

Communications Media sweeps IUP awards with Alumni Recognition

Graduates of our programs received every alumni award presented by IUP in the 2016-17 academic year. This recognition began last fall as we reported in our Fall 2016 edition of **The Link**, when Dr. Brad Wiggins, a graduate of our PhD in Communications Media and Instructional Technology program, received the Alumni Scholar Award from our College of Education and Educational Technology. The next award came with the IUP Young Alumni Achievement Award for Jonnee' Tonsel. Read Jonnee's story on page 3.

Most recently, two graduates of our Communications Media program were honored with IUP's most prestigious, Distinguished Alumni Award. James (Jim) Rose (pictured left) and Colin Helms (pictured right) returned to campus to inspire students with their success and to receive their award.



Rose (1990) has worked nationally for a number of different media corporations, starting out as a promotions coordinator for WPLJ-FM in New York. Rose later worked as manager of Sales Research for Blair Television and continued his media sales career in Salt Lake City, Utah, before being hired at KING 5 in Seattle, where he was recently promoted to president and general manager. KING 5 Media Group is the largest media operation in the Pacific Northwest and consists of multiple broadcast and digital properties. As president and general manager, Rose's responsibilities include developing and leading a plan for growth through collaboration across news, content, technology, and revenue teams.

As an IUP Communications Media student, Rose was heavily involved in departmental organizations, including WIUP-FM, IUP-TV, and the National Electronic Media Association (NBS-AERho). In addition to his work outside the classroom, Rose was an exceptional student. He was a member of the honor society, Phi Kappa Phi, and graduated summa cum laude. Rose remembers fun times in the basement of Davis Hall and with NBS-AERho traveling to national and regional conferences. "At one of the national conferences I was able to network and ultimately met media professionals who helped me get my first internship. These were people who took the time to mentor me and help me." Rose also credits IUP with giving him the right kind of experience. "IUP isn't the largest school around but I got more attention and more hands-on time here in the classroom and with faculty."

Like most alumni who come back to campus, Rose found things are a bit different from when he left IUP in 1990. "Although nearly everything has changed, I still have that sense of belonging I had when I came to IUP in the late 1980s. Much of my professional and personal life ties back to IUP. Not only did my time here successfully launch me into a great career, I made lifelong friends. I'll be forever grateful."

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Rose and Helms both spent time talking to Communications Media students during their campus visit. "Talking to the students was a highlight for me. At a time when the media business is changing at a rapid fire pace, it is great to talk to students who are up for the challenge. Great questions, great attitudes, great perspective from the students I spoke to. It was a privilege to pass on what I have learned along the way," Rose explained.

Graduating in 1993, Colin Helms was also an active student in Communications Media organizations. During his college career, he was a member of WIUP-FM, where he worked as music director and developed a relationship with staff at the *CMJ New Music Report*, a publication that promoted music played on college radio stations. Reflecting on his time at IUP Helms recalls how WIUP-FM was a large part of his experience. "When I came to IUP I was drawn to the radio station. I spent all my time at the radio and TV stations because I could surround myself with the stuff I cared about." As pictured below, Helms made a stop at WIUP-FM for a quick interview.



Being on campus after almost 25 years, Helms found a few things looked differently. "It was a real thrill to come back to my alma mater and re-live some great memories from my time there. So many things have changed, but the places most near and dear to me -- the radio and TV stations, the Oak Grove -- still retained their old familiarity. It was incredible to reflect back on how much I learned and experienced here and how that kick started my career."

The connection with CMJ during his work at WIUP-FM would later help Helms begin his career, where he eventually became editor-in-chief. "I was able to connect with CMJ as a result of working here at the radio station." After spending a few years at CMJ, Helms later became the founding managing editor

for *Complex Magazine*. As managing editor, Helms worked directly with the editor-in-chief and oversaw all aspects of publication at *Complex*.

Continuing his ascent in national media, Helms was hired at MTV (a Viacom company) in 2005, beginning as the editorial director. He was promoted twice, first to vice president and, later, senior vice president for connected content. In that role, he and his team established the largest and most engaged social media footprint of any media brand and pioneered innovative, award-winning original video franchises. After working as Senior V.P. for five years, Helms recently left MTV to take on his newest challenge as Head of Media for TED Conferences, where he oversees strategy and operations of TED's core media business, including video production, new format development, distribution, social media, mobile, and design.

While on campus for the event, Rose and Helms spoke to Communications Media classes, were interviewed on WIUP-FM and meet with students at IUP-TV.

Rose and Helms are pictured (right) with their former professor and current department chair, B. Gail Wilson, who nominated them for the award. "It is hard to express how tremendously proud I was, sitting in the room watching Jim and Colin receive this award. I know I can speak for everyone in the department that we are gratified that our program was in some small part helpful in their success."

Helms and Rose were presented with the 2017 IUP Distinguished Alumni Award on Saturday, April 8, at a gala event hosted by IUP's Office of Alumni Relations. This award recognizes IUP graduates who have achieved distinction through sustained performance in their fields.



Young Alumni Achievement honoree, Jonnee' Tonsel

IUP alumna and 2009 Communications Media graduate, Jonnee' Tonsel was honored with one of IUP's 2016 Young Alumni Achievement Awards. Tonsel, Senior Project Manager for Comedy Central's Brand Creative Team, returned to campus to receive the award and share her experiences with our students.

While on campus, Tonsel spoke to several classes about her work in national media and shared what she has learned along the way. Students were eager to ask about her work promoting national television productions. Tonsel explained she handles much of the promotional campaign of those projects.

Tonsel shared her journey, starting as an intern for Turner Broadcasting and how she utilized the skills she obtained from IUP to further her career. Her advice to undergraduate students was to always remain diligent and continue to push themselves. "You have to fight for you, you have to invest in yourself, and you can't become complacent with your skill-set". She also advised the classes she spoke with to never burn bridges, stating that building

and maintaining relationships is essential in the media field. She continued, saying that while no one should have to compromise core values, there will be times when, as future professionals, students will have to work with people they don't necessarily like and move in directions they don't agree with. Ultimately, she told Communications Media students to remain flexible, to be the most marketable.



agencies and marketing teams to overseeing project development with her own creative staff.

As an undergraduate, Tonsel was active in departmental organizations working with WIUP-FM and IUP-TV. During her campus visit, she stopped in to WIUP-FM for a brief interview with current student, Eric Agsten (shown above) behind the board. When asked about how it felt to return to IUP, Tonsel gleefully replied, saying "It felt amazing and nostalgic to be back on campus. As someone who still thinks of herself as just this kid from PA, I was happy to share my experience with current students in the hopes that it would in some way, help shape them as they begin their own journey. To me, that's a huge responsibility and a privilege. I am thankful to have had the opportunity to 'pay it forward'".

Tonsel was nominated for the award by her former professor, Communications Media faculty member, Dr. Mark Piwinsky and was presented with the 2016 Young Alumni Achievement Award by IUP President Michael Driscoll during last fall's awards luncheon.



Student Filmmakers in Final Edits with Spring '17 Production



IUP's Student Film Association (SFA) is back in production with a new film for the Spring 2017 semester. Following up on last year's zombie drama, *Zombieville: an undead rights story*, SFA is wrapping production on *Fractures*. The short film tells the story of a young woman named Ellie who is struggling to take care of her mother, who suffers from Huntington Disease, while having to juggle her own personal responsibilities. SFA president, Tristan Weaver, is directing *Fractures* and the film stars IUP student, Aleah Krug, Indiana native Ann Marie Schweitzer, and IUP English professor, Tony Schiera. Inspiration for the plot came after the SFA crew researched Huntington's Disease. "Basically, I had learned about Huntington's Disease and how you can be tested to find if you will develop it in your adult years," says Weaver. "I thought about how

someone would react if they were found in that situation of knowing they will one day have this terrible disease. I thought that this could make for an interesting story. This was always just an idea in the back of my mind until we needed a script for this upcoming semester, that's when Devon Kinter and I formulated it into a full script."

As with any film production, the crew faced a number of issues, starting with the casting. The film stars two older adults, meaning SFA had to look for talent outside of the IUP campus. Weaver states, "We had to reach out to several community organizations and promote online to find the two incredible actors and actresses we ended up casting." SFA's other challenge was coordinating the schedules of more than 20 crew members and cast.

SFA's new advisor and IUP Communications Media faculty member, Jeremy Waltman, said his first year supervising SFA, brought some challenges. "I'm new here, and spent this first year identifying what the group was, and what it can be." However, Waltman is excited to be working with students who share his passion for storytelling through moviemaking. In addition to supervising the crew, Waltman also leads SFA members in an exercise where they take current event news articles and create a 2-minute script based on the content of the article. Waltman believes this exercise helps keep students thinking about new ways to tell a story while giving them quick practice in the technical side of video production. When asked why students should join SFA, Waltman replied, "Students learn to make movies and new media. You'll come away with an understanding of how to make movies, a short film production to put on your resume, and future connections."

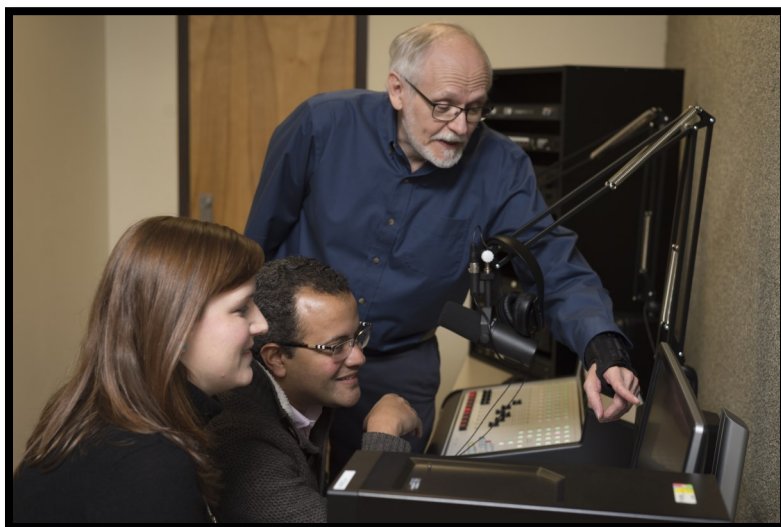
SFA is a student-run organization that gives students the opportunity to be involved in all aspects of video production and filmmaking. Members of SFA create short films from the ground up; starting with brainstorming script ideas to editing video content and everything in between. SFA is currently in its third year, creating a film each year of its existence.

Fractures is expected to be finished and ready to be premiered by the end of April.



Audio Production... sounds like a great idea

Audio production has become an increasingly popular part of the Communications Media curriculum, thanks in large part to Dr. Mark Piwinsky. New equipment, new furniture and new energy in the program have led to renewed student interest in taking basic and advanced audio production courses. Piwinsky, along with other IUP colleagues, worked to develop two new Certificates of Recognition related to audio production. The certificate in Popular Music Studies is an interdisciplinary program with the Department of Music and the certificate in Audio Production includes basic and advanced audio and radio production courses.



Piwinsky, who has been with IUP's Communications Media Department for 10 years, aims to build cohesion by introducing the certificate of recognition to give more credibility to students who want to emphasize their focus in audio recording.

In 2014, Piwinsky, along with some Communications Media students, constructed the advanced audio lab where Piwinsky looks to mold students into being able to function as audio technicians. "We want them to understand the environment as well as how sound is used," says Piwinsky. "We want them to know how to create a sense of place, space and location of events occurring."

While many students aspire to be music recording engineers and producers, Piwinsky recognizes that those jobs are very competitive. The COMM audio courses can help shape students to be audio technicians

with a broader understanding of sound than just in music. As technology continues to progress, the need for audio engineers in commercial studios is changing. In response, Piwinsky is teaching students skills that will assist them in obtaining jobs in other audio-related fields. "We are training students to work for commercial groups doing PSA's and things of that sort." However, Piwinsky isn't ignoring the desires of students to work with musical artists. Some of the projects he assigns help students to become more artist-friendly. He teaches students that the role of the engineer is to help stimulate the creativity of the artist to bring out their best performance. He wants students to understand that working with artists can be challenging as everyone records music differently. "As an engineer, you have to understand that no artists are the same. Some might be ready to record as soon as they come into the studio. Others might take a few hours to get going. We are trying to get them ready to function out there in the industry."

COMM 249 Basic Audio Recording Techniques was designed for students who have no previous experience working in audio production. In the course, students learn the history of recording audio along with the fundamental techniques of recording sound. COMM 449 Advanced Audio Recording Techniques expands on basic concepts and recording techniques for a more in-depth understanding. In the advanced course, students are given more freedom in producing audio projects. An example of this is an assignment that requires students to create a story that is completely auditory.

In addition to looking for ways to enhance the audio program, Piwinsky has been involved with the creation of a holiday-themed album. Students who have been through the audio classes came to Piwinsky, asking if they could record a Christmas album with public domain songs. Production on "A Very COMM Christmas, IV" is expected to start in the Fall semester and should be finished right before the December holiday season.



And the award goes to... #iupcommmedia

We know all our alumni are hardworking and truly special individuals. Some of our graduates do things that just make us go... wow! We want to highlight some Communications Media alumni who have received recognition for their work with regional and national awards. We would love to hear from other graduates whose accomplishments we can recognize.



Scott Pitts (1992) is a multi-media producer who has been recognized with three Mid-Atlantic Emmy awards for programs featuring his computer animation, motion graphics and special effects. He has also been awarded the CINE Gold Eagle Award, a Bronze Addy Award and three Golden Telly Awards. Scott (left) is a creative digital consultant for Commonwealth Media Services, a media company that provides multi-media and web services to the Commonwealth of Pennsylvania. He is also a multimedia developer for his own company, Spit Digital Creative in Harrisburg.

Jill (Bubb) McDermott (1984) has won two regional Edward R. Murrow Awards. In 2010, she won for her story "Fire Thank You." After an emergency evacuation due to an approaching brush fire, fire crews returned to an elementary school to spend time with the students they had helped save. In 2011, she won for her coverage of Honor Flight after she flew to Washington DC with World War II veterans to visit the WWII memorial. Jill (right), who goes by the air-name of Jill Roberts, has been news director at public radio WQCS in Ft. Pierce, Florida for 30 years. In that time, she has won numerous awards from the Associated Press in categories ranging from "hard news" to "sports."



Joe Dimpfl (1992) received this 2016 Mid-Atlantic Emmy award for Outstanding Newscast in a larger market for "KDKA-TV News at 5". The newscast was judged against evening shows in Philadelphia and competing stations in Pittsburgh. Nielsen ranks Pittsburgh as the 23rd largest in the country. Joe (left) is the director of the evening news on KDKA-TV, Pittsburgh.

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Tim Lambert (1992) is the only broadcast journalist in Pennsylvania honored with a national Edward R. Murrow Award for his report on the 5th anniversary of the crash of Flight 93 in Somerset County. The story was personal for Tim as his family owned a piece of property that became the crash site. Since 2007, Tim has received four individual Murrow Awards from the Radio Television Digital News Association and shared two others. Tim has also been honored by the Pennsylvania Associated Press Broadcasters Association and Public Radio News Directors Incorporated. Tim is the Multimedia News Director for WITF, public broadcasting in Harrisburg. Tim is pictured here (on right) with network journalist, Russ Mitchell, receiving his award.

Winfield S. Clark (right) is production coordinator for Producers Management Television (PMTV) in Philadelphia. PMTV is a provider of production trucks, television crews and related services for live productions and streaming events. Winfield (2004) was part of a crew that received an Emmy Award from the Mid-Atlantic Regional Chapter of the National Academy of Television Arts and Sciences for work on the live production of the 2010 Philadelphia Eagles preseason.

#IUPproud



Matt Mrozinski (2005) is an 11-time Emmy award winning photojournalist and with over 28 Emmy nominations. He has won over a dozen national journalism awards from the Society for Professional Journalists, National Press Photographers Association (NPPA) and National Headliner Awards. For three straight years, Matt was named one of the top six photojournalists in America by NPPA. In 2010, he was voted the best photojournalist in America by his peers. Matt has been a member of news teams that received four NPPA Station of the Year awards, given to the best photojournalism staff in America. Matt is the Director of Photojournalism at KING-TV and the CEO/Founder of Storytellers LLC. He is pictured, on the right, accepting Emmy's for stories with Joe Fryer of NBC News and John Sharify of KING 5 News.

IUP Communications Media Philly-area Alumni Event

Meet us for a drink at one of the “hottest” bars in Philadelphia for our 2017 summer alumni gathering. On Thursday, July 6, several COMM faculty will be at Evil Genius Beer Company, a world-class craft brewery owned by IUP Communications Media alumnus, Luke Bowen. Luke and his colleagues will open up their brewpub for our event and provide tours of their artisanal brewing facility in the up and coming Fishtown section of the city. You will also have a chance to sample some Evil Genius brews. Evil Genius was recently named one of the “Hottest Bars in Philly” on Zagat.com.



Thursday, July 6, 2017

5:00-7:30 p.m.

Evil Genius Beer Company

1727 N. Front Street, Philadelphia, PA

Please reply with your intentions by June 29, 2017

Dr. B. Gail Wilson

724-357-2492 or bgwilson@iup.edu

A new look for our Davis Hall TV Studio



So many former students mention the role IUP-TV or WIUP-FM played when they talk about their IUP experience. You can support our current and future students with a donation to the Foundation for IUP. We are raising funds to buy a new set for IUP-TV News. This photo is a rendering of what we hope our new set will look like. Anyone interested in supporting this endeavor can donate to our General Communications Media Support Fund or IUP-TV Support Fund through the Foundation for IUP. We hope to raise \$35,000 for this project. When the IUP Foundation calls, you can specify an organization for your donation or you can donate online via the IUP Website <http://www.iup.edu/supportiup/>

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

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Our social media accounts keep students, alumni, faculty, and prospective students up to date on department activities. Follow us to see if you will be featured in our #TBT (Throwback Thursday) posts, get information on events in the department, and see what our students and faculty are doing!

Facebook: <https://www.facebook.com/iupcommmedia>

Instagram: <https://instagram.com/iupcommmedia/>

Twitter: <https://twitter.com/IUPCommMedia>

The Link is produced by the Department of Communications Media with help from student photographers and writers Hayley Bush and Kwame Stroman and our administrative assistant, Mrs. Tammy Lucas.

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