



Indiana University of Pennsylvania

Spring Semester 2006

May 2006

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For the alumni of
Indiana University of
Pennsylvania's
Department of
Communications Media

Spotlight On The Faculty

Dr. Mary Beth Leidman-Golub is in her twenty-fourth year of teaching in the Communications Media Department. She has taught many courses over the years including History of African Americans in Film and Media, Radio Production, Broadcast Regulations, and Television Criticism.

Many of you might be unfamiliar with Dr. Leidman's background. She graduated Emerson College 1972, receiving a Bachelor of Science in Dramatic Arts and Communication. In 1973, Dr. Leidman continued her studies for graduate level work at W.U.J.S. Graduate Studies Center in Arad, Israel. Her concentration was Hebrew and Jewish Studies, earning her an Israeli Certificate of Completion. While in Israel, she worked as a teacher and counselor for English and Music in the city of Yerocham.

When Dr. Leidman returned to the United States where she worked as a teacher of speech and drama for the Montgomery County Public Schools, located in Maryland. Mary Beth decided to return to



Dr. Mary Beth Leidman-Golub is seen here hosting her IUP Television show IUP Talks with guest Robert E. Cook.

school in 1977 to obtain her Masters in Theatre Education from Emerson College. A few years later, in 1982, Mary-Beth Leidman-Golub accepted a position for associate professor in the Communications Media Department at Indiana University of Pennsylvania. Along with teaching classes, Mary Beth obtained her Doctorate of Education from Vanderbilt University in 1985 with a concentration in Organizational and Media Communication.

Since 1998, Dr. Mary Beth Leidman-Golub has been a professor at IUP specializing in Electronic Media in the Communications Media Department.

In the past, Dr. Leidman's activities and career highlights have ranged from various media productions to conventional scholarly endeavors. In the spring of 1998, she produced a concert-length version of "Highlights from the Festival of Women Composers" under grants from the Pennsylvania Council of the Arts and the IUP Faculty Senate. She is currently in her eleventh year hosting WIUP-TV's "IUP Talks."

Dr. Leidman was recently invited to take part in the advisory board with production for a new bi-lingual children's cooking show based out of Austin, Texas.

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The show is tentatively named “Flap Jacks” and is being produced by Austin Public Television. She also recently received an award for “Best Public Service Campaign” from the Pennsylvania Association of Broadcasters for her work titled “Binge Drinking is Not a Sport.” She also received a teaching award from the IUP Panhellenic Association recognizing her as an outstanding professor.

She believes dealing with the technology of television and radio keeps her work interesting and fun. Dr. Leidman explains that keeping up with all of the new equipment is challenging, however, quite enjoyable. “Here at IUP,” she said “we are fortunate to have a melting pot of technologies, in all different areas of communication.”

Television Criticism

The goals for COMM 345 Television Criticism are:

- To explore and analyze different forms of programming such as, situation comedy, drama, mini-series, reality and made-for-TV movies.
- Students are required to think cognitively about what is taking place during a television program and apply their knowledge to evaluate and depict each circumstance and technique being portrayed to the audience.

The Television Criticism class delves into the many different aspects of television. During the instruction, the students will be introduced to the many different eras of television.

Students will learn to define and contrast major theories of television criticism, along with understanding the characteristics of television as a medium for media.

Throughout the course, students are expected to submit a weekly chapter outline to display an understanding of each genre. They are also expected to submit weekly critiques of situation comedies, one hour dramas, soap operas, games shows and talk shows that include: broadcast late night, cable, and a day time non-Springer. In order to complete these critiques, students must display their understanding of both academic, which is a formal entry, and a journalistic review, which is informal.

Working in groups, students are assigned to produce a game show. The show must display the different techniques used by producers in order to captivate the viewing audience. The groups are evaluated and critiqued by their peers who then award one show to be the winner. As a culminating activity of the class, students are to research and write a genre essay. Students may choose any genre such as westerns, situation comedies, news, television anime, reality shows, etc.

Dr. Leidman explained that Television Criticism is one of her favorite courses to teach. “I enjoy the idea that each day something new is provided for me through television which keeps the course fresh and interesting to the students.”



Above: Students viewing a classic piece from the 1940's for Television Criticism
Below: Students collaborate on a class project about different views of culture.



“People won’t care what you know until they know that you care”...

Meet James Moyer, a 1984 Communications Media graduate



Dr. James Moyer Jr., a 1984 graduate



In 1984, the first Merle G. Klinginsmith award was presented by the Communications Media Department. This award is given to a student that has demonstrated academic excellence in accordance with the high standards set by Mr. Klinginsmith, a Communications faculty member from 1966 to 1983. The inaugural graduate recipient of the award was James Moyer, Jr. for his media graphics.

That year, James completed his Masters of Education in Communications Media. This curriculum has now been transformed into the Adult Education and Communication Technology program. Dr. James Moyer then taught at IUP for two years focusing on video instruction and in addition worked as the television coordinator.

Dr. Moyer then moved to Pittsburgh to teach and pursue a doctoral degree of Education in Instructional Design and Technology at the University of Pittsburgh. James’ religious background and family upbringing also inspired him to become an Ordained Minister with the Church of God in Anderson, Indiana.

For the past twelve years Dr. Moyer has been teaching at Warner Southern College. It is a Christian-based college located in Lake Wales, Florida. Dr. Moyer is currently Chair for the Department of Communications where he teaches wet and digital photography, video production, and theory communication. He explained there is a strong emphasis on service learning and field experience within the Comm Department allowing students to work with non-profit organizations for future development. He and a group of students recently completed a project for the State of Florida, by developing promotional information for a Mission to India. The promotion included original music, and a photo montage which is to be distributed throughout Florida, Alabama and Georgia.



In 2004, Dr. Moyer was honored as Professor of the Year. The award is sponsored by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education.

In addition, Dr. Moyer is the Program Director for Warner Southern College’s Tamasei English Program. This is a summer program that is developed in conjunction with Tamagawa Seigakuin High School in Tokyo, Japan. Students from the all-female high school travel to Warner Southern on a religious and culturally enlightening trip to learn more about Christianity and the American way of life.



James and his wife Ruthie

Dr. Moyer said he realized while attending IUP that he wanted to become teacher. He enjoyed the idea of having the ability to give back and guide students the way his professors assisted in his journey. Dr. Moyer stated that “having the opportunity and ability to enlighten students and making a difference in someone’s life is very humbling and I enjoy every minute of it.”

Dr. Moyer and his wife Ruthie have two children Lindsay (27) and Cody (20), and a granddaughter Shalee (1). In his spare time Dr. Moyer enjoys photography and riding motorcycles in what he likes to call “Mobile Research”. To learn more about Warner Southern College visit, www.warner.edu or contact Dr. Moyer at moyerj@warner.edu.

Where are they now? Alumni Connections

In this section of the News letter we are proud to update you on a few members of our alumni.

Ann Clingan (00)

Ms. Clingan completed her internship at ET Tonight, where she was focused on television production as a reporter. After graduation, Ann accepted the position of staffing specialist at E! Television. She recruits entry to mid-level candidates for production and corporate human resources. Ann has also lived and worked in Washington D.C. as a marketing and event planner. Ann is now working for E! Television out of Los Angeles and enjoys the interaction involved with hiring new employees. E! Television is the world's largest producer and developer of entertainment news and lifestyle related programming.

(AnnClingan@yahoo.com)

Erik Poole (99)

After earning his bachelor's degree in Communications Media, Erik continued his education by receiving his Masters in Instructional Design at Bloomsburg University. Erik is currently working for Drexel University as Associate Director of MBA Programs. Erik is in charge of the administrative online learning for the College of Business and also faculty training. He stated that one of his favorite memories at IUP was working with Dr. Lamberski for development and instructional design.

(evp24@Drexel.edu)

Heather Kitson (04)

While attending IUP, Heather received key guidance and direction from Dr. Leidman. She accepted an internship position with Columbia Records in the promotions department. After graduation, Heather was hired at Universal Records in their video promotions department for corporate and sports marketing. Heather focuses on the promotion of artists to MTV, VH1, Fuse Music Channels, and Nickelodeon.

(Heather.Kitson@umusic.com)



Jessica Young (05)

Jessica graduated from the Communications Media Department in August 2005 with a concentration in marketing and public relations. Continuing with her interest in public relations, Jessica recently accepted a position with UPMC Health Plan. At this time, she is training in Medicaid as a public relations specialist. Over the next several years Jessica would like to stay with UPMC and advance within the public relations sector. As an initial job experience, she is thankful to have the background and experience that IUP was able to provide her. Interaction on a professional level was a key factor in her development as a student thanks to all of the faculty.

(youngj4@upmc.edu)

Tanya Kazor (04)

During her time with the Communications Media program, Tanya hoped to continue with promotions as her specialty after completing her internship with Clear Channel Radio in Pittsburgh. Instead, she accepted a position with Lancaster County Weeklies as an advertising sales representative. She currently deals in outside sales with new and current clients for advertising with the newspaper. Tanya stated that she was glad to make the change and is now finding more enjoyment out of the advertising sector.

(Tanya2218@hotmail.com)

Albert Klobchar (05)

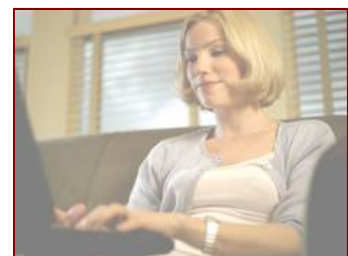
Albert lives in Pictanny, New Jersey where he works for Combat Ammunition Systems in the Department of Defense as a contract specialist. Albert's position entails constructing documentation to purchase weapons systems for the United States Army. He feels that his education at IUP has been valuable in his work environment using techniques in negotiation, presentation skills, multi-tasking, as well as organizational procedure.

(albert.klobchar@pica.army.mil)

Michael Nowak (05)

Once Michael earned his degree, he accepted the position Vice President of Sales at Nowak Commercial Refinishing Incorporated. NCR is a family owned corporation dealing in sub-contracting for large companies. Michael's position requires involvement with business relations as a coordinator and liaison for current and potential clientele both domestically and internationally. Michael would like to expand his family's corporation by dealing with additional international clients and further extensive contracting.

(ncrmike@yahoo.com)



A quick message from our department Chairperson



Dr. Kurt Dudt
speaks on behalf of the Communications Media
Department

“Greetings, friends and alumni. In our continuing effort to move the department forward, the faculty are currently considering development of a doctoral program in Communications Media and Educational Technology.

We would also like to take this opportunity to congratulate department secretary, Mrs. Mary Ann Rapach. Mary Ann earned her Bachelor of Science degree in General Studies from the School of Continuing Education in December of 2005.”



Our Mission Statement

As a professional and theoretical emphasis area of higher learning, the Department of Communications Media of IUP is committed to the creation, preservation, expansion and transmission of knowledge.

The Department has the responsibility to include, within its concern, the needs of the profession as a whole and the society at large as its resources allow.

In meeting these responsibilities, the department is committed to preparing students for communications professions. In doing so, it offers quality undergraduate programs in which students learn to design, produce and evaluate media messages.

Please take some
time to
Visit us on the Web
www.coe.iup.edu/cm

The Alumni News letter
"the LINK" was designed
and created by Adam
Shaub Undergraduate in
the Communications
Media Department at
IUP.
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Technical Advising by
Aaron Yorchak

Special Thanks

Dr. Kurt Dudd
Department Chair
&
Our fellow alumni in every
corner of the world

The Link is published by:
The Department of Com-
munications Media, 121
Stouffer Hall, Indiana Uni-
versity of Pennsylvania,
Indiana, PA 15705-1087.
Phone: (724) 357-2492
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Communications Now & Then

The Communications Media Department has for more than two decades offered students the opportunity to participate and produce media through WIUP-FM (90.1 FM). WIUP-FM is the student run radio station funded through the student activity fee and a co-op budget. The station is supervised by a faculty member who also assists in programming. All programming is assigned and decided upon by the students. The mission of WIUP-FM is "variety." Music ranges from classical, to bluegrass, to rap, to the loudest alternative a person could imagine, and everything in between.

Around 1985, the radio station was setup in several different rooms, unlike today where almost everything is done from one location. Although it was divided, the station was filled with equipment that enabled students to experience all aspects of the radio environment. In the early years, the station was known by those using the facilities as the "duct tape, rubber band and cardboard" station. The cardboard was used to keep the arm of the mic from falling down. The rubber band was to hold the mic in place, and the duct tape was used for everything from holding switches in the board to keeping the head phones in one piece.

In the late 90's, Dr. B. Gail Wilson and Dr. Kurt Dudd produced a research study titled "College Radios at Pennsylvania State Universities." As a result of this study, they received a \$55,000 budget from IUP to expand and update the station.

The funds allocated allowed WIUP-FM to enlarge its size and purchase two permanent mic stands, two racks with voice processors, leveling equalizers, a broadcast delay, cdr, mini disc player, and patch panels, along with all of the other necessities required to operate a real radio station.

The station was also able to acquire two other important pieces of technology. One being the digital engine enabling them to use the internet, with external hard drives to upload CDs, LPs, and I-Tunes into the system. The second acquisition of the station was the Cart System which enabled broadcast commercial announcements as well as public service announcements.

Another major factor to the updating of WIUP-FM was the help from Chris Barber and James Rogers. Chris was hired as a full-time



This is a look inside the radio booth, where the shows are produced and music is played.

engineer for the television station and volunteered to wire all of the fiber optics.

James has been a long time volunteer of the radio station and is currently the supervising faculty member to the students. He also played a large role in updating the station, including installing the new equipment.

There are, however, updates that should be addressed within the next few years. With all forms of radio progressing towards digital, WIUP-FM will soon need to think about making the change from analog technology.

However, there are different routes the station could choose to go. The most popular at this time is all digital. With a fully digital system the radio station would be able to

offer their listeners a higher quality of reception and sound.

The other option is Hi-Def mixed in with digital. With this new and evolving setup WIUP-FM would be able to offer several channels of content at one time, unlike the one channel programming they are currently using. The only disadvantage to this is the technology is so new. Manufacturing is still taking place which presents the issue on how and when the station would be able to acquire this new technology.

The future of the station is at this point unknown for what direction it will take with technology. As long as students are willing to take an interest in radio then the station will remain on air.