

DAVIS HALL: SET FOR THE FUTURE



Former students who visit the basement of Davis Hall will have a familiar feeling when they first walk in the door but that feeling will vanish once they step inside the B-9 TV studio. The TV control room, studio and set are all brand new with updated equipment, new cameras and a new set. The studio control room has been upgraded from a traditional video system to a Tricaster system with added features and capabilities. A network interface allows other computers to become inputs for the Tricaster over the IUP network. With the new system, students can create graphics on the fly, such as lower thirds or over-the-shoulder graphics. Programming can now go live to the web.

COMM 251 Basic Television Production, is still taught in B-9 and the updated production facility is regularly used for student produced programming with shows like Indie Rockers Ball, Hawk Talk and Sports Talk Live. In fall 2017, a group of students began reporting and producing a weekly local news show, IUP-TV News. Department chairperson, B. Gail Wilson has been working with the group and wants students to get hands-on experience. Four or five reporters head out every week covering campus and community events.

“It’s an important learning experience for people who want to be in news production, news writing, videography or reporting,” Wilson explains.

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The new set, purchased through an ongoing appeal to donors, features flexibility with seven different desk configurations and the ability to take the desk out for remote productions. Graphic images are changeable depending on the production.

The installation of the new equipment and set was a summer-long project for Chris Barber, the College of Education and Communications Broadcast Technician. New paint, carpet and furniture were in place in time for the equipment to be installed by the start of the fall 2017 semester.



Upgrades to WIUP-FM were also part of the package with new equipment in the production room (above right) new carpet and paint in the on-air studio.

The Davis facilities upgrades were possible with support from the Office of the Provost, the College of Education and Communications Dean and a variety of other University entities. Support from Communications Media alumni helped to put the down payment on the new set.

THE LINK

WOMEN, MEDIA AND MUSIC

Imagine taking a class where your exam questions are about musical artists such as Janis Joplin, Beyoncé, Aretha Franklin, Taylor Swift and other iconic women in the music industry. Next spring, IUP Communications Media faculty member, Dr. Zachary Stiegler will teach on this topic in a special course titled *Women, Media and Music*.



This special topics class delves into the history of female performers in any genre of music through the lens of feminist theory. Stiegler describes the relevance of the course by explaining how men heavily dominate the music industry, creatively and in a business sense. However, Stiegler's course will examine how women are breaking barriers, claiming power and challenging gender stereotypes.

Women, Media and Music will address topics such as gender identity and gender politics to explore how those things play out in the music industry. Each week, students will go in-depth about these subjects and have class discussions to capture the perspectives and opinions of their classmates.

Stiegler believes class discussion is important, "I try to always provide space for that dialogue, creating a place for students to express their ideas and discuss perceptions about these issues." *Women, Media and Music* is Communications Media course but also is planned as a course for IUP's minor in Women's Studies.

Another of Stiegler's courses, *Music, Media and Culture*, also engages students with media as critical consumers to understand the way technologies of production and consumption have changed the industry. "Music is a good platform to discuss things about gender, sexuality, and race. I learn a lot from my students, so classes like this are always beneficial to me because that also challenges my perspective," Stiegler explains.

Stiegler's interest in teaching courses about music also extends to his research. He recently presented at an international conference about the musical artist, Prince. His presentation at *Purple Reign* in Manchester, U.K. focused on Prince's composition, "The War." He has also written and presented his research about The Beatles, Michael Jackson, Yoko Ono and Mardi Gras Indian music of New Orleans.

Stiegler earned his doctorate from the University of Iowa and has been teaching at IUP for eight years. Besides his interest in music, he also teaches radio production, media law, and broadcast newswriting. He is the graduate coordinator for the Communications Media and Instructional Technology doctoral program as well as the faculty advisor for WIUP-FM.



THE LINK

FOCUS ON STUDENT PHOTOGRAPHERS



Photography courses have had long history in the Department of Communications Media. Former professors including David Young, Ron Juliette, Dennis Ausel and Chris Juengel all taught our photography courses over the last 30 plus years, and worked with students outside the classroom. From the old days of darkrooms and fixer, to today's use of Photoshop and digital cameras, the Student Photography Association (SPA) is one way faculty have helped students experiment with new photography techniques.

Ms. Rachel B. Porter Fox leads this part of our curriculum today and continues the tradition of SPA as an extracurricular organization for students interested in photography and digital imaging. Each week students meet to explore different aspects of photography such as street and night photography, light painting, and experiments in the studio. The organization sponsors workshops, takes field trips to museums and galleries, goes on photo shoots.



Last spring students fundraised to pay for a trip to Pittsburgh where they visited the Andy Warhol Museum, saw photo exhibits at the Heinz History Center and walked around the city on a photo tour. As Fox explains, each week students pick a topic or theme to photograph. "Everyone is interested in different aspects of photography, so this gives students a chance to try some things that they usually wouldn't." At every meeting, students share their photos for a critique to give positive feedback.

Fox goes on to say, "It's a way to learn but you have great peers around you and you all learn together. It's a great way to express your creativity, have some fun and meet cool people". Student Photography Association also supports students who have interest in photography but can't take the photography classes.

THE LINK

BREWING UP AWARDS

— COMM Grad is Young Alumni Award Winner

More than a few 20 year-olds might dream of drinking beer for a living but not many actually make it happen. Luke Bowen, a 2005 Communications Media graduate, did make it happen with Evil Genius Beer Company. Luke and his partner have been in the beer making business since 2008 when they started their company. Since then, Evil Genius has been ranked in the top five percent of all craft breweries in the U.S., making it one of the fastest growing craft breweries in the country.



The Evil Genius Brewpub opened in 2016 in Philadelphia's Fishtown neighborhood and was quickly named one of the "hottest bars in Philly" by Zagat.com. Construction of the North Front Street location was supported by a grant from the Philadelphia mayor's office to encourage business development in once-blighted neighborhoods. Luke and his staff hosted a Communications Media alumni event at the brewpub last summer.

In October, Luke returned to campus as one member of a select group of IUP graduates to receive the IUP Alumni Association's 2017 Young Alumni Achievement Award. Like many former students who come back for a visit, Luke found our campus looks a bit different than it did in 2005. "What surprised me the most about coming back to campus was how much everything has

changed. All of the new buildings and dorms look amazing. I was so happy to see the campus in such great shape."

During his visit, Luke spent time talking to students in the Communications Media Department and was inter-



viewed for a story to air on IUP-TV News. "What I enjoyed most about speaking to students was how polished and ready they are for the real world. They all were so involved and talked about their time at IUP with such enthusiasm."

One of Luke's fondest memories from his undergraduate years was a trip to Costa Rica with Dr. Dennis Aysel. He caught up with his former professor, Dr. Aysel, for breakfast while he was on campus.



ALUMNI PROFILES

TRACY BUTLER (CLASS OF 1985)

Chicago residents who watch ABC7 have been getting their morning weather forecast from an IUP graduate for almost 24 years. Tracy Butler's path to the Windy City started in her hometown of Pittsburgh with jobs at KDKA radio and television. Her career as a weathercaster began at WTRF-TV in Wheeling, WV.

From Wheeling to Youngstown to Richmond, VA, Tracy was eventually hired as a fill-in weathercaster on ABC's Good Morning America, where she caught the eye of managers at WLS-TV in Chicago. She has been at the station since 1994, something Tracy didn't expect, "I never thought I would be in one place for so long. I have been blessed. I have the opportunity to work with wonderful people. I have been so lucky to have a career that I love." She describes her job as looking for different "pieces" of the atmosphere to fit together to produce a forecast for her audience. She compares it to building a new puzzle every day.

In Chicago, Tracy works with various charities including a program she created called the Weather Sketchers Club that helps kids use their creativity to communicate a weather element through art. Tracy states, "Over the years, I have shown thousands of drawings from children ages 13 and younger, on TV."

While at IUP, Tracy spent her time working at WIUP-FM and IUP-TV. "I had so much fun working with my friends on so many television production projects and gaining that experience proved valuable throughout my career." She credits former professors Richard Lipsky, Richard Lamberski, and Randy Jesick with helping guide her to where she is today. Tracy can be seen in the photo at right, front and center, with a group of her contemporaries from about 1983.

She and her husband Michael are both originally from Pittsburgh and have been married 25 years. They have two daughters and enjoy playing tennis and golf as a family. She tries to come back to Pittsburgh as often as she can to visit family. Tracy graduated from IUP's Department of Communications Media in 1985 and she later obtained her meteorology certification from Mississippi State University. She is a member of the American Meteorological Society and the National Weather Association.



ALUMNI PROFILES

EBONY MOORE (CLASS OF 1994)



Working in New York City may seem hectic to some people, but for Ebony Moore it is something she finds energizing. For 22 years, she's been working for Turner Broadcasting and currently serves as the Vice President of Linear and Digital Account Service.

Linear and digital service teams insure commercial inventory airs across all platforms such as television, desktop, mobile and mobile apps and manage billions of dollars of revenue for companies like CNN, TBS, and TNT. Ebony works with sales teams in campaign management to drive revenue and keep clients coming back to Turner Broadcasting.

"I get to wear many different hats in my career. There are various business aspects like sales and management, then there's a teaching and mentor side. One thing I love about my job is being in a diverse atmosphere and being able to have a voice that ensures a diverse environment."

Ebony graduated from IUP in 1994 and reflected on her time in the Communications Media Department, "All my professors were different so I learned something new from each one. It taught me leadership skills and how to collaborate with people."

In 1993, Ebony was part of a group of students (pictured right) who participated in IUP's Oxford Study Program and traveled to Great Britain with Dr. Wilson to study British broadcasting.

Ebony has a daughter who is a sophomore at Rowan University. She loves to spend her free time with friends and family. She also has a passion for traveling and is an avid reader.



ALUMNI PROFILES

KATE SUNBURY (CLASS OF 1998)

Kate Sunbury spends her workdays rubbing elbows with musicians, politicians and celebrities of all kinds (including Kermit the Frog) as the Music Staging Manager at *The Late Show with Stephen Colbert*. She re-



ports to work at the historic Ed Sullivan Theater on Broadway to start her day working with a crew of stagehands and technicians who set up equipment for the guest bands who are performing on the show. By late afternoon, the show is in rehearsal to be ready for a 5:30 p.m. taping.

Since graduating from IUP, Kate has spent her professional career working in the television industry starting with an internship on *The Rosie O'Donnell Show*, where she was later hired as a production assistant. Since then she has worked on *Guiding*

Light, *Who Wants to be a Millionaire*, and *The Colbert Report*.

While every day of work in NY brings interesting challenges, Kate values some of her time on the road.

"The most enjoyable and demanding work has been working remote shoots all over the U.S. Some of the most memorable are the Philadelphia Democratic Primary in 2008, the 2010 Rally to Restore Sanity and/or Fear on the National Mall in Washington, D.C., a rally with Stephen Colbert and Herman Cain in 2012 and a December 2014 episode of *The Late Show* with President Obama. I even worked on Stephen Colbert's brief 2008 run for President!"

Thinking back on her time at IUP, she credits former professor Ron Juliette with encouraging her to apply for internships in New York. Kate also has fond memories of being on the IUP Cross Country and Track team, her teammates and coach Ed Fry.

Kate and her husband, Marc Carlo, have two daughters, ages 9 and 10. She still runs, although she says not as fast, and has completed three marathons.



ALUMNI PROFILES

DR. JIM WERTZ (CMIT) 2013



Being an associate dean, college media advisor, writer and editor is a lot to balance, but Dr. Jim Wertz does it well. Jim is currently the Associate Dean of the College of Art, Humanities and Social Sciences at Edinboro University, where his responsibilities include providing academic leadership, assisting with faculty development and being a representative for his college at University functions.

After graduating from the Communications Media and Instructional Technology (CMIT) Ph.D. program in 2013, Jim advanced his career as a faculty member at Edinboro University. In his faculty role, Jim served as the journalism program coordinator and an associate professor in the Journalism and Public Relations department, where he taught classes in Mass Media, Television Production, Advanced Electronic Journalism, and Radio/TV Broadcasting. He also served as the director of the Edinboro University Honors Program in 2016 and 2017 prior to joining Edinboro's administration.

For nearly 10 years, he served as the faculty advisor for Edinboro's campus TV station, which can be seen throughout southern Erie County. Students at ETV produce entertainment and political programs, sports talk shows, and do live broadcasts of all major campus sporting events.

Outside of Edinboro University, Jim serves on several community boards, including the Erie Philharmonic and Ignite Erie, and he is a contributing editor for the *Erie Reader*, where he writes primarily about local and regional politics, as well as community and economic development.

Jim credits the CMIT doctoral program with helping him manage the diversity of his responsibilities, "The PhD program at IUP really helped me round out my research and quantitative analysis skills. I employ these in my academic research as well as my work as a journalist and my day-to-day responsibilities as an administrator."

He is married with two daughters and in his free time he enjoys being involved in the community, writing, and participating in outdoor activities.

THE LINK

WHAT'S IN A NAME?



COLLEGE OF EDUCATION
AND COMMUNICATIONS

Inspire ~ Transform ~ Lead

Shakespeare said it "...a rose by any other name would smell as sweet." We certainly think it is pretty sweet to have *Communications* included in the new name of our college. Our updated identity was unveiled this past summer and as you can see, this sign on the side of Stouffer Hall eliminates any confusion about our home at IUP. The name officially changed from the College of Education and Educational Technology to the College of Education and Communications this fall. Our dean, Dr. Lara Luetkehans and the College's director of communications and marketing, Dr. Jeff Fratangelli, spent the summer revising the College marketing materials to represent our new identity.

THE LINK

DR. KURT P. DUDT (1949-2017)

The Department of Communications Media lost a long-time friend and colleague with the sudden passing of Dr. Kurt P. Dudt on October 18, 2017. Dr. Dudt retired from IUP in 2011 after 29 years at the University, most of which was spent as chairperson of our department. When we first posted this news on our Facebook page, many students commented on their relationship with Dr. Dudt as a professor, mentor and friend. Stories ranged from serious to funny with recollections of Dr. Dudt's no nonsense, Marine Corps style of giving advice.

Much of the department's current success can be credited to Dr. Dudt's leadership. He was instrumental in the development of the Master of Arts in Adult Education and Communications Technology, a joint program with the Department of Adult and Community Education. He also created the plan for our Ph.D. in Communications Media and Instructional Technology (CMIT). He is seen in the photo below with other faculty and the students who were the first to graduate from CMIT in 2011.

In the years following his retirement, Dr. Dudt was active in his church and performed mission work in India. He coordinated and raised funds for projects that have started 39 small businesses for uneducated Indian Christians, providing a living for these families.

Dr. Dudt is survived by his wife, Deborah and four children; sons Mark and Eric and daughters Gretchen and Brittany.



THE LINK

SUPPORT COMMUNICATIONS MEDIA

Your donation to the Foundation for IUP can be designated specifically to benefit one of our organizations or scholarships. So often, we hear from former students about how their involvement in our student productions and organizations helped to launch their careers. A contribution to IUP-TV or WIUP-FM helps to fund equipment purchases, support promotion events and student activities. A donation to the Communications Media Department general fund helps us hire student workers, provide scholarships for students, allows us to host student and alumni networking events and to support other departmental activities.

This link can be found on our main departmental web page, [Department of Communications Media](#).

SUPPORT IUP COMMUNICATIONS MEDIA STUDENTS

When you make a gift in support of our department, you invest in the world's next generation of leaders. Scholarships and program support create the best possible student experience.

[Support Our Students](#)

From the link above, you will find a list of our accounts where you can donate to one or more of our funds.

Selected Designations

Name	Amount	Percentage
Communications Media Department, General	\$ <input type="text"/>	<input type="text"/> %
IUP-TV	\$ <input type="text"/>	<input type="text"/> %
WIUP-FM RADIO	\$ <input type="text"/>	<input type="text"/> %
Center for Media Production and Research	\$ <input type="text"/>	<input type="text"/> %
W. Darryl Green Memorial Scholarship	\$ <input type="text"/>	<input type="text"/> %
Communications Media Journal and Conference	\$ <input type="text"/>	<input type="text"/> %
Communications Media Doctoral Scholarship and Research	\$ <input type="text"/>	<input type="text"/> %
Total:	\$0.00	0%