

## LIGHTS! CAMERA! ACTION!

Film screenings, a professional fight choreographer and various film workshops will bring students and aspiring filmmakers together for The Fledging Filmmakers Festival; better known as Flick. On April 23<sup>rd</sup>, 2016 more than one hundred filmmakers, film students and film enthusiasts will convene at IUP's Hadley Union Building to celebrate a passion for film. The festival is designed for



anyone who strives to enhance their skills in the art of filmmaking.

Fledging filmmakers were able to enter their productions into numerous categories that have been reviewed and judged. Categories for submissions included Best Overall Flick, Best Experimental Flick, and Best Narrative Flick among several categories. Dr. Jim Lenze, a professor in the Department of Communications Media, has served as co-chair of Flick. Lenze explained the festival will award \$10,000 in cash prizes to the best Flicks. "We originally had over 800 film submissions that came from all over the world. We had films that came in from the U.S., Europe, and even Iran and Afghanistan. There will be a wide range of people coming, from high school students to Pittsburgh filmmakers."



Submitting a film was not required to attend Flick or take advantage of the festival's workshops. All attendees can participate in 45 minute classes focusing on several aspects of media and filmmaking such as documentary filmmaking, short film production, virtual reality filmmaking, storytelling, screenplay writing, and marketing independent films.

Professional fight choreographer, Michael Chin, will be teaching two workshops on stage fighting choreography. Chin is a professional actor and sanctioned master instructor and choreographer with the Society of American Fight Directors. He has taught, choreographed and consulted with theatre groups, universities and on several films. Chin currently teaches at Muhlenberg College in Allentown as well as Pace University, Brooklyn College and Juilliard. An example of Chin's work can be seen online (<https://www.youtube.com/watch?v=0XkbqqWbXgQ>).



The one-day festival will consist of an opening ceremony starting at 8:30 a.m. in the morning and workshops throughout the day. The event concludes with a closing ceremony at 4:30 p.m. where a total of \$10,000 in Flick prizes will be awarded across several categories.

Lenze explained Flick is extremely beneficial because it provides excellent feedback as well as significant lessons and knowledge in media, especially filmmaking. Not only will the people involved get to benefit, the event also brings prospective students to IUP and is an opportunity to build a larger film community at the university.

A promotional video for Flick can be seen online (<http://www.iup.edu/commmedia/events/flick-festival/>). The actors in the promo are all IUP Communications Media students.



## A NEW FACE AT THE FRONT DESK

Tammy Lucas is the new administrative assistant in the Department of Communications Media. Students and faculty welcomed Tammy to her new role this past February. Tammy's responsibilities include keeping things organized, assisting students with scheduling and class changes, and keeping the Communications Media professors on task. "I hope to keep the office running smoothly and generate a positive and encouraging atmosphere." She would like students and faculty to know she will do her best to help them and to answer their questions. Something she admires about the department is the "welcoming environment and incredible people" who she encounters on a day to day basis.

Communications Media's department chair, Dr. B. Gail Wilson says Tammy is a great addition to the department:

**"We couldn't be happier to have Tammy as the first person people meet when they walk in our door. I know students will find her helpful and friendly whenever they come into the office."**

When she's not in the office, Tammy enjoys spending her time baking, cooking, and tending to her flower garden. She has three children, Paige who graduated from IUP this past May, John Michael who is currently a sophomore at IUP, and McKenzie who is a sophomore at Marion Center high school.

Tammy was born Punxsutawney and raised in Hillsdale, Pennsylvania. She attended Johnson Bible College in Knoxville, Tennessee where she majored in Choir Music. She is delighted to start this new chapter of her life in the Communications Media office and sends thanks to everyone for the support and warm welcome.

Many of our alumni will remember former office staff members including Mary Ann Rapach and Deb Mock, who have both retired. Amanda Dunlop, who was the support staff person for the Ph.D. in Communications Media and Instructional Technology program, filled in at the front desk for a few months last year but is moving on to go to graduate school and to pursue a career in media production.

## FACULTY PROFILE: DR. STEVEN KLEINMAN

Imagine waking up every morning in New York City and going to work with some of the most critically acclaimed people in the TV industry. Dr. Steven Kleinman had that experience when he worked on television productions such as *The View* and at The Food Network. He's also worked on small independent films and has co-authored several research articles. Dr. Kleinman joined the Department of Communications Media in Fall of 2013.

**"Communications Media is an important subject to be taught because communication is everything. It factors into every aspect of life, especially in today's society."**



In the department, Dr. Kleinman is an assistant professor and the faculty advisor for IUP-TV. Although he has only been here for about 2 ½ years, he has made an enormous impact on his students by giving them professional insight and experience. Dr. Kleinman attended West Chester University for his Bachelor's degree, gained a Master's degree at Syracuse University, and received his Ph.D. from The Ohio State University. When asked about what inspired him to get involved in Communications Media, he answered, "I have always loved movies and wanted to work in the industry. As time went on, I came to the realization I had a passion for teaching as well."

TV Production and Video Production are two of his classes but he also teaches statistics, research methods, and political communications courses for the department's Ph.D. program in Communications Media and Instructional Technology. In the future for the Department of Communications Media, Dr. Kleinman would like to "continue to do good things, grow, and hopefully develop inner disciplinary programs with apartments across campus."

One of the things Dr. Kleinman cherishes about the program is it allows students to do hands-on work in production. He's also extremely proud of all the opportunities for students to get involved and gain experience to increase their knowledge and skills. "I want to positively impact my students here," he says, "I want to give them all the tools and knowledge they need in order to succeed once they graduate."

Dr. Kleinman's wife Erin, who is also Dr. Kleinman, is currently the coordinator of the department's internship program. Despite all the time he puts into his work, Dr. Kleinman is also a loving and devoted father to his baby daughter, Maggie. He and Erin are excited to see what the future holds for their family.

## FACULTY PROFILE: DR. VICKY ORTIZ



Guatemala City is a place known for natural beauty, ancient ruins and fine cuisine. This is where Dr. Vicky Ortiz lived the first 11 years of her life before her family moved to the state of Indiana. "My parents moved to the US so I could go to school as much as I wanted to, and go to a good university so I could get a job that I love." She attended Purdue University for a Bachelor's degree in Communication, a Master's degree in Public Relations, as well as a Ph.D. in Communication.

Dr. Ortiz is finishing up her third year at IUP, having joined the Department of Communications Media in the fall of 2013. Although she hasn't been here long, she has proven to be a substantial asset to the department as an assistant professor as well as the assistant chairperson to the department. Currently, she teaches Communications Media in American Society, Mass Media and Behavior, Women in Media as well as online classes. She also teaches a qualitative research methods course for the Ph.D. program in Communications Media and Instructional Technology.

**"The best thing about working here is definitely the students. They have a lot of different goals, experience, and levels of knowledge. We have very creative and hands-on students and that makes my job even more awesome."**

Dr. Ortiz believes communications media is important to teach because today's society is so connected. She states everything revolves around communication and it is crucial for different voices to be heard. "Having a communication program where we can teach people how to create messages and appeal to audiences is awesome. The things we can do are expanding, our capabilities are expanding and the ways we can connect are always growing, so the more people educated, the better."

In the future, Dr. Ortiz would like to see the Department of Communications Media continue to grow and evolve. One of her ambitions is for students to have access to the latest equipment and software, but also offer opportunities for students to take their education to the next level and possibly to get a Master's or Ph.D. She strives to make all of her students feel welcomed, comfortable, and able to speak their minds. She hopes to teach them not just in communication, or job preparation, but about life.

Outside of IUP, Dr. Ortiz enjoys spending time with her husband of 4 years, George, and their two cats. Dr. Ortiz and her husband are passionate about traveling and exploring new things as well as simply going to the movies. Her family means the world to her and motivates her to always do her best. "I work really hard, so the fruits of labor inspire me. My parents, and even my students inspire me. I learn so much from them."



## COMMUNICATIONS MEDIA ALUMNI COME HOME



Mike Fetsko, (better known on air as Mike Stevens) is Operations Manager at Forever Media in Johnstown, PA. Mike came back to campus to speak to Dr. Wilson's COMM 401 Media Promotion course last fall.

Pictured Above: B. Gail Wilson and Mike Fetsko



Joel Goodling, producer at Fox Sports West, visited campus in December where he spoke to the sports crew working for the Center for Media Production and Research. He invited undergraduate student, Josh Hill, to come to Consol Energy Center to watch the Fox Sports production of a Pittsburgh Penguin's game where Matt Aaron and Tyler Graham were working with ROOT Sports.

Pictured above: Josh, Joel, Matt and Tyler.

A January Crimson Hawks basketball game brought several COMM Media alumni back to IUP.



Brittany Pavolik, Lindsay Ward and B. Gail Wilson



Erin Dixon-Heath, Mike Fetsko and Lindsay Ward



JRNL professor, Randy Jesick, Laura Kelly and B. Gail Wilson

## **ALUMNI PROFILES**

### **BROOKE SMALLWOOD (CLASS OF 1997)**



Communication, listening, and presentation skills learned in Communications Media have come in handy for Brooke Bey Smallwood (1997). She uses her education and understanding of communication to manage a team of seven business development representatives in an Energy Efficient Program. "I have a passion for energy. Energy will be the single most important global issue in the next few decades," states Brooke. She is currently a Senior Business Development Analyst for Lockheed Martin in Rockville, Maryland. She frequently presents at regional and national conferences about her passion, energy efficiency. Brooke got her start in sales and business development when she graduated from IUP and worked at a job selling airtime with TCI Cable and ABC Radio. Brooke had many successes during her time at IUP such as being named Miss Black IUP 1994, serving as chair of the Black Entertainment Network, hosting three shows on WIUP-FM and being named to Who's Who in Communications Media.

Brooke's fondest memory of IUP was seeing the man who would become her husband at the HUB in 1994. Brooke now resides in Maryland with her husband Buddy, and two young children, Beyla and Basir.

### **DR. CATHERINE RUDOWSKY (CMIT Ph.D. - CLASS OF 2013)**



You would not naturally think a librarian would be getting her Ph.D. in Communications Media and Instructional Technology (CMIT) but Catherine Rudowsky uses her expertise in both areas in her job as the Library Director at Texas A&M University. In her current position, she is responsible for making sure all library resources support the academic needs on campus. Catherine was drawn to the CMIT doctoral program stating, "Communications is a part of everyday life, particularly with the current inundation of media channels." Her time at IUP helped her understand theory and practice of communicating with large audiences, which is what she does on a day-to-day basis. Thinking back on her IUP experience, she joked about how when she worked on her dissertation, she would wake up in the middle of the night thinking of different ways to run the statistics.

Cathy and her husband, along with two "spoiled" English bulldogs made the move to Texas from Slippery Rock shortly after Catherine completed her Ph.D. She is thankful for all of the friends she made at IUP.



## ALUMNI PROFILES

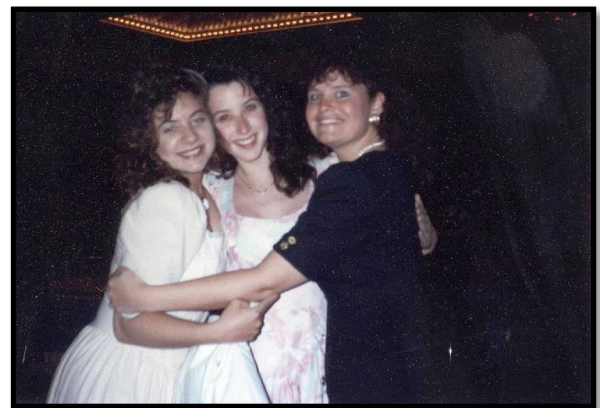
### KIMBERLY SHIMER (CLASS OF 1990)

Even though she had dreamed of being a broadcast journalist, Kimberly Shimer realized being on TV wasn't for her. After a job at the IUP Writing Center, she was inspired to make writing the main focus of her studies. After graduation, she went to work for different media, advertising, and marketing companies. She spent a year in New York City at one of the world's top ad agencies, several years as a Director of Business Development for an advertising company and eleven years as a Marketing Director for a Christian book publisher. Kimberly's many successes brought her to her current job as Director of Communications for Villanova University's College of Engineering. She incorporates everything she learned in Communications Media to create publications, maintain website content and manage all social media outlets for the college.

Kimberly uses what she learned about broadcast media from IUP to help determine the best advertising decisions for Villanova. Kimberly was an active member of IUP-TV, also hosted a jazz radio show on WIUP-FM, despite not being a big fan of jazz. Kimberly currently resides in Wallingford, PA with her spouse and two children.



*That's Dr. Start running camera and Kim Shimer floor directing a telethon for the Salvation Army at the old Regency Mall. More recent alumni never had the privilege of shopping at Montgomery Ward, Back Street Records, or Thom McCann. Today, we have a TJ Maxx and JoAnn Fabric.*



*We believe this photo was taken as an NBS-AERho convention either 1989 or 1990. Amy Lubert, Kim Shimer and Stacy Prendergast.*

## ALUMNI PROFILES

### RICHARD NOONAN (CLASS OF 1984)



It's hard to believe a now, 8 time Emmy Award Winner was once a young college student trying to land a job on an oil rig. After graduating from the Department of Communications Media in 1984, Rich Noonan traveled to Texas hoping to find work on a rig when he soon realized he was destined for TV News. He sent out the audition tapes created during his time at IUP to three different TV stations in Texas, landing his first production job. The ball rolled quickly after that when Rich got an internship at WTAJ in Altoona and became a reporter and weekend anchor. Rich

spent most of his career as the main news anchor for FOX 10'Clock News in Philadelphia.

Rich now resides in Georgia with his wife and two daughters where he is the owner of his own production company, "Best of the Best Television." His company focuses on journalistic style videos and TV shows that celebrate the Best of the Best in various markets. Rich gives credit to IUP-TV for his successes and many memories stating that "We had a lot of laughs at IUP, but every hour I spent working at that campus TV station paid off many times over."



*Rich can be spotted in this 1982/83 photo showing the staff of IUP-TV, then known as CIUP-TV. With some help from Rich and classmates, Tracy Butler and Jim Wineman, we believe we have correctly identified almost everyone.*

*From left standing on the floor: Lisa Cirincione, Ed Gallagher, Maryanne Symczak, (unknown) Colleen McKinney, Tracy Butler, Rich Noonan, Sandi Slaven, Dick Lipsky, Chris Hallick.*

*Middle Row: (unknown), Cathy Hanna, Dan Shultz, Maria Gerardi.*

*Back Row: Jim Wineman, Jim Orr, Jeff Waller, Tom Curra*



## **COME HOME TO IUP: *A REQUEST FROM DR. B. GAIL WILSON***

At Homecoming 2015, I attended my first event as chair of the Department of Communications Media. At the Crimson Huddle, Dr. Leidman and I stood all by ourselves, in the middle of the room, waiting... waiting... to see some familiar faces. Not a single one... I mean we did not see one single former student. Right then, I determined we will not have that happen again, so we are putting together two events for this year's Homecoming Weekend.



*Where have you been?*

**FRIDAY, OCTOBER 14, 2016**

### **JOINT ALUMNI NETWORKING EVENT WITH THE DEPARTMENT OF JOURNALISM AND PUBLIC RELATIONS**

Our two departments share many former students and have many common career interests so Dr. Michele Papakie, their chair, and I have been working together to organize this event. We will be asking our former students to meet and talk to our current undergraduates about job and internship opportunities. This event will be in the HUB Ohio Room on Friday, October 14 from 1:00 to 4:00 p.m. If you are willing to talk with students, look at résumés and give them advice on job and internship hunting, we would welcome your participation. Contact me directly at 724-357-2492 or [bgwilson@iup.edu](mailto:bgwilson@iup.edu) about being part of this event. I will, as you might guess, be reaching out to many of you personally, asking you to be involved.

### **COMMUNICATIONS MEDIA ALUMNI "HAPPY HOUR"**

We will get together for a social event on Friday, October 14 from 5:00-7:00 p.m. at the Rustic Lodge, 2199 Oakland Avenue, Indiana PA. Current and retired faculty are invited. I hope you will use this opportunity to reconnect with the department and old friends. The event is \$10.00 and will include appetizers and a cash bar. You can sign up to attend via the IUP Marketplace ([iup.edu/marketplace](http://iup.edu/marketplace)) by clicking on the Communications Media store. Please sign up by October 1.

Details about other IUP Homecoming events, such as the parade, the Crimson Huddle and the football game will be available on the IUP website (<http://www.iup.edu/homecoming/>).

Please come!

## **SHOW YOUR SUPPORT...**

### **Come back for Homecoming 2016**

- Attend our COMM Media and JRNL Alumni Networking Event
- Attend our COMM Media alumni happy hour
- See how much has changed on campus
- Walk the halls of Davis and Stouffer
- Reconnect with old friends and former professors

### **Hire current students to intern at your company**

- Help advance your business and the careers of students
- Email your information to Dr. Erin Kleinman ([Erin.Kleinman@iup.edu](mailto:Erin.Kleinman@iup.edu))

### **Be a guest speaker in a class**

- Share your experience at IUP and give advice to students

### **Make a donation to your favorite Communications Media organization**

- Your donation is key to the department's success!
- Next time the Office of Annual Giving calls, contribute to the program of your choice.
- Or, you may give any time online by visiting: [www.iup.edu/GiveToIUPCommMedia](http://www.iup.edu/GiveToIUPCommMedia)

## **...AND CONNECT WITH THE DEPARTMENT ON SOCIAL MEDIA**



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### **The Link - Editorial Credits:**

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