

THE LINK

Indiana University of PA Department of Communications Media Alumni Newsletter

Spring 2013

IUP-TV: Past, Present, & Future

Situated in the basement of Davis Hall, IUP-TV has been part of campus life since 1966. Regardless of the call letters, channel number, or location, the television station at IUP has served as a creative and experiential resource for students from a variety of disciplines at the University.

Recent upgrades included a conversion to digital format, including new digital editing systems, camcorders and ENG cameras, new digital remote broadcasting system, master control room, a character generator, and studio cameras.

From Freeport to Murrysville to Somerset, IUP-TV is aired over Comcast's channel 6 and has a potential audience of over 100,000 viewers. Though the shows that air on the television station can change from year to year, the most popular ones are news, sports, and game shows.



IUP-TV's longest running show is *IUP Talks* hosted by Dr. Mary Beth Leidman. This award-winning show has been a part of the programming at IUP-TV since 1995. In producing between six and eight shows per year, Dr. Leidman has engaged in a plethora of dialogues with some very interesting people. Whether she is talking to students about tattoos, interviewing IUP's new president Michael Driscoll, or discussing politics with Senator Don White, Dr. Leidman's *IUP Talks* has a long and rich history at IUP-TV.

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Current shows produced by students on IUP-TV include comedy shows such as *Humor Me* and *Sketchoprania*. The game show *No-Brainer* brings IUP students to the station to participate in trivia challenges where they can win prizes (click [here](#) to watch an episode). *Indie Rockers Ball* (*IRB*) is a show that bridges the gap between IUP-TV and WIUP-FM. Working in conjunction with the radio station, *IRB* takes talent from WIUP-FM shows and events to conduct interviews and broadcast live performances. To watch an episode of *IRB*, click [here](#). You can keep up with IUP-TV as well as your favorite shows by liking their Facebook pages; the hyperlinks in the list of shows to the right will take you directly to each show's page.

Dr. Jay Start of the Department of Communications Media has been involved with IUP-TV for over 25 years. In his time at the television station, he has seen countless students benefit from their involvement. Taking knowledge from the classroom, students get a hands-on production experience in state-of-the-art facilities. Leadership opportunities are another benefit to students participating at IUP-TV. Dr. Start notes, "The most valuable thing is that they get to work with other students." With a variety of leadership positions available in the production of each show, as well as at the station in general, many students discover and foster the ability to lead and work with others in this real-world environment.



IUP-TV Programs

- ❖ [Indie Rocker's Ball](#)
- ❖ [Humor Me](#)
- ❖ [IUP NewsCenter](#)
- ❖ [No-Brainer](#)
- ❖ [The Big Hit](#)
- ❖ [Urban Superior](#)
- ❖ [Sketchoprania](#)
- ❖ [Mind Over Matter](#)
- ❖ [IUP Sports](#)

In addition to benefitting the students, Dr. Start points out that IUP-TV also showcases the Department of Communications Media and attracts students. Some exciting changes have been underway at the television station. New course options in the Department allow students to earn credit for their participation at IUP-TV. This spring, Communications Media majors were able to participate in the show *Crimson Highlights* as part of COMM 408, Media Field Studies. Fall 2013 will offer two sections of COMM 408, one section working on *Crimson Highlights*; the other, in collaboration with Renda Broadcasting will focus on Heritage Conference high school football. COMM 451, Broadcast News Process will work directly with *IUP News*, also in collaboration with Renda Broadcasting.

Though the shows will remain mostly unchanged, there will be a new outlet for student creativity. A new show called, *Student Showcase*, will be used as the vehicle for students to experiment and create. The show will feature avant-garde films, individual student work, as well as work produced as part of credit classes.

A seminal part of the Department of Communications Media experience at IUP, the television station continues to evolve to meet the needs of both students and audiences. IUP-TV plays an important role in providing students with practical experience, preparing them for careers in a rapidly changing field.

Alumni Update

The Women of Communications Media...

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

Ann Fife McCandless

Class of 2003 (B.S. – Communications Media)

Class of 2004 (M.A. – Adult Education and Communications Technology)

Where she is now:

- Currently lives in Renfrew, Pennsylvania with her husband, Joshua McCandless and their “very curious and adventurous” 9 month old son, Conner.
- Dean of Educational Technology – Butler County Community College
 - Oversees the College's distance education and instructional technology initiatives.

Favorite IUP Memory:

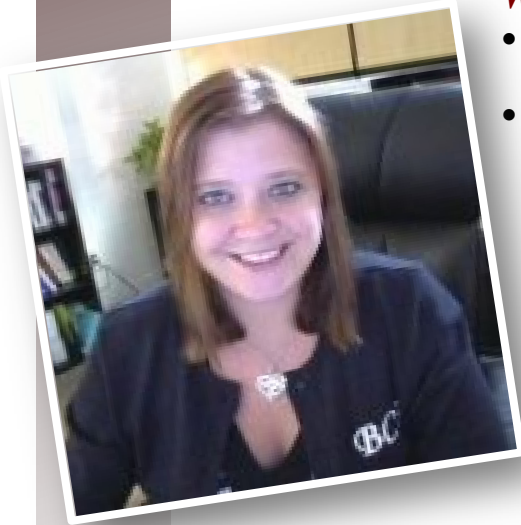
“I truly enjoyed the cohort of students that completed the AECT program with me, and the close-knit group of faculty that related well to each of us. We developed great friendships, and in turn helped each other through the program with a little bit of fun and silliness added to lighten the load.”

One thing she knows now that she wishes she knew back in college:

“I am always surprised at how much I rely on the professional contacts I made while a student at IUP, speaking of the faculty, staff, and fellow classmates. If I had known how valuable a resource these individuals would become, I would have focused more time on getting to know some of them better and tried to maintain contact with them.”

A personal message from Ann:

“I can't say it enough, the former and current faculty and staff of the Communications Media Department are great! My advice to alumni would be to try and keep in contact with these individuals, as you never know when you might need them for a recommendation, job lead, professional advice, or just to throw ideas around!”



Leslie Garner – Class of 2004

(B.A. – Journalism, B.S. - Communications Media)

Where she is now:

- Currently lives in San Francisco, California
- Executive Director - Instruction, Innovation & Social Justice, San Francisco Unified School District

Favorite IUP Memory:

“Of paramount importance to me as an undergraduate student was having and really using my advisers/ mentors. I was fortunate to land Dr. Wilson in the Communications Media Department and Randy Jesick in the Journalism Department. If you know both of them, you know that they are incredibly complementary. What Dr. Wilson brings in terms of pushing high expectations and reflection on your work, Randy brings in

really understanding what moves and drives you (and what will ultimately move and drive the audience for who you are writing!). In the weeks leading up to graduation, I had the beautiful opportunity to bring these two folks, who'd meant much to me during my undergraduate career, together. Randy and I, both avid runners, made the trek to Dr. Wilson's house. And Dr. Wilson had breakfast waiting for us. I'll never forget that!”

One thing she knows now that she wishes she knew back in college:

“I wish I would have known how important it would be to learn another language. I waited until my senior year to take my language requirement and continue to struggle to improve my Spanish language fluency. Working in a school system that is 24% Latino with many monolingual families demands that I get better. I wish I didn't wait so long!”

A personal message from Leslie:

“I always thought I would be working at a PR firm or for a corporation but took the risk after graduation to join Teach For America and have found a passion and a way to take much of what I learned at IUP and build a career I never would have imagined. Have an open mind! You never know where it will take you. You have skills invaluable in the social sector. Whether a local non-profit or public school, see who needs your technical skill and offer to help them pro-bono. We're all in this together!”





Diane Ficarri Ruggiero– Class of 1987

(B.S. Communications Media)

Where she is now:

- Currently lives in Columbia, Maryland
- CNN, Supervising Producer
 - Newsgathering, Washington Bureau

Favorite IUP Memory:

“There are so many favorite memories of my years at IUP. As I am approaching my 25th anniversary at CNN, I can't stress enough how working at IUP-TV and the production classes I took prepared me for a successful career in television news. When I was a freshman, a group of us were walking in the rain singing "Singin' in the Rain" and someone who worked for IUP-TV saw us and told us about the campus television station. I joined the station the next week. That night forever changed my life and put me on the path of where I am today. On a personal level, I became friends for life with my roommates - we started in Esch Hall and then moved on to Carriage House. We don't see each other as often as we'd like to, but I know I could call any one of them at any time and they would be there for me.”

One thing she knows now that she wishes she knew back in college:

“Take classes that interest you in addition to those required - make sure that you can discuss politics, pop culture, sports and history. Know what's going on in the world. It's a big world; explore it.”

A personal message from Diane:

“Follow your passion. Don't base your career choice on how much money you think you can make.”

“It doesn't matter how big or prestigious your school is, it's what you do with the education you received.”

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 or dmock@iup.edu.

Faculty Focus

A Conversation with Dr. Nurhaya Muchtar...

Dr. Nurhaya Muchtar joined the Department of Communications Media in 2009. Before coming to IUP, Dr. Muchtar worked as a media training consultant, development aid specialist, and broadcast journalist in Washington, D.C. as well as in her home country of Indonesia. Dr. Muchtar earned her bachelor's degree in English education at Jakarta University in Indonesia, and completed her master's degree and Ph.D. in the United States. She earned her master's degree in international affairs at Ohio University and her Ph.D. in communication and information at the University of Tennessee.

As an instructor in both undergraduate and graduate level courses, Dr. Muchtar's time in the classroom at IUP has been spent teaching *Women in Media*, *Research in Communications Media*, and *Doctoral Seminar in Communications Culture and Theory* in the Department of Communications Media.

Though Dr. Muchtar recognizes that students at IUP study Communications Media because they want to *do*, she encourages her students to think critically about their productions. As Dr. Muchtar states, "To be able to *do* things, you have to be able to *think* about things." The productions for her *Women in Media* class might be a short video, or a black and white photograph, but regardless of the medium, there must be thought and meaning behind it.

In teaching *Research in Communications Media*, Dr. Muchtar draws from her own experiences as an undergraduate. She acknowledges that students may or may not need a research background, some might go on to do production work, others might continue to graduate school. "The most important thing for me is to make them *like* research," says Dr. Muchtar. She does this by letting students choose their own topics, which helps foster students' intrinsic motivation. She finds that when she makes students aware of others with common research interests by putting them into groups, they will begin to collaborate with one another, a very important component of the research process. In this shared passion and interest, Dr. Muchtar learns about some topics that she might never have explored on her own, such as the change of hip-hop over time and hip-hop as it relates to social change in Black communities. The next step in the evolution of her research classes is to have her students present their work at IUP's annual Laurel Highlands Communications Conference to get students more involved in the entire research process and possibly to create a new platform for collaboration between undergraduate and graduate students.



Dr. Muchtar is currently working on research with some of her undergraduates about rap and hip-hop music and how it relates to social change. The courses she teaches at IUP have a direct influence on her research. Inspired by the doctoral seminar in communications theory and culture, Dr. Muchtar is presenting her paper "Preaching, Community, and Convergence: The Use of Media and New Media by Progressive Indonesian Islamic Leaders to Communicate with Their Followers" at the International Communications Association Conference in London this June. Also in June and along the same line of research, at the International Association of Media Communication Research in Dublin, Ireland, Dr. Muchtar will present her paper "Case Studies of Indonesian Madrasa in Using Media and Technology to Bring About Social Change in their Communities." However, Dr. Muchtar's work is not limited to the realm of academic research; Dr. Muchtar is also currently working with four students on production projects. Also in terms of production work, Dr. Muchtar meets with a group of students weekly at the Online Information Literacy Design Center (OILDC) at the Stapleton Library to produce short documentaries about faculty work and activities at IUP.

Dr. Muchtar not only draws on her work as a journalist, producer, and an academic to create classes that synthesize creativity and critical thinking, but she in turn immerses herself fully in her role as a teacher, letting those experiences in the classroom and with students mold and shape her professional work.

The Laurel Highlands Communications Conference

November 2012 marked the fourth annual Laurel Highlands Communications Conference for the Department of Communications Media at IUP. With over 30 presentation topics that ranged from hoaxes in mass media to using video games to teach foreign language, there was something to interest every one of the approximately 250 attendees this year. Ten institutions participated in LHCC this past year, from all over Pennsylvania and as far away as Virginia, scholars and students came to the Kovalchick Convention and Athletic Complex (KCAC) to present their research.

To kick off the two-day conference, a panel of gentlemen from Renda Broadcasting Corporation gave the keynote presentation, "Radio: Past, Present, and Future." The panel, pictured right, included Mark Hilliard, General Sales Manager; John Smathers, Interactive Sales and Content Manager; Mark Bertig, Vice-President and General Manager; Todd Marino, News and Production; and Jack Benedict, Sports Director and long-time voice of IUP Sports.



In addition to presentations and panel discussions, LHCC provided a venue for poster sessions this year. Eleven posters displayed the scholarship of undergraduate and graduate students from several universities. Posters included, "An Absolute World: The Effects of Alcohol Advertising on Children," The Audio Recording Production Process: The Making of 'A Very Comm Christmas Vol. II,'" and others.

In a chance to show off production skills and artistic ability, the 2012 LHCC also hosted a photography exhibition that drew 35 participants. Exhibition categories included landscapes/nature (1st place Matt Pangman), portraits (1st place Heather Tabacchi), macro (1st place Matt Pangman), cityscapes/ urban/ architecture (1st place Michelle Sulkowski), high dynamic range (HDR) (1st place Nick Artman), and photojournalism/documentary (1st place Anthony Almes).

The fifth annual Laurel Highland Communications Conference will take place during the spring semester of 2014. To keep up with news about the LHCC, visit their [website](#).



LHCC 2012

A Sample of This Year's Presentations

❖ ***The Good, The Bad, and the TV Western***

Presenter: Thomas J. Brown

❖ ***Exploring Alone Togetherness: How Female Gamers Interact with Other Players in Virtual Worlds***

Presenters: Rebecca Elinich, Derek S. Felton

❖ ***Using the Social Network Reddit for Research***

Presenters: Dr. Chad Sherman, Brandon Szuminsky

❖ ***Sandusky vs. Local News: How the Big Story Still Dominates Local TV Newscasts***

Presenters: Richard J. Bukoski, Derek S. Felton

❖ ***Sexual Abuse and Public Scandal: A Case Study in Newsroom Decision Making***

Presenter: R. James Wertz

❖ ***Promoting Change: Strategies for Survival in a Dynamic Radio Marketplace***

Presenters: Matthew Albright, Dr. Zachary Stiegler, Nicholas Weingartner

❖ ***Discourse of Renewal: An Alternative to Traditional Crisis Communication***

Presenter: Karen K. Barone

❖ ***The "Real" Work of a College Professor: Why It Isn't 17 Hours a Week***

Presenter: Dr. Luis C. Almeida

❖ ***How Facebook's EdgeRank Score Impacts Popularity, Reach, and Influence***

Presenter: Dr. George Konetes

❖ ***Black Swan and Long Tails: Issues with Predicting the Future Using Statistics and the Scientific Method***

Presenter: David Parrott

❖ ***When Lara Croft Teaches a Second Language***

Presenter: Ahmed K. Yousof

❖ ***Competitive Grouping Strategy***

Presenters: Nicholas Artman, Brittany Pavolik, Dr. James Lenze

❖ ***Grey's Anatomy and Nonverbal Communication Accommodation***

Presenters: Jason Mickel, Shian-Li McGuire

❖ ***Factors Influencing Student Retention in the Ph.D. in Communications Media and Instructional Technology at***

❖ ***Indiana University of Pennsylvania***

Presenters: Raphael Kalu Biry, Dr. Mark Piwinsky, Brittany Pavolik

❖ ***Developing a Voice for Academic Writing***

Presenters: Dr. Mary Beth Leidman, Dr. Mark Piwinsky, Dr. Zachary Stiegler

❖ ***Herzberg's Two-Factor Theory of Motivation and Hygiene in the Workplace***

Presenter: Thomas E. Cornwell



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 Student Conference Presentations

Laura E. Wilson and **Susan McManimon** co-presented their work "The Imploding Big Bang Family" with Dr. Mary Beth Leidman at the Broadcast Education Association Conference in Las Vegas.

Laura E. Wilson presented her work "Humor's Relief theory and the Big Bang's sitcom approach to uncomfortable situations" at the Eastern Communication Association Conference in Pittsburgh.

Susan McManimon presented her work "The Incongruity of the Big Bang Theory" at the Eastern Communication Association Conference in Pittsburgh.

Brandon Szuminsky co-presented his work "Mediating Misinformation: Hoaxes after the Digital Turn" with Dr. Zachary Stielger at the Eastern Communication Association Conference in Pittsburgh.

Dana C. Hackley co-presented her work "Jewdle: Attitudes toward the implementation of e-Learning in America's Jewish religious schools" with Dr. Mary Beth Leidman at the Eastern Communication Association Conference in Pittsburgh.

Ronald K. Raymond presented his work "Changing Times: Traditional Media Responses to User-Generated Content and Citizen Journalism in an Ever-Evolving Technological Environment" at the Broadcast Education Association Conference in Las Vegas.

Ahmed K. Yousof presented his work "HERO: A Language-Based Simulation Game that Promotes Cultural Understanding Among Nations" at the Education Without Borders Conference in Dubai, UAE.

Raphael Birya presented his work "Performance of children with dysfunctional vision using multimedia in learning vs. non-users in Kenyan Special Schools" at the IUP Graduate Scholars Forum in Indiana, PA.

Brittany Pavolik presented her work "Narratives Through Media: Storytime with Marshall McLuhan." at the Pop Culture Association Conference in Washington, DC.

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