

# THE LINK

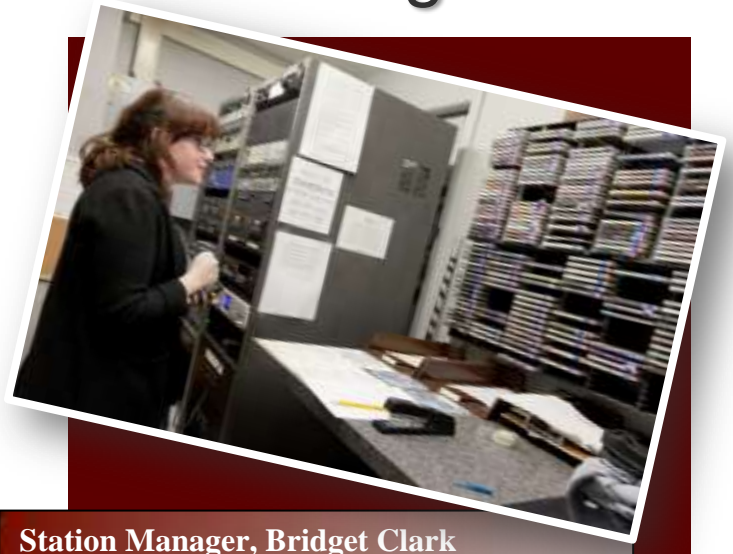
## Indiana University of PA Department of Communications Media Alumni Newsletter

Fall 2012

### WIUP-FM and the Mission of College Radio

Since the 1960's [WIUP-FM](#) has been broadcasting to IUP and surrounding areas. Under the guidance of Faculty Advisor, Dr. Zachary Stiegler, and Station Manager, Bridget Clark, the dedicated and passionate volunteers at WIUP-FM weave together an eclectic and cutting-edge sound that embodies the mission of college radio.

Since 2009, Dr. Stiegler has been the faculty advisor for the station. Dr. Stiegler draws on his own experiences in college radio, both as an undergraduate and graduate student, to make volunteering at WIUP-FM a valuable and rewarding experience. Clark was hired as the Station Manager in spring of 2012, and has been involved in the radio station for three years. Dr. Stiegler shares that Clark demonstrates enthusiasm not only for music, but also in working with the multifarious group of people who make WIUP-FM happen. And WIUP-FM happens because of the collective efforts of approximately 75 student volunteers and 20 volunteers from the community.



**Station Manager, Bridget Clark**  
peruses the music library.

*Photo By: Nick Artman*

Volunteer positions at the radio station include on-air hosts, program directors, student management, underwriting, production, promotions, shows, and sports staff among others. Clark points out that no matter what a volunteer's passion is, that is where they will work at WIUP-FM.

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*WIUP-FM, Continued from previous page*

This real-life radio experience has enormous potential benefits for the student volunteers. Previous student volunteers have secured internships in radio and some have graduated from IUP with jobs in radio production, sales, and underwriting. WIUP-FM is also active in the academic side of radio through its involvement in the College Music Journal. Last year, Dr. Stiegler secured a grant from The Pennsylvania Association of Broadcasters, which allowed 4 students to go to CMJ's annual conference, the [CMJ Music Marathon](#). Acknowledging the value for the students in the CMJ experience, this year IUP provided funding for some students to attend the conference, coming up October 16-20, 2012.

However, the benefits of involvement with WIUP-FM are not exclusive to the students of IUP. WIUP-FM places great importance on show-casing bands from across western Pennsylvania. Whether it is in a show put together in collaboration with long-time sponsor Backstreet Records, or a spot on Local Limelite, local music has a chance to be heard on WIUP-FM. Dr. Stiegler says the success of Local Limelite over the past year is a testament not only to the station's commitment to introducing listeners to new music, but also its function as a member of the larger community surrounding IUP. Local Limelite airs every Tuesday from 4:00 – 5:00 PM and features local bands who perform live, in studio. The appeal of Local Limelite is not limited strictly to music; interviews with the host allow listeners to hear stories from the bands and get to know their members. For the staff at WIUP-FM, it is especially gratifying when a band featured on Local Limelite enjoys some measure of success. Clark noted the success of two bands following their appearances on Local Limelite, Broken Fences and Action Camp. Both bands played at the 2012 Three Rivers Arts Festival and *Broken Fences'* music has also been featured on the TV show *Flashpoint* on *Ion Television*.

WIUP-FM's place in the community also plays an important part in the organization's plans for the future. Though WIUP-FM is presently an active "campus citizen," Dr. Stiegler hopes to extend that good citizenship to the surrounding communities by participating in fundraising events for local charities in the future.

WIUP-FM serves many important functions in IUP and in the larger community. As explained by Clark, the radio station is a place for volunteers to come as they are. Their only common thread may be a love for music, but it is the diversity in this tight-knit group that enables WIUP-FM to exemplify what college radio should be: a resource for people to learn about new and different music.

## WIUP-FM Programs

- ❖ Smash Alley
- ❖ Commonwealth Club of California
- ❖ The Morning Mix
- ❖ The Midday Mix
- ❖ Afternoon Archives
- ❖ Median Mix
- ❖ Sports Talk Live
- ❖ Local Limelite
- ❖ Democracy Now
- ❖ Progressions
- ❖ BPM
- ❖ The Underground
- ❖ The Allegheny Front
- ❖ Counterspin
- ❖ Lincoln Radio Journal
- ❖ The Best of Our Knowledge

[Click here to see the schedule!](#)

*Next Issue:*

*... A feature on WIUP-TV!*

**Stream WIUP-FM here**

# Mock Shooting at R&P Building

*Communications Media partners with IUP Police and other local law enforcement*

On July 14, 2012 University and local government observers gathered near IUP's R&P building amidst the presence of several police cars, K-9 units, officers from University Police, the Pennsylvania State Police, the Indiana County Sheriff's Office, as well as EMTs from Citizen's Ambulance Service, and a crew of students and staff from the Department of Communications Media.

The observers were witnessing a mock shooting training exercise created by the University Police and filmed by members of the Department of Communications Media. Sam Clutter, director of Public Safety, Lieutenant Mel Cornell, Patrol Division, and Sergeant Doug Campbell, Criminal Investigations, organized the event with local law enforcement.

Production was coordinated by Dr. Mark Piwinsky, Department Chair, Dr. Jay Start, faculty member, and doctoral students, Lacey Fulton and Brittany Pavolik. A 10 person crew filmed the exercise. Dr. Joseph Baunoch, a faculty member in the Music Department, and six theater students portrayed the main characters, including the "shooter" and the "injured student." Twelve additional IUP students and alumni volunteered to participate in the video as well.



Two groups of officers had the opportunity to complete the training exercise. After each group of officers located and contained the shooter, the K-9 unit was mobilized to locate a bomb the shooter claimed to have planted in the building, successfully discovering an object covered in accelerant.

By all measures this event was a huge success. Each participant, from the police officers and EMTs to the actors and production crew, demonstrated their commitment to ensuring the safety of the IUP campus and the surrounding community. The Department of Communications Media is glad to have had the opportunity to participate in this unique and important opportunity and hopes to partner with other groups in the future.

## Photo Credits:

-Chris Juengel      -Craig Olear,  
-Matt Heer          -Heather Tabacchi





# Alumni Update

## The Men of Communications Media...

*We recently caught up with four gentlemen from the Department of Communications Media to see where they are now and what they miss most from their IUP days...*

*...next issue: The Women of Communications Media!*

### **Dr. Bradley Wiggins – Class of 2011**

(Ph.D. - Communications Media and Instructional Technology)

#### ***Where he is now:***

- Currently lives in Fort Smith, Arkansas with his wife Steffi, and their son Hunter Dragan Wiggins.
- University of Arkansas – Fort Smith
  - Assistant Professor of Communication
  - Curriculum Developer
  - Member of the Curriculum Committee
  - Faculty Advisor of the online student newspaper, [The Lions' Chronicle](#).

#### ***Favorite IUP Memory:***

"I cherish the memories of collaborating with other students on projects; all of the hands on media projects were terrific opportunities for students to teach or coach one another."

#### ***One thing he knows now that he wishes he knew back in college:***

"I didn't expect that I'd be involved, at least indirectly, in reverse mentoring. I'm surrounded by great colleagues, but I also possess new and original skill sets... that the others may or may not have."

#### ***A personal message from Brad:***

"I was honestly attracted to the CMIT PhD because of the interaction of theory and production. In reality, there are substantive reasons why the program is and will remain a strong competitor given its incorporation of research, theory, culture, and production."





**Joel Rodriguez – Class of 2002** (B.S. – Communications Media)  
**Class of 2005** (M.A. – Adult Education and  
 Communications Technology)

***Where he is now:***

- Currently lives in Aldan, Pennsylvania with his wife, their two children and two cats.
- Assistant Director of Learning Technology at Drexel University's School of Education
- Co-Owner, [Youth Media Interactive](#)

***Favorite IUP Memory:***

"Doing a Friday night radio show with one of my fraternity brothers"

"Hanging with Dr. Start and Dr. Lenze when I worked for them"

***One thing he knows now that he wishes he knew back in college:***

"I wish I had focused on creating relationships with my instructors. Faculty provides valuable resources and advice for academics and in some life situations."

***A personal message from Joel:***

"Alumni, try to support the program and IUP by looking for our qualified graduates when resumes come into your business. We need to support each other as a network."



**Joe Spadea – Class of 1988** (B.S. Communications Media)

***Where he is now:***

- Currently lives in Omaha, Nebraska with his wife, Becky (IUP Class of 1989), and their two children.
- News Director KMTV Action 3 News

***Favorite IUP Memory:***

"Meeting my wife. Great times with friends. The Bullpen."

***One thing he knows now that he wishes he knew back in college:***

"I should have taken my writing classes seriously. It doesn't matter what you are studying or what career you are interested in, people who can write are in demand in almost any field."

***A personal message from Joe:***

At IUP, "there were plenty of opportunities to get practical experience in my area of interest. Working at the TV and radio station and also in the sports information office gave me a good foundation which has led to a successful career in radio and TV."



## **Jon Sinclair – Class of 1990** (B.S. Communications Media)

### ***Where he is now:***

- Currently lives in Wilmette, Illinois with his wife, Meredith (IUP Class of 1991), and their two sons, Maxwell and Truman.
- Executive Vice President at Harpo Studios. Develops and produces programs for Harpo and OWN, with about 4-5 series in various stages at all times

### ***Favorite IUP Memory:***

“I was fortunate to produce a weekly magazine style show for WIUP-TV-- and make tons of mistakes and learned a ton by trial and error. I am extremely thankful for that experience. It was good to get the mistakes out - and learn from them before I entered the real world and had to earn a paycheck.”

### ***One thing he knows now that he wishes he knew back in college:***

“Work is really about relationships and getting others to buy into what you want to accomplish. No one can do it alone, and the more you foster and nurture great relationships with other creative people the better your work will become.”

### ***A personal message from Jon:***

“I grew up in Indiana, PA and wanted to get away. After my freshman year at a different school, I transferred to IUP. And what really brought me back home was the facilities and opportunity to actually make "content" at the TV station. It was very important to me not to just hear about how things worked. I really wanted to try out the different mediums and really get some hands on experience.”

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## ***What Are You Doing These Days?***

Help keep us connected. Answer the “What Are You Doing These Days?” questions (found [here](#)) to send us your news and announcements so that we can share them with all of your fellow Crimson Hawks around the globe through The LINK! The LINK is posted online on the department’s web page and sent via email to alumni, with a new issue every semester. Email your “What Are You Doing These Days?” answers to [comm-media-alumni@iup.edu](mailto:comm-media-alumni@iup.edu) or [dmock@iup.edu](mailto:dmock@iup.edu).

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# Faculty Focus

*A Conversation with Dr. Mary Beth Leidman...*

—“***I love to teach, but I also love to create.***”—

These words belong to one of IUP's Department of Communications Media's long-time faculty, Dr. Mary Beth Leidman, and they truly embody the manner in which she has established herself as an academic.

Being an academic has allowed Dr. Leidman to not only engage in scholarly pursuits, but also to lead a successful career in broadcast media production and on-air interviewing. Dr. Leidman places great emphasis on maintaining her professional edge because of her role as an instructor. For over ten years, she hosted weekly radio shows on WGAY-FM and WGMS-FM in Washington, D.C. as well hosting shows in Indiana, Pennsylvania. Dr. Leidman's show on WGMS-FM, *The Health Exchange*, was ranked 4<sup>th</sup> in the Washington market one quarter.

As Dr. Leidman points out, her work in television has been a natural outgrowth of her work in radio. Currently, Dr. Leidman is the host of WIUP-TV's *IUP Talks*; watch her interview with IUP's President Driscoll [here](#). Dr. Leidman has produced television shows for regional PBS and other media outlets in Western Pennsylvania.

Her other media pursuits have included working critic for newspapers in Washington, D.C. and Indiana, PA, and educational consultant for the nationally syndicated Gina D's Kids Club from 2003-2008, which continues to be aired internationally.

Through her lengthy and scopious practice as a professional in the field of communications media, Dr. Leidman has developed the ability to not just teach her students content, but to “design experiences” that emulate real-world situations. Her Electronic Media Programming and Sales course (COMM 305) was featured in the spring issue of [The LINK](#). Part of the experience that Dr. Leidman designed for this course took place during the television portion, and began with students being divided into groups that represented production companies. Each production company purchased star talent and then developed programming around their stars. The class then decided on which shows were the best. The shows were arranged into networks, and then presented to part of the university community for ratings based on their format and programming.

In addition to applying her creativity to her courses, Dr. Leidman also has several projects on the horizon that include a documentary, a book, and presentations at the Laurel Highlands Communications Conference (LHCC), among others.



Dr. Leidman is the executive producer of *Intersecting Sparks: Art and Science, Research and Imagination*, a documentary that portrays the work of sculptor and geophysicist, Dr. Michael Lazar. IUP's marching band director, Dr. David Martynuik, is writing the music for the documentary; Dr. Leidman's graduate assistant, TJ Brown is the assistant producer and editor. *Intersecting Sparks* will premiere March 14, 2013 as part of the [Frank & Sylvia Pasquerilla Heritage Discovery Center](#) in Johnstown, PA and will also air on WIUP-TV in the future.

By her own admittance, Dr. Leidman has wide-ranging interests; she has more than three dozen publications of varying types and presentations on topics that include children's media, media criticism, communication and society, and international communications. Dr. Leidman is currently working with her co-author, Steve Binder, on a book about variety television. This project has been intensive, requiring Dr. Leidman to travel to California several times to conduct interviews with top television producers and directors. Dr. Leidman will also be working with Dr. Zachary Stiegler and Dr. Mark Piwinsky in presenting “Developing a Voice for Academic Writing” at this year's Laurel Highlands Communications Conference.

Dr. Leidman's commitment to her students and to academia has made her an indispensable member of the Department of Communications Media at IUP. Her enthusiasm for teaching and her professional involvement in the field will undoubtedly keep us guessing what her next project or endeavor will be.



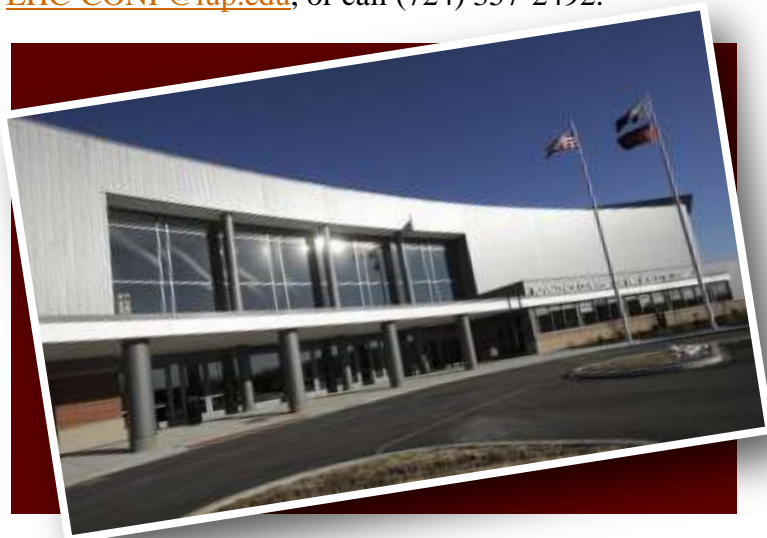
# The Laurel Highlands Communications Conference

2012 marks the fourth year for the [Laurel Highlands Communications Conference](#). The conference was established in 2009 to give students, faculty, and professionals an opportunity to share scholarly research and network with other professionals in an atmosphere of encouragement and camaraderie.

Faculty and students with an interest in the field of communications are encouraged to [participate](#) in the conference. Those only wishing to attend the conference can pre-register by October 26, 2012; in addition, registration will also be available onsite.

This year, the LHCC will take place November 1 and 2 at the [Kovalchick Convention and Athletic Center](#) at IUP. The session on Thursday, November 1 runs from 1:00 PM until 5:00 PM and will feature the keynote address, the opening reception and the luncheon. The session on Friday, November 2 runs from 10:00 AM until 4:00 PM and will feature the poster sessions and the photography exhibition. Presentations will be conducted both days of the conference.

Anyone with questions can send an email to [LHC-CONF@iup.edu](mailto:LHC-CONF@iup.edu), or call (724) 357-2492.



*Photo By: Keith Boyer, University Photographer*

## A Sample of This Year's Presentations

- ❖ The “Real” Work of a College Professor: Why It Isn’t 17 Hours a Week
- ❖ A Content Analysis of Women on Television in the 2012-2013 Season
- ❖ Developing a Voice for Academic Writing
- ❖ Developing Effective Teams in the Realms of Failure Prevention and Disaster Recovery
- ❖ Exploring Alone Togetherness: How Female Gamers Interact with Other Players in Virtual Worlds
- ❖ Mediated Messages’ Impact on Students’ Perceptions of Date Rape and Domestic Violence
- ❖ Promoting Change: Strategies for Survival in a Dynamic Radio Marketplace
- ❖ The Red-Blue Divide: Newspaper Coverage of the Supreme Court’s ‘Obamacare’ Ruling
- ❖ When Lara Croft Teaches a Second Language
- ❖ Designing an Instructional Game Using the (GLaSS) model
- ❖ Grey’s Anatomy and Nonverbal Communication Accommodation
- ❖ How Facebook’s EdgeRank Score Impacts Popularity, Reach, and Influence
- ❖ Media Technology Use Within Fitness Facilities
- ❖ The Effect of Different Audio Channels on Student Retention of Information



# Your Department Needs Your Support!

When the IUP Foundation comes calling this year, *designate your donation to your favorite IUP Communications Media program!*

Put your annual contribution to work directly for the programs that you participated in during your years here at IUP. Alumni donations are an important key to the department's continued success. Your support will help ensure that generations of future communicators have the tools and technology they need to prepare them for rewarding careers in the communications field. Use the following Foundation codes to designate contributions to specific departmental programs.

## Foundation Code   Departmental Program

224663	General Communications Media Support
224722	IUP-TV Support
224765	Communications Media Journal & Conference
225302	Doctoral Scholarship & Research
228431	WIUP-FM Radio Support

# Congratulations!

## *CMIT Graduates!*

### *August 2012*

- ❖ Sarah Tourtellotte, Ph.D.
- ❖ Carol Walker, Ph.D.



### *August 2011*

- ❖ Mark King, Ph.D.
- ❖ George Konetes, Ph.D.
- ❖ Matthew McKeague, Ph.D.
- ❖ Karl Roeper, Ph.D.
- ❖ Chad Sherman, Ph.D.
- ❖ Bradley Wiggins, Ph.D.



For information about the CMIT Ph.D. program, contact Dr. B. Gail Wilson ([bgwilson@iup.edu](mailto:bgwilson@iup.edu))