.
- Advertising is a SMALL community and everyone seems to know each other - networking is a must and don't EVER burn a bridge! The more friends/allies the better!

**Patrick Geraghty (2004):** We recently found out by reading the *Cumberland Times-News* that Patrick is engaged to Tasha Ogden and will be getting married on August 12, 2006. Patrick has been employed with Enterprise Rent-a-Car for several years now since he graduated. Congratulations on the upcoming wedding!

**Jill King (2005):** Jill moved to New York City about a year ago and started working for Island/Def Jam Records as a Talent Scout. She has now landed a gig in TV with the new *Rachael Ray Show* as the show's Travel Coordinator. The show debuts on September 18, 2006.

Jill also wanted to let current Mass Communication students know that she feels that if you apply yourself and use all the resources that FSU has to offer you can land a great job.

**Jason Rethemeyer (2003):** After graduating Jason worked as an audio visual tech at Hagerstown Community College, a production assistant at NBC25 Hagerstown and for Echoes Recording Studio. He then was hired by Swank Audio Visuals in Crystal City, VA as a technician and has moved up through the ranks to his current position as Director of Audio Visual Services.

Swank Audio Visuals is a full service audio visual company based mainly in 4 and 5 star hotels nationwide. They are contracted by the hotels to handle audio visual needs for corporate, private and governmental conventions and conferences. They work with small groups with simple needs to large conferences with multiple projection setups, lighting, high-end audio systems, multiple camera setups, etc.

Jason stated in an e-mail he sent to Dr. Lombardi that he worked hard and used his experiences to move from a Technician, to a Coordinator after 3 months, then after about another year or so he became the Assistant Director and in another 5 months he became the Director...he doesn't know if moving that quickly in 2 years is any kind of a record, but he does know that his background in Mass Communication and Public Relations had a major part in his success at Swank.

Jason told us that they are always looking for potential employees with a solid background in audio and camera operation. Check out the company website at [www.swankav.com](http://www.swankav.com).

**Efim "Mike" Shapiro (2004):** Mike interned at XM Radio before graduating from FSU and was fortunate to get a job in the Music Library department at XM Radio after graduation. He has been there a little over a year and has just been promoted to 'Production Assistant' which means he does everything from mixing shows to producing promos and sweepers to running boards on a live event. He says the work can be fast-paced and extremely hectic but it's an 'all-around' type of position that should get him exposed to lots of skills in the radio/entertainment industry.

Mike also wants to let current students know that if they are interested in an internship with XM Radio you can check out this link: <http://www.xmradio.com/careers/internships.html>.

**Candace Willard (2006):** Candace has landed a great job literally right after graduation! She is a board operator for Stations 105.7 HFS, ESPN 1300 and 102.7 JackFM working for CBS Radio (formerly Infinity Broadcasting). Candace states that she is very excited about her new job. She will also be doing production work (imaging and commercials) once the company moves to their new building in mid July.

Candace is also planning on attending Sheffield Institute this fall. Congratulations Candace, keep up the great work and keep in touch.

**Below are the Department of Mass Communication's newly adopted Mission and Vision statements.**

**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 to help students to gain an understanding of the role of our discipline in society. Students who complete the program will possess a broad understanding of the foundations of our field and acquire an in-depth knowledge of at least one area of concentration.

**Vision Statement:**

With the continued emergence of new technologies and the increased reliance by citizenry on mediated messages the Department of Mass Communication must become both a local and regional leader. It is necessary for our Department to take an active role in producing and explaining mediated messages. One way of doing this is by producing graduates who possess a thorough understanding of the process of creating mediated messages and the potential impact of these messages. Another way of doing this is to work in collaboration with members of the university, local, and regional communities in ways that help further explore these processes.

The Department will provide students with a well-rounded look at the mass communication field. The department will provide excellent instruction in the areas of audio production, video production, and broadcast journalism. Future faculty allocations and facility upgrades should be made with these areas of concentration in mind. As increased faculty and facilities become available, the Department will take a more active role in serving the local area and the surrounding region.

# Internships

This summer Dr. Lombardi helped place thirteen students at internship sites as listed below:

**Richard Bockari:** Major Key Entertainment, New York, NY. Major Key Entertainment is an independent record label where Richard will have the opportunity to participate in all aspects of the recording business including production, distribution, marketing and promotion.

**Brandy Buckler:** Thy Cyphers Agency, Annapolis, MD. Brandy will assist the account services department with specific tasks such as research, brainstorming, media relations, copy editing; just to name a few!

**Elizabeth Gilpin:** Voice of America, Washington, DC. Elizabeth will be involved with TV production, writing and editing where she will gain extensive experience to use post graduation.

**Ashley Graham:** Loudoun County Dept. of Economic Development, Leesburg, VA. Ashley will be working to help promote the Loudoun Valley HomeGrown Markets Association to help upgrade their reputation among vendors and customers by helping to raise average market sales and attracting more residents.

**Lana Horn:** Nassau Broadcasting, WAFY/WWEG, Frederick, MD. During her internship, Lana will assist with data entry, live remotes, basic office duties and contest preparation.

**Martin Leibold:** Comcast SportsNet, Bethesda, MD. Martin will be involved with sporting events, pre/post game interviews, assisting with daily highlights and show needs, editing, and developing story and show ideas.

**Mike McKisson:** MTV Radio, New York, NY. Mike will be helping with MTV/VH1 shows, sitting in on imaging session in Pro-Tools, pick up daily promotions and materials, shadow live in-studio simulcasts; sit in and log live interviews and assist with research for new shows.

**Erin Miller:** Morale, Welfare and Recreation, Naval Air Station Patuxent River, MD. In a graphic artist internship, Erin will assist with layout, design and proofing monthly newsletter, brochures, calendars, and fliers.

**Kristen Neal:** WBAL TV11, Baltimore, MD. While at WBAL TV11, Kristen will be helping with all aspect of sports broadcasting to gain valuable knowledge to help her in her ultimate career goal.

**Heather Odom:** March of Dimes, Cumberland, MD. Heather will be helping with communications to media and the community for upcoming events and promoting the mission of the March of Dimes working closely with health educators, physicians, nurses, hospitals and the Health Department.

**Holly Powell:** 98 Rock, Baltimore, MD. Holly will be helping to plan and implement station promotions, assist with marketing, design and sales, writing and distributing press releases as well as observing and participating in all radio promotion areas.

**Justin Titman:** Kramer Communications, Bowie, MD. In his video production internship, Justin will help with pre-production, on-site production and post production on such projects as the Bowie Baysox Scoreboard, Commission on Accreditation of Law Enforcement Agencies, BaySafe, Inc., just to name a few.

**Geoffrey Vaughn:** Starcast Systems, Keyser, WV. Geoff will be responsible for a daily on-air shift at WQZK Radio from 7pm – 12am. He will be responsible for the breaks between music as well as helping with other shows and production work.

For more information, or to pick-up the Internship Packet, please see Connie Capacchione in the MCOM Department Office, GC 118.

# Practicums

This summer we have nine students placed at Practicum sites, which are listed below:

**James Egan:** Spruce Forest/Penn Alps Documentary. James will be working closely with Kara Rogers-Thomas from FSU with the Maryland Traditions shooting footage and interviews with artisans, editing and producing a DVD project and meeting with the production team at Spruce Forest.

**Jessica French:** Cumberland Times-News, Cumberland, MD. While working as an advertising assistant, Jessica will assist the ad reps, pull tear sheets, help build ads, assist in group sales efforts and help prepare marking materials.

**Sze Yong Goh:** Systems Integration & Development, Rockville, MD. Sze will be assisting in database management, recruiting, data entry, assisting senior recruiters with interviews and database research and creating position descriptions for posting on various job boards.

**Daniel Hill:** Shakespeare Theatre Company, Washington, DC. Dan landed a position as an intern for “An Enemy of the People” and in that capacity will help with rehearsals, daily operations of the artistic department, and assisting with all special projects related to the show.

**Justin Lappin:** JWM Productions, Takoma Park, MD. Justin is working with script revision and formatting, logistical planning, logging and digitizing field tapes and equipment check-in/check-out.

**Justin Marshall:** Washington Talent Agency, Rockville, MD. Justin is assisting with entertainer assessments, multi-media productions, web-based marketing, public relations and general administrative duties.

**Andrew Hinshaw:** 98 Rock, Baltimore, MD. Justin is helping with promotion event sign-up, office work, observing on-air DJ and shadowing sales staff on calls.

**Kevin Moore:** 98 Rock, Baltimore, MD. Kevin will be assisting with planning and implementing promotions, marketing, design and sales assistance, cataloging and editing.

**Stephanie Schecter:** AGV Sports Group, Inc., Frederick, MD. In her marketing practicum, Stephanie will be creating marketing plans, assisting with sales and closing techniques and creating press releases.

For more information on Practicums, or to pick up a contract, please see Connie Capacchione in the MCOM Department Office, GC 118.