

# ALUMNI Newsletter

## • TELECOMMUNICATIONS •

BOWLING GREEN STATE UNIVERSITY • SPRING 2005



photo by Craig Bell

ESPN's Jay Crawford, co-host of "Cold Pizza," signs an autograph for Freddie Falcon in the Falcon's Nest of the Bowen-Thompson Student Union. The Sandusky native, who earned a bachelor's degree in radio, television and film at BGSU in 1987, emceed the student kick-off event for Building Dreams: The Centennial Campaign for BGSU.

## Faculty members train service officers in Croatia

Former telecommunications professor Charles Hoy and five other School of Communication Studies faculty members, traveled to Croatia last year for two weeks.

In May 2004, Hoy joined a team organized by journalism professor Catherine Cassara to teach media concepts to foreign service officers.

Accompanying Cassara and Hoy on the trip were journalism professors Nancy Brendlinger and Dennis Hale and interpersonal communication professor John Warren.

The trip was part of a program initiated by alumnus Brock Bierman for the United States Agency for International Development (USAID).

Group members received a U.S. Presidential Volunteer Service Award in September for their work.

By Allison Halco, '05

## School community welcomes new director

A lecture and reception in late April introduced Oliver Boyd-Barrett as the new director of the School of Communication Studies.

"Boyd-Barrett's coming to BGSU brings a scholar of exemplary international stature to lead one of the largest units in the College of Arts and Sciences," Joseph Frizado, the interim director, said.

Boyd-Barrett will leave southern California where he has been teaching at California State Polytechnic University, Pomona, to start here July 1.

"The main attraction for me is the national and international prestige and strength of Bowling Green State University and of the School

of Communication Studies," Boyd-Barrett said.

Boyd-Barrett arrived from the United Kingdom to begin work in Southern California in May 1998. His wife was born in Kansas and raised in France and the United Kingdom. They have four children.

Boyd-Barrett said that they are looking forward to exploring other regions of the country and learning more about Ohio.

"This is an exciting time to join the School of Communication Studies," he said. "The reintegration of telecommunications, alongside interpersonal communication and journalism, gives us greater leverage for anticipating and responding to

changes across the communication industries and professions, including those of technology convergence and innovation."

Principal research interests over the course of his career include international communications media, national and international news agencies, globalization and the media, media economics, educational communications and educational management.



Oliver Boyd-Barrett  
New Director

By Dana Yonke, '05

### INSIDE

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# During homecoming 2004 visit panelists share professional experience

Six alumni returned to BGSU for Homecoming to speak about their professional experiences to TCOM students. The panel focused on teaching students to network and using a chain of people to get an internship as fast as possible.

"Use the facilities here. Meet as many people as you can," Cathy Stelzer, a reporter for WHIO-TV Dayton, said. Stelzer, who started as a production assistant, said she learned everything she knows during her years at the University.

Stephanie Mennecke, a weekend anchor and general assignment reporter for the Ohio News Network, also appreciated her time at BGSU. Mennecke worked at BG24 News, the student television journalism organization. Working at BG24 was "good, because you can learn everything and stations like people who know how to do everything," she said.

Rebecca Marker-Smith, director of Marketing & Membership at

the Logan County Chamber of Commerce, said she got her position through knowing someone on her bowling team. "Get involved to meet someone who will know someone," she said.

Kelli Kling, assistant to the Director of the Wood County Historical Center & Museum, said students should keep their options open. "Don't lose sight of all the other opportunities that are out there," she said. "It's great to go off to Chicago, Detroit... but there's also something to be said for being a big fish in a small pond."

Andrea Sterling worked a shift on one of the university's radio stations, WFAL, as a freshman. "It's truly an amazing program," she said.

Despite her time spent with WFAL, Sterling, assignment editor for WXIX-TV Cincinnati, wished she studied television more during her time at the university.

Sterling had some advice for

*The alumni panel was organized by Louisa Ha, the department's alumni liaison. Any alumni interested in speaking on the 2005 homecoming panel should contact her at [louisah@bgnet.bgsu.edu](mailto:louisah@bgnet.bgsu.edu).*

seeking internships. "Call up a TV or radio station and say, 'How do I get an internship?'" she said. Once they become interns, she urged students to ask a lot of questions.

Joe Barrett reminded students to keep an open mind about their career choice. Barrett, a database developer and computer programmer, worked for WFAL as a student. He told students to go with their gut instinct once they graduate.

Barrett also represented Jim Lyle, who could not attend the panel but relayed his message to the students to find an internship early, set realistic but obtainable goals and have fun.

Lyle, the operations director for Clear Channel in Nebraska, wanted the students to be accountable for their actions, find an internship early, set realistic but obtainable goals and have fun.

Louisa Ha, associate professor, coordinated the event. "It's important that we maintain close ties with alumni, especially on occasions like Homecoming," she said.

This year's was the second TCOM alumni panel and its speakers come based on availability.

"I think this is great," Stelzer said before the panel began. "This will give students a realistic view."

Ha said, "[The panel] was great. I think the class needed to hear this."

Jeff Whitaker, sophomore biology major, would agree. "I'm kind of proud because all these people went to BG and that's where I'm at," he said. "I feel like I'm in the right place."

*by Dan Myers, '07*

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The Alumni Newsletter is an annual publication of the Department of Telecommunication and is mailed free to all graduates of the program. Its purpose is to keep everyone informed about happenings, achievements and other news of department faculty, students and alumni. If you have news, questions or comments, write us at the address below.

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**studies**

# West Hall television studio control room gets upgrade

A crew of professors, technical support staff and students in the School of Communication Studies completed the latest phase in a long-term effort to remodel and modernize the West Hall television studio. Construction took place during a fevered three-day effort by the crew over spring break in early March.

Tom Mascaro, telecommunications; Jim Foust, journalism; Jim Barnes, technical support coordinator; Becky Gulden, general manager BG24 News, and Jay Schell, BG24 News technical director, removed a dilapidated temporary table where the television director and assistant director sit and a fabricated wooden table housing the video switcher and character generator.

Using funds from the BG24 News team and supplemental funding approved by the School's interim director Joe Frizado, the School purchased two professional studio consoles from the Argosy Corp. in St. Louis, Mo. The consoles contain standard rack-mount openings, which will accommodate variations on future equipment.

During the installation of the consoles, the crew also raised the floor for the director and the racks containing television monitors to improve the line-of-sight for the director. A new wood-grain Pergo floor was installed in place of the older linoleum finish, providing a long-lasting surface for the daily student traffic in the control room.

The overall project began several years ago when a failed video switcher, a component

costing \$25,000, threatened to take the daily newscast off the air and curtail class productions in journalism and telecommunications.

BG24 News executive board members approached Vice Provost



photos by Jim Barnes



**Floored.** In preparation for the placement of two new consoles, BG24 General Manager Becky Gulden and telecommunications professor Tom Mascaro attach the subfloor to the area where the television director and assistant director sit in the West Hall television studio.

**Take Measure.** Journalism professor Jim Foust installs the new flooring made of wood grain Pergo, to replace the old linoleum flooring.

Anne-Marie Lancaster who responded by supporting the emergency purchase of a replacement switcher.

Professors Mascaro and Foust, however, raised the issue then of the need for an ongoing maintenance program to replace outdated equipment. Through a series of consultation meetings with their department heads, BGSU administration and key WBGU-TV personnel, Mascaro and Foust developed an inventory, life-cycle chart, and plan to systematically replace outmoded equipment.

During a December semester break, Mascaro redesigned the configuration of the West Hall control room to improve the layout, which paved the way for the recent installation of the consoles.

At that time, insufficient funds prevented installation of a new console, so a temporary table was

clamped to the floor. A few years later, Schell volunteered to work as an apprentice engineer under the guidance of Barnes.

Schell, Barnes and other students replaced wiring between the television monitor racks and the other engineering equipment. This was a key step facilitating the final construction of the flooring and installation of the consoles.

The control room is used for all television studio classes, including TCOM 263, and some journalism classes. Additionally, BG24 News broadcasts at 5:30 p.m. on Wednesdays, Thursdays and Fridays during the semester. Visitors are welcome during the BG24 newscasts.

The faculty-staff-student crew hopes the next phase of development will see an upgrade to HDTV, high-definition television cameras.

by Tom Mascaro

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*Contributions for further upgrades to the West Hall studio can be made by using the form on the back page of this newsletter. Your continued support of our programs is very much appreciated.*

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# Media professionals give students job tips during comms week

Jaci Clark '98 and Matthew Stoessner '03 urged students to involve themselves in campus activities and job experiences as a strategy for career searches after graduation.

Clark and Stoessner met with students in TCOM 468, Video 3 Advanced Field Production, and other School of Communication Studies guests during a Communication Studies Week panel at 6 p.m. on April 13 in the Bowen Thompson Student Union.

Clark, producer-director for WTOL-TV News at the CBS affiliate in Toledo, advised students to have a life goal and use job experience as a

training ground for future plans.

Clark was hired shortly after graduation and has remained at WTOL for seven years. She was the first African-American woman to direct television news at the station. She hopes to found her own production company.

Stoessner worked in one of the rare paid internships in the media business at Cincecraft in Cleveland, near his home.

After graduation he applied for a job and was hired full time, where he worked for two years as a media producer for corporate clients.

Stoessner honed his skills on various media production software platforms, such as AVID Media Composer, After Effects, Photoshop, and DVD authoring tools. He honed his demo DVD and distributed it widely. In late March, he accepted a position as a New Media Producer at Brainstorm Media in Columbus, near his fiancé. The two met at a Dance Marathon.

Clark and Stoessner talked about how they made an effort as interns to be active learners at their host companies, often trying to learn new positions and how to operate unfamiliar equipment.

Both, however, also stressed the value of campus involvement. Clark was a member of the Black Student Union, Gospel Choir and an employee at WBGU-TV, Channel 27.

Stoessner was active in fraternity life, Dance Marathon and the campus TV news program, BG24 News.

Stoessner told Tom Mascaro that his classes in Visual Communication Technology helped him learn how to operate software, but his TCOM classes taught him to "pull everything together to tell a story."

by Tom Mascaro

DR. LOUISA HA

## Ha takes maternity leave

Louisa Ha, associate professor, took maternity leave after giving birth to a son, Anchor, on Jan. 22.

While out, she compiled and designed the 2004-2005 National Conventions Compendium for the school. She is also working on an international Web casting research project with researchers from 13 countries.

In 2004, Ha won first place for her paper "The Role of TV Web sites on Cable TV Network Branding and Viewership" in the open category of the Management and Sales Division of the Broadcast Education Association. The paper was also published in *Journal of Broadcasting and Electronic Media*. She also won an Outstanding Reviewer award from the *Journal of Advertising*.

She published an article on Ohio TV Web sites in *Feedback* magazine.

Ha and research assistant Lisa Marshall wrote a paper titled "Why Cable Programming Still Lacks Diversity: A Longitudinal Analysis of the Cable TV Industry Structure." The paper will be presented at the National Cable Television Association academic seminar.

DR. THOMAS MASCARO

## Mascaro promoted

Thomas Mascaro has been promoted to associate professor by the College of Arts and Sciences and granted Tenure by the Ohio Board of Regents. Mascaro was hired by Douglas Ferguson, former chair, in fall 1998 as a full-time instructor of the television production and writing classes. He was invited by Jim Foust, journalism, to assist with the faculty advising to BG24 News, the student television news team.

Mascaro is an officer of the History Division and editor of the newsletter for the Broadcast Education Association.

In late 2004 he and a colleague at the University of Wisconsin, Stevens Point, Bill Deering, successfully proposed a new research division to BEA focused on the study of the documentary, which is Mascaro's research specialty.

Mascaro was invited by the editor of the *Journal of Popular Film & Television* to be a guest



Jaci Clark '98, producer-director at WTOL News Toledo, was the first African-American woman to direct television news at WTOL.



Matthew Stoessner '03 is a New Media Producer for Brainstorm Media, Inc. in Columbus.

editor of a special theme issue of that international research and criticism journal. The theme of the issue is "African Americans in Film & Television: Twentieth Century Lessons for a New Millennium." The issue is in final stages of editor selection and due out in 2006.

Last January, Mascaro was selected as a Faculty Fellow for the National Association of Television Program Executives.

In December, *Journalism History* accepted a historical research analysis by Mascaro on the CBS News document known as the Benjamin Report. The Benjamin Report was the result of a 1982 internal investigation by CBS News into charges that a documentary, *CBS Reports* "The Uncounted Enemy: A Vietnam Deception," was flawed. The article is due out in July.

Next year, Tom Mascaro plans to continue advising and improving BG24 News and hopes to start a new student organization devoted to the study and production of documentaries.

DR. SRINIVAS MELKOTE

## **Melkote recognized by graduate students**

Srinivas Melkote has been here for the 21 years. His research interests include the role of communication media in social change, international communication and communication for HIV and AIDS.

In 2004, Melkote received a certificate of appreciation for outstanding service and dedication to students awarded by the Graduate Student Enhancement Programs.

He wrote a chapter titled "Communication for Social Change: A Journey with Everett M. Rogers" that is still at the press. He published a chapter titled "Development and Communication in Africa" in 2004.

Melkote was a panelist on "Communication and other social factors associated with condom use among commercial workers in Chennai, India," which took place in New York in May.

Melkote has also had a paper accepted for discussion about the Role of Public Service Broadcasting in the Age of Globalization in 2004. He also had two other papers presented in 2004 to the International Communication Division of the

International Association for Media and Communication Research. One discussed the "Role of attitudes and innovation attributes on the utilization of and satisfaction with the Internet and e-mail: Policy implications for Vista University, South Africa," and the other discussed "Providing Care to Persons with Leprosy: Implications for Participatory Communication."

DR. PETER SHIELDS

## **Shields editor of special edition on surveillance**

Peter Shields was the guest editor for a special issue of *Telecommunications Policy* on "Network Surveillance and Security" which will be published this summer. He was also promoted to full professor by the College of Arts and Sciences.

Shields' recent research has been focused on financial globalization, money laundering, surveillance and telecommunications networks.

Policy makers and law enforcement agencies have argued that advances in telecommunications networks have exacerbated the problem of money laundering. Shields' research examines different aspects of this argument and he suggests an alternative to the proliferation of this surveillance-intensive regulation.

In 2004, Shields published an article in *Peace Review: Journal of Social Justice*. He will also have two other articles appear in the next few months, one in *Journal of International Communication*, and the other in *New Media and Society*.

DR. EWART SKINNER

## **Chair responsibilities include reintegration**

July 2005 marks the start of Ewart Skinner's fifth year as chair of the department. In the past year, he has dealt with the planning and execution of the department's reintegration into the School of Communication Studies.

His most recent research interest is in HIV/AIDS and communication in the Caribbean, where he has worked on a contract with the Caribbean Epidemiological Centre (CAREC) on an HIV/AIDS project in St. Vincent, West Indies. The study was a review and reworking of KAP (Knowledge Attitudes and Practice) surveys done earlier.

His recent publications include

"Building Multidisciplinary Teams: Merging Qualitative and Quantitative Research" in HIV/AIDS projects, published in the *West Indian Medical Journal* and "Vulnerability of Female Commercial Sex Workers in HIV Infection: Examination of Factors Related to Use of Condoms" (Velu, S; Melkote, S & Skinner, E) in the *Kentucky Journal of Communication*. He has also presented on "Research Problematics in Caribbean Social Science" at the Caribbean Studies Association meeting in Belize, Central America in 2003.

In 2004 he presented three papers on HIV/AIDS in the Caribbean at the International Association of Mass Communication Research conference in Porto Alegre, Brazil, and at the 2nd HARP Second Scientific Conference on HIV/AIDS Research at the University of the West Indies in Kingston, Jamaica. He also has two articles on HIV/AIDS under review.

Skinner is a dissertation and masters thesis reviewer and external reader for the University of the West Indies Jamaica and Trinidad campuses.

At BGSU, he served on the provost's diversity leadership team, which includes diversity committee work on faculty and staff hiring and retention and merit.

DR. GI WOONG YUN

## **New media focus of group, courses**

Gi Woong Yun is part of a department emerging media group which meets bi-weekly to discuss emerging media technology. He is also teaching two new 400-level courses dealing with new media and online communities.

In addition to his teaching, Yun had four articles published in refereed journals during the last year. All the articles dealt with his research on brand familiarity and digital manipulation of fashion models.

He presented three papers at the International Communication Association conference held in New York and one paper at the Association for Education in Journalism and Mass Communication's convention in Toronto, Ontario. He was also a reviewer at the AEJMC conference.

An invited article, titled "Network and Cable Broadcasting Regulation in Korea," will be published by the Korean Broadcasters Association.

# BROADCAST GRADUATE LETS LIFE'S ADVENTURES LEAD HER *story telling*



photo by courtesy of Niki Spino

*While studying at sea during the fall of 2003, Nicole Spino poses for a picture as she stands on the Great Wall of China. Spino traveled to 10 countries during the semester.*

May graduate Nicole Spino certainly has stories to tell after her years at Bowling Green.

While working toward her degree in broadcast journalism, Spino's studies took her from West Africa to the Great Wall of China. In the fall of 2003, she spent the semester at sea and traveled to 10 countries.

One of her most significant trips, however, was a family vacation to California where she toured a studio and realized that making films was her calling. "We went to a studio and that was when I thought, 'this is what I want to do,'" she said.

In her final semester here, Spino produced a documentary, "Wings of Compassion," about her grandmother, Anna Lou Spino, who worked as a stewardess for Flying Tiger Airlines in the 1950s.

Anna Lou had never been on an airplane when she first decided to attend flight attendant school in New York. "She basically got up, left home, and took this train to New York City because she saw an ad in the back of a magazine," Spino said.

A year later Anna Lou began her work with the famous airline.

Flying Tiger Airlines was started by World War II pilots who were out of work when they returned to the United States. Beginning as a cargo airline, it eventually began taking passengers, which is when Anna Lou joined the company.

Anna Lou took part in historical events such as the Korean baby-lift where war orphans were flown from Korea to the United States to be adopted. She was also part of the Hungarian lift where Hungarian refugees were transported to Australia and the United States.

Spino's story was shown at the spring Video 3 festival. Professor Tom Mascaro said, "Niki's documentary, which made excellent

use of nonlinear editing and digital photography techniques, was well received by the audience."

Spino, much like her grandmother in her spontaneous efforts, takes what she can from life. She was accepted to the American Pavilion Student Filmmaker Program, held at the 2005 Cannes Film Festival. The program is highly competitive and requires a substantial application and screening process.

"I actually was just looking for an internship online and I just came upon it and thought 'this looks really cool' so I sent in my application," Spino said.

Spino, also a dance minor, travels to Cannes in May for the three-week training experience.

While in France, Spino will get to meet with directors and actors from all over, as well as the opportunity to attend a red carpet screening.

When she returns she would like to move to Los Angeles and begin writing a screenplay while taking a year off. She is considering going to film school and hopes to take acting classes because she feels a good director must be familiar with acting.

While historical documentaries are something Spino looks forward to making, feature films are also a possibility. "I would like to make feature films, maybe, but I want to make historical films that mean something," Spino said.

Spino plans to continue working on the documentary, and Flying Tiger Airlines may be a feature film that Spino works on in the future.

"I think I would eventually like to write a screenplay about [this], fictionalize it somewhat because there are so many different locations where you could shoot, and it would be a really interesting story," Spino said.

*By Alison Straub, '06*

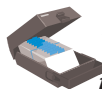


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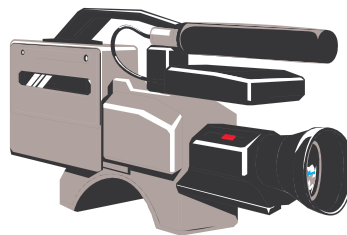
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*Cards should be sent to the School of Communication Studies office to the attention of Linda Fritz-Glonski. The address is on page two or the back of this newsletter.*



***We look forward  
to hearing from you!***



## **4TH ANNUAL TCOM VIDEO SHOWINGS**

*On April 27, 2005, student and class projects were shown in the Bowen Thompson Student Union*

### **STUDENT VIDEO PRODUCTIONS**

Alison Greogry: *Moulin Rouge: The Beginning*

Amy Schiffman: *The News* (a music video commentary)

Tara Massey: *What the Bad Do* (music video)

Cameron Holland: *Untitled*

(dance interpretation about world sorrow)

Phil Rushmore: *BGSU Women's Gymnastics Team*

Erika Smith: *BG24 News* (year-end tribute)

Niki Spino: *Wings of Compassion: Anna Lou Spino & the Flying Tiger Airline*

Emily Rodrigues: *Lucy & Harpo* (an interpretive tribute)

Ryan Jerwers: *NAPA Auto Parts, Behind the Counter*

Tara Ernske: *Wonderful Tonight* (music video)

Nikki Smolic: *What Goes Around Comes Around*  
(scene from *Sex and the City*)

David Hinds: *Mazda vs. Nike* (commercial spot)

Danny Patton: *Equating the Future*

(scene from Patton's original screenplay)

Mallori Spencer: *Live at 5:00, WTOL News Team*

Brian Thomas: *A Man and His Bass*

### **CLASS PROJECT HIGHLIGHTS**

TCOM 263 Video 1: "Black & Decker," *Great Performers* (Fluid Camera), *Transitions* (an interview program about life-altering decisions)

TCOM 468 Master Scenes: *Getting Ready for a Date*, *Stepmom*, *Setting Up for Dinner*

TCOM 468 Chase Videos: *The Red Room*, *Osmosis*, *Coke Addict*, *Simon Says*

TCOM 468 Interview/Magazine Features: *Spring Is in the Air*

# Honors & Awards

## **Telecommunications Spring Award Winners**

**J. Douglas Beaudry Scholarship**

Daniel Castillo

**Joseph Black Memorial Scholarship**

Alex Fullenkamp

**David S. & Jill Hainline Scholarship**

Alison Gregory

**SCS Fund for Excellence**

Nate Van Sickle

**Outstanding Senior**

Brittany Barhite

**Outstanding Junior**

Matthew Borgert

**Outstanding Sophomore**

Daniel Castillo

**Talent Scholarships**

WBGU-FM:

Stephen Merrill

WFAL-AM:

Amy Webb

# CONTRIBUTION

*department of telecommunications*

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