

# THE LINK

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

Spring 2012

### Comm Media Shows Strong Growth

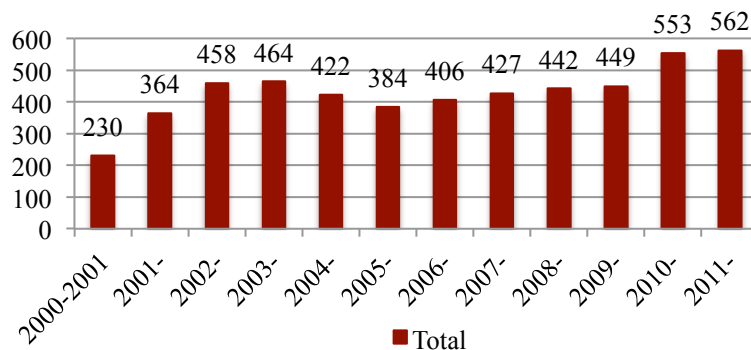
It likely comes as no surprise to our Alums that the Communications Media major has been gaining in popularity over the past several years. With the ever increasing emphasis on effective communications and the increasing role that media plays in our everyday lives, students across the campus are flocking to Comm/Media for training in this fast-paced environment.

Comm Media undergraduate majors account for just over 3.5% of the entire undergraduate student body at IUP, making it the third most popular major at the university. Meeting this demand, the department maintains cutting-edge technology in all of its production suites and has attracted top-notch faculty who are recognized as leaders in their fields.

#### Got Internships?

Do you need an intern at your organization this summer? Why not support IUP and provide a memorable opportunity for a talented, well-trained student from your alma mater! Dozens of Comm Media Juniors and Seniors are actively seeking professional internships to augment their skillset and bolster their portfolios. They are eager to work for you! Contact Chrissy Schaeffer at [C.E.Schaeffer@iup.edu](mailto:C.E.Schaeffer@iup.edu) to connect with your new intern!

#### Comm Media Enrollment\* Numbers by Academic year



\*Undergraduate enrollment only

#### 10 Most Popular Majors at IUP (2011)

1. Criminology
2. Nursing
- 3. Communications Media**
4. Psychology
5. Physical Education & Sport
6. Management
7. Early Childhood Education/Special Ed
8. Accounting
9. Marketing
10. Biology

Source: IUP Magazine,  
Fall/Winter 2011

# Ever Thought About a Ph.D.?

*The CMIT program may be right for you!*

The Communications Media & Instructional Technology (CMIT) Doctorate Program is currently accepting applications for the Fall 2012 Cohort - Cohort 5!

The program is ideally geared toward working professionals by typically hosting classes on weekends, as opposed to day or evening classes during the week. This "weekend intensive" structure makes it easier for students who are working full-time in addition to school, or who may have to travel a greater distance to get to Indiana.

Full-time students will take three courses per semester (including summers), and typically finish their coursework in about two academic years. Part-time students usually take two classes each semester (including summers), and can expect to finish the coursework in about three academic years. In special circumstances, students can make adjustments to their course load or take an alternative load that does not exactly match the full or part-time cohort model.

The curriculum is structured around three core areas of study: Research, Theory & Culture and Production. Unlike many doctoral programs in the field that have minimal production components, the IUP program considers the production of media to be a critical skill and incorporates it as an integral part of the program. The department has the faculty and facilities to support all three core areas effectively.

The CMIT program prepares students for research using both quantitative and qualitative techniques and encourages publication and presentation of independent student research. The department hosts the annual Laurel Highlands Communications Conference, and also produces the Journal of Communications Media as two avenues for showcasing student research.

There are currently 75 graduate students enrolled in the CMIT Ph.D. program.

## Current Research Topics by CMIT Ph.D. Students

Academic Freedom in the Classroom

Communication, Family and The Corps

Creating Avatars to Increase Learning

Dynamic Web Design and Management

e-Learning Design Principles

Ethics and Media Sensationalism

Facebook and Journalists

Immersive Learning Simulations

Intelligent Tutor Systems in Games

Language Instruction in Virtual Worlds

Perceptions of Academic Excellence

Shakespearean Asides - Past & Present

Social Media in Crisis Communication

Social Networking & Emotional Support

Social Networking in Education

Social Penetration Theory

The Dick and Carey Model

3D Simulations in Education

Today's Recruitment Landscape

Unleashing Wimba

Games & Simulations in Learning

Virtual World Environments

## Interested in the CMIT Ph.D. program?

Contact Dr. B. Gail Wilson,  
Ph.D. Program Coordinator  
724-357-2492 or bgwilson@iup.edu

# Simulation Gives Students a Dose of Reality

## *COMM305 Gets Down to Business!*

Dr. Mary Beth Leidman knows a thing or two about working in broadcast, having spent more than 25 years in and around radio and television productions. Luckily for our students, she is combining that knowledge with an engaging classroom simulation to reinvent a standard in the department's curriculum, COMM305: Electronic Media Programming & Sales.

Leidman's approach represents a hybrid of sorts, offering two simulations in addition to the traditional classroom lecture format. The first simulation will involve the students building a radio station on paper from the ground up, including work on programming, advertising and attracting investors. The key is for students to understand the relationship between money and what goes on the air in a commercial radio station.

Students will also have the opportunity to develop the corporate identity for their radio stations including logos, studio layout, and corporate promotions. In the end, the students will make their final pitches in a formal roll out of their plans for potential investors.

The second simulation shifts the focus to television where students will again be working in groups as they bid on star talent and develop programming for their fictitious stations. The students will also plan advertising and scheduling for their stations. Once the plan is set, part of the university community will get the opportunity to vote on which station's format is most appealing.



A closer look at media ethics will also be included in the reformatting of COMM305. Specific ethical programming and operational issues will be discussed to encourage students to think about where the boundaries lie in terms of battling for extra ratings points for their stations. Leidman contends that one of the critical questions that is often overlooked in the business world is "is it ethical?" She cites the fact that many undergraduates have never really been formally introduced to ethical decision-making practices before facing these questions in the work world.

Leidman suggests that the idea for this class came from recognizing the need for students to make connections to the real world through their academic coursework with the help of simulations such as these. She anticipates the class will be fun and exciting for the students, but will also stretch them out of their comfort zones and into new areas of discovery as they peek behind the scenes and learn first-hand how the business of broadcast media operates.

COMM305 is currently being offered in the spring 2012 semester as a Communications Media elective.

***"Undergraduates typically don't get this kind of experience at this level" - Dr. Mary Beth Leidman***



# Alumni Update

We recently caught up with two Communications Media graduates to see where they are now – AND what they miss most from their IUP days...

## Joel Goodling – Class of 2004



Currently lives in Venice, California

Works as a television producer for Spike TV.

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

“Getting fired by Dr. Start from the television station on three separate occasions.”

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

“When you say ‘I don’t have time,’ you’re wrong. You do.”

## Lindsay Ward – Class of 2008



Currently lives in Johnstown, Pennsylvania

Works for WJAC-TV as a morning co-anchor and reporter.

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

“Being involved with Newscenter20 (IUP-TV).”

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

“To not be so concerned about getting into a certain TV market size... but to care more about getting into a good company.”

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

Help keep us connected. Send us your news and announcements so that we can share them with all of your fellow hawks around the globe through The LINK! The LINK is posted online on the department’s web page and updated three times per year. Send your news items to [dmock@iup.edu](mailto:dmock@iup.edu). We’ll See You in The LINK!



# Faculty Focus

*Meet some of Comm Media's newest faculty members...*



**Dr. Luis Almeida**  
Assistant Professor of  
Communications Media

Originally from Brazil, Dr. Almeida came to IUP in 2010. He earned his Ph.D. in instructional systems from Penn State University, his master's degree in communication education/mass media technology from Clarion University and his bachelor's degree in sports management from Slippery Rock University.

His research focus is on computers in education, user-design and research design. Dr. Almeida teaches courses in the bachelor's, master's and doctorate programs within the department, including Communications Media in American Society, Instructional Design for Training and Development and Culture of Cyberspace, to name a few.

When asked how he sees education changing in the future, he responded, "I think we will laugh about how we used to educate our students. The advent of technology has allowed us to change the paradigm of education from a one-size-fits-all to a more individualized instruction approach."



**Dr. Nurhaya Muchtar**  
Assistant Professor of  
Communications Media

Dr. Muchtar came to IUP in 2009. She grew up in Indonesia, earning her bachelor's degree in English education at Jakarta University, her master's degree in international affairs at Ohio University and her Ph.D. in communication and information from the University of Tennessee.

Dr. Muchtar's research focuses on international communication, journalism and media training, as well as communication and development. She teaches at the bachelor's, master's and doctorate level within the department including such classes as Issues in International Communication, Women in Media, Research in Communications Media and Doctoral Seminar in Communications Culture & Technology.

Dr. Muchtar admits that she originally wanted to be an English teacher, but the 1998 reform in Indonesia changed the direction of her career path. She was called upon to work as an interpreter in conflict resolution situations assisting journalists, politicians and others in her country. This led her to pursue a path in communications and higher education.



**Dr. Zachary Stiegler**  
Assistant Professor of  
Communications Media

Dr. Stiegler came to IUP after earning his Ph.D. in communications studies from the University of Iowa. Originally from Pennsylvania, he completed his bachelor's degree in communication and rhetoric at the University of Pittsburgh, and his master's degree at the University of Iowa in communications studies.

Dr. Stiegler teaches courses in all three of the department's degree levels, including Broadcast Regulations, Media Production, Broadcast Newswriting and Communication Law and Policy, to name a few. His research focuses on communication law, community media and critical approaches to popular culture.

On the technological front, Dr. Stiegler foresees that the trends of the previous decade - convergence, interactivity of media and a focus on user-generated content - will continue, and questions the kind of impact they will have on our personal and professional lives. Dr. Stiegler believes that the questions surrounding who controls the flow of information in our digital culture will greatly impact our use of the Internet in the years to come.



# 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.

## Thank You!

<u>Foundation Code</u>	<u>Departmental Program</u>
224663	General Communications Media Support
224722	IUP-TV Support
224765	Communications Media Journal & Conference
225302	Doctoral Scholarship & Research
228431	WIUP-FM Radio Support
228551	IUP-TV Sports Webcasting

## Holiday Grooves With Comm Media



Did you miss out on the latest CD to come out of the Comm Media Department? Well, there is still time to place your order!

This second volume holiday collection features new arrangements of some of your holiday favorites, including O Come All Ye Faithful, Go Tell it on the Mountain, Dance of the Sugar Plum Fairy, Silent Night and Jingle Bells, to name a few.

All pieces are performed, recorded and produced by IUP Communications Media students and faculty. This collection is sure to become one of your favorites!

**Call 724-357-2492  
to order your copy!**