



**MONTCLAIR  
STATE  
UNIVERSITY**

## Department of Broadcasting

On-Air



On-Air

September 2004 Vol 1 Issue 5

### What MSU

January/May 2004

#### Grads are Doing:

**ZLATKA ANDOROVA:**

Editor, West End Media, Montclair, NJ.

**JANNA DiBARTOLO,**

Account Executive, HG Media, Princeton, NJ.

**JODY ECCLES,** Production Assistant, Orlando Magic Basketball, Orlando, Fla.

**BETHANY ESTABROOK,** Sales Assistant, WPIX, NY, NY.

**KELLY FERNANDEZ,** Traffic Director, Citadel Broadcasting Corp, New London, Conn.

**SHAUN GILFEDDER,** Production Assistant, Moondance Productions, NY, NY. **FLYNN**

**HUNDHAUSEN,** Production Assistant, West Glen Communications, NY, NY.

**VERONICA MORALES,** Production Assistant, Lou Dobbs, CNN, NY, NY.;

**JENNIFER NEIDENBERG,** Production Assistant, NewsNight with Aaron Brown, CNN, NY, NY.

**JANET PIRCHIO,** Associate Producer, *A Baby Story*, True Entertainment, NY, NY.

**ROSEANN PUZO,** Director, News 12, Edison, NJ.

**INES ROSALES,** Camera Operator for WCBS-TV, Shadow Traffic, Rutherford, NJ. **SHANNON**

**VIEHMEYER,** Quality Control Operator, Magno Sound and Video, NY, NY.



## Letter From the Chair

I've been given an absolute limit on the number of words for this annual ritual, and I plan to use them wisely... I was walking around the campus several days ago and was overwhelmed at the physical improvements in the campus since I arrived 14 years ago. The new Kasser Theater is pretty spectacular and the new academic building promises to tower majestically over the entire campus. For those of you who haven't been back in a while, it will be a surprise.

What started out as recognition of the ten year, uninterrupted 300-program run of our award-winning *CARPE DIEM* series, has evolved into a high profile campus wide recognition of the 30 years of excellence in the broadcasting program at MSU. A highly motivated and effective alumni committee made up of Joe Tucker, Jeff Friedman, Jana Polsky, Jim Benson, and Maureen Paonessa and ably coordinated by Patty Piroh, has planned a very special evening for October 2<sup>nd</sup> in the new theater. In addition to calling attention to the accomplishments of our alumni, we're hoping that this event will go a long way toward bridging the gap between 'Howard & Doc' alumni and the 'Larry and the Boys' more recent graduates.

Our program continues to increase in quality. I came across figures that indicated we accepted 41 students of the 201 who applied to the Broadcasting Department in the 2003-2004 academic year.

The upcoming year promises to present some real challenges, with opportunities for significant growth and recognition for the program. In addition to the alumni gala, we have arranged for MSU alum Steve Adubato to teach a class, *Press, Politics and Pursuing the Presidency* (see page 5). We're planning to shoot four editions of Steve's *Democracy Works* series that will be aired on Comcast during the presidential campaign. The shows will feature MSU students in the class as participating audience. While we're coordinating department, the class is also crosslisted in Political Science, Journalism and Communication Studies.

We continue to develop extracurricular projects that I feel are the backbone of the program. Last spring we produced two programs in the *Conversations* series for the Dean's office. One show featured an interview with Olympia Dukakis by Dean Geoff Newman, and will be aired on NJN on October 21 at 9:00pm. I was also privileged to be part of Patty Piroh's South African project (see page 2) that promises to bring significant recognition to the department. Again this summer we hosted the Bruce Beck/Ian Eagle Sports Broadcasting Camp.

The process of preparing for the alumni event has really given me a sense of the impressive and far reaching accomplishments of our alumni. From entry-level production jobs right on up to senior executives, MSU broadcasting alumni, and the program, deserve a pat on the back, and we're hoping all of you will come back to join us on October 2<sup>nd</sup>.

## Department Celebrates Anniversary

The Department of Broadcasting will be hosting an Anniversary Salute to celebrate 30 years of excellence in teaching and 30 years of successful graduates. Carpe Diem, the weekly student-produced, student-run television series and winner of three Gracie Awards, a Telly Award, the CAPE award for best weekly series, and a MidAtlantic Emmy, will also mark its tenth anniversary. The event will take place on October 2, 2004 and will be held at Montclair State University's brand new,

see Anniversary, page 2



Christopher "Doc" Stasheff and Howard Travis back on campus together, May 2004.

## Anniversary, from page 1

state-of-the-art Alexander Kasser Theatre. Food and wine will be served after the presentation at 6:00 p.m.

Among the honorees of the evening will be Howard Travis, Christopher "Doc" Stasheff, and Lawrence Londino, all key members of the department over the past 30 years, as well as John Diglio, Director of the DuMont TV Center. Under their guidance, the Department has produced graduates who currently hold positions in virtually every media company in Manhattan. From NBC, to FOX News, from Z100 Radio to Thirteen, Montclair's Department of Broadcasting has trained and educated some of the top broadcasters in the business. "It's important to acknowledge the significant contributions of faculty and staff, and also the contribution by our graduates, to the field," says Patricia Piroh, producer/director. "During the time that they spearheaded the program, Doc, Howard, Larry and John all created an atmosphere in which students can learn and thrive. Students don't just read about field productions or how to edit, they do it. People graduate with significant experience, which was as true in 1974 as it is today."

"They played a large role in the success of the students," says Jana Polsky, Writer/Producer, CBS/Westwood One Radio, a graduate of the program. "They gave us the skills, the knowledge and the confidence we needed to make it in a very tough and competitive business."

In addition to the production-based curriculum, the department maintains a strong relationship with their graduating students, encouraging internships under the tutelage of alumni. The unique program seeks to continue this tradition by building a strong foundation in the industry and offering plenty of networking opportunities for students throughout the year.

The Department of Broadcasting at Montclair State University has grown and evolved over the years. But throughout its history, the emphasis has remained on a strong liberal arts curriculum as students are given access to state-of-the-art technical facilities and an opportunity to develop professional-level producing and writing skills. These have proven significant to the graduates of the program and offered the broadcasting industry a wealth of highly trained professionals who have the passion and the skills to succeed. For more information about the October 2nd

Anniversary event, please call Patricia Piroh at 973-655-5158.

## A Ripple in the Water: Healing Through Art

Co-producers Patty Piroh and Eileen Foti (Art & Design) recently returned from a two week trip to South Africa that included 51 interviews and over 25 hours of videotape. Larry Londino accompanied them to direct the documentary, as well as MSU graduate and associate producer Mirjam Lablans, '00, '04 who works full-time as an associate producer with Causus Educational Corporation, and MSU graduate videographer Janet Pirchio, '04 who is currently an associate producer for TLC's *A Baby Story*.

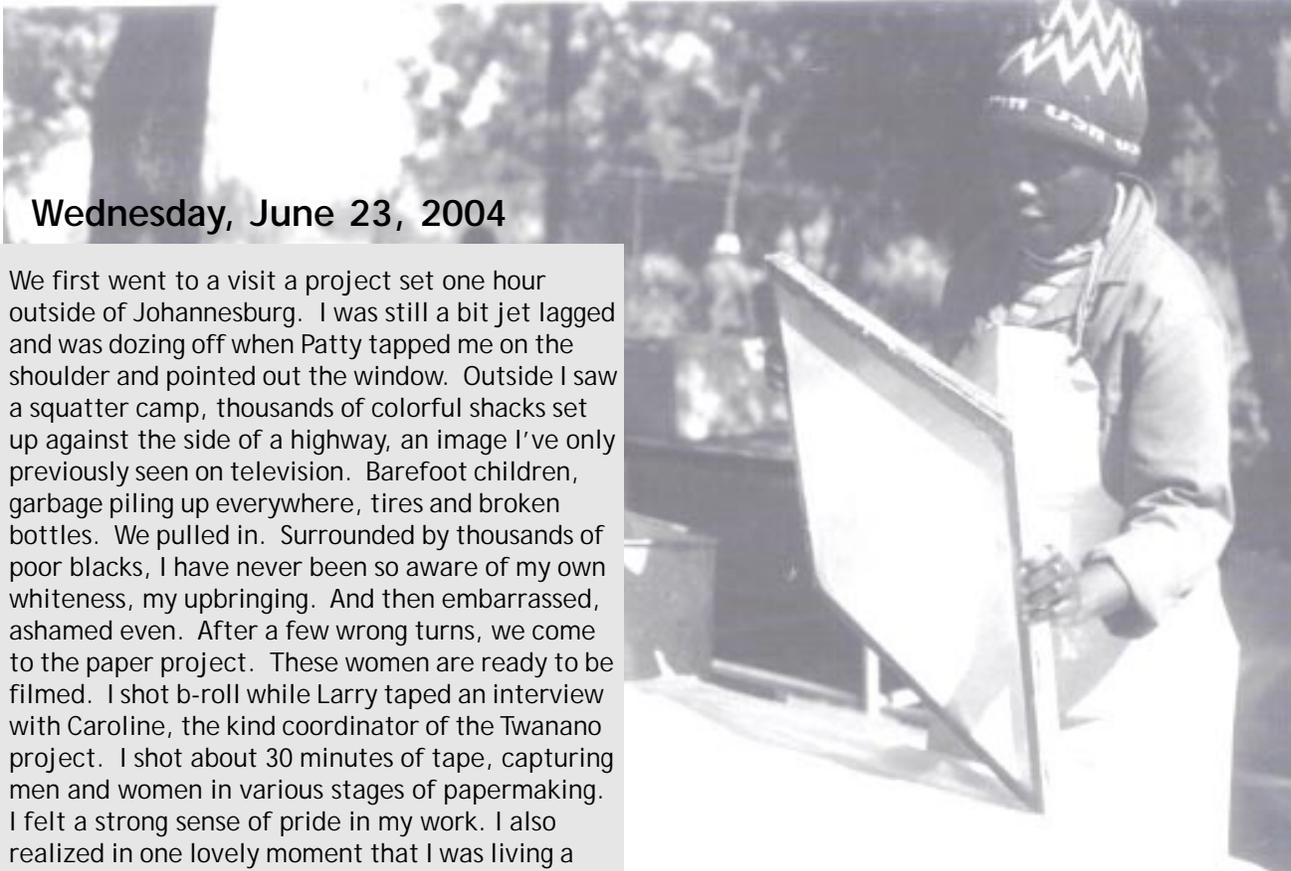
The purpose of the trip was to produce a documentary about the social changes brought about by South African artist Kim Berman through her Artist Proof Studio in Johannesburg. Berman had been active in the anti-apartheid movement for years when she came to Boston to study printmaking. Returning to South Africa the day Nelson Mandela was released, she started a community-based workshop where talented black artists could study not only art but also literacy, business and computer skills. As Berman herself explains, "Artists should not be excused from life because they are busy with lofty ideas and making beautiful things. I believe that artists have a role to play. They can make a difference. Being creative in how you see the world is a gift."

Of the experience of shooting in South Africa, Patty Piroh says "At first glimpse of Ivory Park (a squatter town near Johannesburg with approximately one million residents) a deep sinking feeling brought home the magnitude of the problems that face South Africa. Meeting a group of women from the Twanano Paper Project located in Ivory Park that same day further illustrated the magnitude of the extraordinary efforts made by one woman, Kim Berman." Eileen Foti agreed that "No matter how dire and harsh their personal situations were, the women that we met in each community received us with grace and a true sense of empowerment as a result of their involvement with the papermaking and embroidery projects."

Department chair Larry Londino remarked "Working on a project like this provides a real sense of personal fulfillment, and it's why I continue to work in documentaries. In addition to telling a really uplifting story, I couldn't help feeling that the publicity from this documentary will generate markets for these inspiring women's products, and make their lives better." What follows are excerpts from entries of the travel journals of graduates Mirjam Lablans and Janet Pirchio. --*Wendy Gilbert-Simon*



South African artist/activist Kim Berman on location near Johannesburg with co-producers Eileen Foti and Patricia Piroh.



**Wednesday, June 23, 2004**

We first went to a visit a project set one hour outside of Johannesburg. I was still a bit jet lagged and was dozing off when Patty tapped me on the shoulder and pointed out the window. Outside I saw a squatter camp, thousands of colorful shacks set up against the side of a highway, an image I've only previously seen on television. Barefoot children, garbage piling up everywhere, tires and broken bottles. We pulled in. Surrounded by thousands of poor blacks, I have never been so aware of my own whiteness, my upbringing. And then embarrassed, ashamed even. After a few wrong turns, we come to the paper project. These women are ready to be filmed. I shot b-roll while Larry taped an interview with Caroline, the kind coordinator of the Twanano project. I shot about 30 minutes of tape, capturing men and women in various stages of papermaking. I felt a strong sense of pride in my work. I also realized in one lovely moment that I was living a dream--I was in South Africa, filming a documentary, surrounded by people who have dedicated their lives to helping others. --*Janet Pirchio*

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The shacks attempt normalcy, some advertise full service hair salons, TV and radio repair, even laundromats...But the lazy stare of the vacant souls along the road betray the charade. These residents have nothing. No electricity, no running water (the government makes a half-hearted attempt to supply spigots for water, Kim tells us) no jobs, no education. At the Twanano Project the air is thick with the smell of nauseatingly sweet milkweed boiling in a kettle over a fire behind the main building. The women sit around two buckets, their dark fingers tearing shreds of boiled milkweed into tiny pieces. Next to them at a table, more women in bright blue rubber smocks hammer away at the shredded fibers, creating a mushy grey pulp. This oatmeal-like gunk will become delicate sheets of milkweed paper. It doesn't sound like much, but it is a living for these women. The shanty town stretches beyond the horizon, further than my own eyes can carry. It is overwhelming. And humbling. A lump catches in my throat, but I can't cry. I feel impotent when I stare at the homes, the utter poverty these men and women live in. Where to begin? How do you fix this?--*Mirjam Lablans*

**Thursday, June 24, 2004**

We were greeted by Raymond at the Winterveld embroidery project. He is a trainer and an artist at the Sisters of Mercy. Raymond shook our hands warmly, that South African handshake. He was more than 6 feet tall, and probably under 140 lbs. Skinny. But his smile was huge. We went into the project room and I bought two pillowcases. I asked Raymond if he had drawn them and he said yes and then he told me how we have renewed his faith in his work. He said he wants to someday come to America but until then he wants to volunteer because we have shown him that what he does is important. In his deliberate, broken English, Raymond told me that he is happy now, because we have come. That blew me away. This young man is renewed because we have shot 30 minutes of tape at his project. And he meant it. His smile was just so wide. We hugged and took photographs, gave him some sandwiches and said goodbye. It was my hardest goodbye thus far. --*Janet Pirchio.*



## Friday, June 27, 2004

After a long ride, we finally arrived at Mmakau, where five women and two men were waiting for us. These people come to work, day in and day out, even though they haven't had an order in ages. Kim had brought the rest of our sandwiches in and we all sat at a long rectangular table, staring at each other. Filmmakers on one side, subjects on the other. Black and white. Dirt poor and filthy rich. Kim spoke and introduced us, making us sound much more successful than I could ever dream to be. The women looked at us in awe. The silence was uncomfortable. Patty asked to hear a song, as we had taped them singing and working earlier. The woman next to me began and emitted the most beautiful voice. It resonated against the clay walls, it inspired the others to join in. I felt their voices throughout my body, my ears and my heart. I felt their voices in the pit of my stomach. I put my head down, I couldn't look at them. I was crying uncontrollably. Mirjam put her hand on my knee. She was crying and so was Patty. It was one of the most precious moments of my life. --*Janet Pirchio.*



We meet the children at the nursery. 20 snot-nosed kids of the same variety found at any nursery school in this country or any other. They stand in the yard, out in the high noon sun wear-



ing sweaters and hats (after all, 67 degrees or not, it is winter), shifting their weight uncertainly back and forth, until one of the women starts them up in a children's song. They do the same awkward hand gestures and dance moves, clapping their hands at appropriate times, except when they are distracted by one of us taking a picture, or by Taffy, Kim's dog. Then they stare mesmerized for a moment before they are swept along again in a familiar chorus. Two of the braver children make their way toward Larry, who is shooting all this on his camera, and start inspecting the lens and crouching in front of the tripod. One of the children has dark purple lips and we ask if it's from candy. Sister Sheila says in her straightforward, no-nonsense way, "He has mouth sores. It's a medication." These children have HIV, or at the very least, their parents did and they are orphans, raised by grandparents. Doctor, one of her favorites, is very ill. She says they probably won't live far beyond the age of 8. --*Mirjam Lablans*

For more information, please contact Patricia Piroh at [piroh@mail.montclair.edu](mailto:piroh@mail.montclair.edu), or call 973-655-5158.

## Production Stills Along the Way....



ok/alright  
productions  
c. 2004



## Broadcasting Dept. Participates in Siena Study Abroad Program

Each summer for the last eight years, broadcasting majors have had the opportunity to study overseas and immerse themselves in a different culture. This year seven of us (photo, left) traveled to Siena, Italy, a medieval city directly

in the heart of Tuscany with active traditions as old as the town itself. Led by Dr. Vincenzo Bollettino from the Spanish and Italian Department and Dr. Thom Gencarelli (see photo, far left) our students produced three informative pieces, which focus on the ancient rituals still practiced in Siena that hold the community together, the possible erosion of their culture, and the rise of modern corporatism in a city that prides itself on its traditions and way of life. Together these three pieces are tentatively set to air on *Cape Diem* this spring.

We were forced to push our producing skills to the limit as we did not speak the language, understand the customs, and had to adhere to a strict schedule for shooting our interviews. As a group we overcame technical, cultural, and personal snafus to create a very professional working and learning atmosphere. --Patrick King

## Alum to Teach Media and Political Course

In the fall of 2004, Montclair State University will invite Emmy Award-winning television host and former New Jersey State legislator, Dr. Steve Adubato, to teach a course called "Press, Politics and Pursuing the Presidency: Putting the 2004 Presidential Election in Perspective." The course will ambitiously bring together four departments—Broadcasting, Journalism, Political Science and Communication Studies. Adubato intends to teach the course in a new and innovative way, using media and guest speakers to accomplish the goal of the course: to teach students to think critically about and be actively engaged in the role the media plays in the election process.

**A Different Kind of Course.** In the past, there have been two rather distinct attitudes toward media. The first is one of concern and contempt, and leads educators to take a somewhat elitist perspective. The second (and perhaps recently more common) attitude is one of celebration, which encourages us to accept everything the media feeds us and when it comes to critical thinking, produces a rather passive response (if it elicits a response at all). However, neither of these create an environment where young people will feel motivated to engage in a discussion about the media. This course intends to pursue a different perspective,

one that embraces both education and criticism as a way of engaging *with* the media.

Students will be introduced to various and often conflicting view points. Books will be read written by Bill O'Reilly alongside Eric Alterman. Likewise, Bagdikian's "The Media Monopoly," is included to keep Bernie Goldberg's "Bias" and Al Franken's "Lies and the Lying Liars Who Tell Them" in perspective. Students will watch clips from many different networks, from Fox News, to PBS, to late-night television comedy shows.

**Guest Speakers.** To continually coax the "ivory tower" into the "real world," Adubato will be inviting several guests to lecture the class, and provide students with the invaluable opportunity to directly ask questions of some of the industry "insiders." Through his extensive work with his company, the Caucus Educational Corporation, which produces the CN8 interview series, *One-on-One with Steve Adubato* and the PBS public affairs show *Caucus: New Jersey with Steve Adubato*, he was able to secure special guests who could offer insight into and expert analysis of the workings of the media. Included on the guest list are Jonathan Alter of Newsweek; Sandra Lilley, Producer; Bill Palatucci, Republican State Committee Finance Chairman; and Bill Pascrell III, among others.

**Beyond the Classroom.** Through support from the School of the Arts, Adubato plans to bring his own production team into MSU's new, state-of-the-art Alexander Kasser



Associate Producer and Teaching Assistant Mirjam Lablans, '00, '04 working with Steve Adubato

Theater, to produce a special series called *Democracy Works*. Adubato will conduct interviews and then open the floor up for questions from the students. The shows will air on CN8: the Comcast Network and Channel Thirteen/WNET (PBS) in October 2004.

"Press, Politics and Pursuing the Presidency" is an innovative course that is breaking new ground. Adubato brings with him the invaluable expertise of someone outside of the world of academia. At the same time, Adubato maintains he is a student of media studies and the political process. He will be learning alongside his students throughout the course. Mirjam Lablans, '00, '04, (pictured above with Adubato), producer for Adubato, will be serving as teaching assistant for the course.

Adubato and Montclair State University are striving to create a challenging course where students can learn and share ideas. And that is indeed what college is all about.

## Graduate Notes



**Nick Clunn, '02:** After graduation, I became a newspaper reporter, a kind of storyteller who doesn't need a microphone and a tripod. Nonetheless, I feel fortunate to have learned the ways of the DuMont Television Center. During my first year as a full-time reporter, I had a leg up on other rookies because Larry and company had already taught me the importance of being professional. Thanks MSU Broadcasting and happy birthday.

**Heather Molloy, '97:** In life you never know where fate may take you. My career path is a perfect example of that. Although I was probably the most inept student on the audio board I somehow ended up working in radio at Westwood One. I was hired as an assistant to the head of production but when he was too busy with the 98 Olympics to train me right away I was shanghaied into working in the commercial traffic department. Over the past 6 years I have become very intrigued with the whole idea of advertising and how to best reach the targeted audience. My interest has taken me in a new direction and I have started a job as a traffic manager for Culver Amhurst, an outdoor media company, and am looking forward to seeing how things work out in this new medium.



**Angelo Ucciferri, '00:** By day I am a full-time Director at News 12 NJ, directing the 5pm and 10pm live newscasts. I also head up special projects - such as election coverage, political debates, and animation/post-production jobs. BY NIGHT: I am a musician/producer/manager for my band: Ground Level Organization (aka: G.L.O.). The 6 piece group fuses elements of acid jazz, deep-funk, jam-rock, and electronica...creating a "groovin' electrofunk fusion". I play keyboards live, as well as produce/engineer the project in my studio. Visit: [www.TheGroundLevel.Org](http://www.TheGroundLevel.Org) I also keep myself busy as an independent Multimedia Designer. I create Video, DVD, FX/Animation, Audio, 2D/3D Graphics, Print, Apparel, and Web content for a wide variety of clients.

**Dan Rice, '93:** There are definitely more prestigious jobs than working in a TV news helicopter, but none more interesting or exciting! Sure, there are some days when you do little to no flying at all. But, when you have to report on a breaking news story, there is no bigger adrenaline rush than being up fifteen hundred feet with no script and knowing only what you see below.

I am the morning reporter and cameraman for WNBC's Chopper 4. A typical day starts at 3am with me having to be at the airport by 5am. We take off at 5:45am and land shortly before 7:30am. With four scheduled reports from 6am to 7am, we cover everything from a disabled vehicle to a raging four alarm building fire. Once the newscast is over, I wait at the airport until 2pm in case the station wants to call us out for breaking news or just B-roll. The down time is a good time to catch up on paperwork or research a story for an upcoming newscast. Our work is not limited to WNBC. There are many occasions when NBC News ("TODAY," "Nightly News," etc...), CNBC, MSNBC and Telemundo call the station seeking our services.



**Dana Landi, '03:** I am currently working in human resources. I was working at NJ 101.5 in Trenton as a Production Assistant, but after a while the 1.5 hour commute at 4am was too much. I enjoy working in human resources a lot, but starting this September, I will be teaching elementary school in the Vineland school district. I got married in June and we just bought our first home.

**Charles Bihler, '88:** During my time in the MSU Broadcasting Division, I produced the first one-hour Telerad program, which won departmental awards and resulted in a NATAS scholarship for production excellence. After graduating magna cum laude, I worked for eight years in satellite operations at GlobeCast before being promoted to Manager of a satellite news channel in Paterson. We edited network programming, inserted Arabic commercials and uplinked to Saudi Arabia. I was responsible for 10 staff, \$1.5 million in annual revenues and a \$750K operating budget. When I became manager, we were on the verge of losing the service due to on-air errors. By redesigning procedures, staffing and engineering, I reduced errors by 75% in three months and we kept the service. When the station was closed down in a facility consolidation, I was asked to build a Quality Assurance program from scratch. Later, I went to AT&T where I led disaster recovery and contingency planning programs and got my Master's Certificate in Program Management. In 2002, I joined Loral Skynet as Process Manager, where I now lead new service and process design projects for satellite video and data applications and manage the Customer Satisfaction and ISO 9001 certification programs.

**Susan Adriansen (Williams) '89:** Along with a friend, Susan has created a Horror-ific new networking resource for those who enjoy all things scary. The HORROR FILM GROUP (NYC) provides opportunity, exposure and a platform for up and coming horror-related entertainment artists as well as the major leaguers. Established in March of 2004, we have attracted writers, producers, directors, distributors, make-up artists, musicians, actors, publicists, promoters and enthusiasts. The mission of the group is to keep the often under-rated and under-appreciated genre of horror very much alive and "in production". While also providing exposure to established works, we are in the midst of coordinating short and feature film projects – drawing from the resources of the many talents within the group. If you care to be on the e-vite list for upcoming events or want to submit your horror short, please e-mail "Susie" at [horrorfilmgroup@yahoo.com](mailto:horrorfilmgroup@yahoo.com) or [susan@blueeyedproductions.com](mailto:susan@blueeyedproductions.com).

**Marisela Riveros, '98:** I came to the U.S. on vacation from Venezuela at age 16. I was amazed with Disney World and the multi-family houses in Newark. I had never seen anything like it! The lifestyle mesmerized me and I stayed to become a Television Producer. I was told that I was never going to make it in the media because of my "looks" and "accent". Now 11 years later I am a Producer for Bloomberg Radio Affiliates Network.

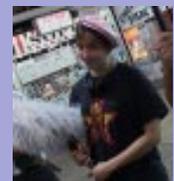


**Chris Maget, '88:** I'm fortunate enough to be doing traffic reporting on a 50,000 watt radio station in the #1 radio market in the country. And doing traffic is not as easy as everybody thinks. Unlike doing a newcast, most traffic reports are adlibbed. My hours are 9am-3pm, which is a great time slot. It's just potluck that it worked out that way. Most traffic reporters either have to start at 5am for the morning commute or have to work until 7pm for afternoon drive. In addition to doing WCBS-AM every 10 minutes, I also do a handful for other stations throughout my shift including WHUD, WFUV, WFAS, WBZO and WCTC. Once my shift is over, I stick around until 430pm doing payroll and scheduling for about 40 traffic reporters and another 20 or so sportscasters. My days certainly go by very quickly. One of the best parts of my job is filling-in in the chopper when Tom Kaminski (another MSC alum) takes time off. There's nothing like SEEING the traffic problem with your own two eyes.



**Michelle Radz, '92:** Montclair has been great for my career! Within 3 years, I had won Best Radio Drama, and worked various live award shows. As a freshman my teacher, Gina Kennedy, recommended me to a CNBC producer for a Co-op paid internship which turned into a position at CNBC segment producing primetime/weekend programs. I became one of the youngest AP's in daytime on *The Geraldo Rivera Show* and shortly thereafter was promoted to a producer position. I benefited from extensive experience in front of the camera appearing on *Geraldo* segments and as an extra in movies/music videos. After becoming producer of CNBC's *Upfront Tonight* I decided to launch my own company, Blue Forest Productions. We've penned deals with top-flight names in the industry including Sandy Frank Entertainment, Fremantle and Four Seasons Productions. BFP is creating new programs and is equipped to produce talk shows, documentaries, music videos, etc. I lecture/consult on various topics such as pitching/selling your ideas/projects, TV careers, etc. I'm an active member of NATAS, NATPE, & AFI. Visit our site at: [www.BlueForestProductions.com](http://www.BlueForestProductions.com). Best to all of you! Michelle Radz

**Vicky Menke, '03:** I work at Greenrose Media, an advertising and production company which produces 30 second local commercials. My official title is "producer," which in a small company really means writer, director, account executive, and secretary all in one. It's fun because every day is different. I work with an independent filmmaker and joined his crew as assistant director and associate producer. Rad! Visit the movie site at [darkfantasymovie.com](http://darkfantasymovie.com). Word up to Thom Gencarelli, my counselor and my favorite teacher *ever!*



**Robby DeMarco, '02:** It has not been a tumultuous road, but one which has taken me to a place where I have longed to be...Major League Baseball. When I graduated from Montclair State University in January of 2002, I latched onto Westwood One Radio Networks. During my two years there, I began to learn the ins and outs of the industry. But I set my sights higher and directed them more towards the goals I set for myself in high school. So I constructed a demo tape using a mock baseball broadcast that I recorded along with producing a sports update and sending it out to my contact at MLB.com Radio. I was lucky enough to be called in for an interview, and shortly thereafter, I was hired!

The title I currently hold is that of a Production Assistant, and with that title comes great responsibility. Along with running the audio for all the programming, I also edit and have my own show M-F at 9am ET where I do scoreboard updates and playback interviews from the previous day's programming. I have been here since March and I could not be happier. Growing up I always wanted to be on the air, calling baseball and/or football on the radio and at age 25, I am well on my way to fulfilling my dreams.

**David Quanvie, '02:** Gee, I don't know if I can do this. 200 words aren't enough for a person who likes to write! I have already wasted 32 words! My name is David L. Quanvie, and I am both a Technical Associate and a Video/Lighting Associate at MSNBC. I originally started out as a freelancer at MSNBC, doing teleprompter on weekends, and working a total of three days a week for a couple of months. Life as a freelancer had its perks, but I can happily announce that I was recently hired as a staff member at MSNBC, and nothing beats having some stability in life . . . and good benefits as well! It took a lot of long days and nights for me to get to where I am at right now in life; but when you work in this kind of field, it's a given. Thankfully I was able to be a part of the broadcasting department at MSU which instilled in me a lot of the things required to do my job effectively. The number one thing that I learned from Larry, David, Thom and Patty was how to be a professional; and for that I am truly grateful.



**Matt Kane, '94:** As a broadcasting major at MSU, I could never find my place on the map. While I could do a mean teleprompter, I certainly was not on the technical track like many of my peers. After many years of working in the talent agency sector in New York City, I entered the world of television through a side door-casting. I work for an office in LA that casts four network shows. I love my job and my experiences at the DuMont Center shaped me to be the person and professional I am today. I learned a lot, made some good friends and had the pleasure of spending four years with Larry Londino, Patti Piroh, John Diglio, Jeff Jones, Gina Kennedy and Stephanie Wood. If I never said it before . . . thanks for doing what you do..



Pictured from left to right:  
 Brian Korner, '96 Fox News;  
 Valarie Harper, '03, UPN 9;  
 Dean Chrysosovergis, '01,  
 Fox News; Ken Worth,  
 UPN 9; Jennifer  
 Neidenberg, '04, NewsNight  
 with Aaron Brown, CNN;  
 Rob Merkin, '04 News 12;  
 Steven Larger, '99, News  
 12; Jeff DuFine, '99 ABC  
 Sports; Karen Verasca,  
 '02 MPA Advertising; Mimi  
 Bagynski, '03 Inside  
 Edition, Eleanor Aguilar  
 (left) '02 and Amy Marks  
 (right) '99, News 12; Greg  
 Smith, '04 hiking the entire  
 Appalachian Trail; David  
 Burke, '96 freelance graphics.



# Graduate Notes

Continued...

From top right: Tony Vardero, '87 freelance camera operator and AD for CN8; Steve Harellick, '84 Entertainer/Simon Sez Caller, Marion Mastroilli, '82 singer/songwriter, Project Mercury; Kristine Hvam, '02 On-Air Personality, 94.3 The Point Radio; John Martucci, '89 Account Executive, Special Markets, EMI Music; Michele Samarya-Timm '88, '01, Health Educator, Franklin Township Health Department; Rob Pashman, '92, Master Control Operator, Fox News Channel.



## NJN to Air Department-Produced *Conversations with Olympia Dukakis*

Conversations with Olympia Dukakis, a program produced by the Department of Broadcasting along with the MSU Division of Arts and Cultural Programming will air on NJN on Thursday, October 21 at 9:00pm, with a rebroadcast on Sunday, October 24 at noon. "NJN is always ready and willing to work with our academic community, encouraging aspiring producers and young artists, and lending a hand to help them learn the craft of producing programs," states Elizabeth Christopherson, executive director of NJN Public Television and Radio. "We were delighted with the opportunity to work in partnership with Montclair State University to highlight Olympia Dukakis--a consummate artist and contributor to the community--in an interview with [Dean] Geoffrey Newman. MSU Alumnus Jeff Friedman directed the program, with students working in most of the crew positions.



Olympia Dukakis with SART Dean Geoffrey Newman and broadcasting majors after the taping.



## The “Go-To” Intern Becomes the Youngest Producer

In January 2003, I applied for an internship with True Entertainment in NYC. They produce a number of different shows—*Guess Who’s Coming to Decorate*, *Words Apart* on *Discovery*, *Help Wanted*—and I would specifically be working on a show called *A Baby Story*. Their website described them as a company which “creates reality and documentary programming with the emotional impact of fiction.” That sounded good to me, and besides, I love babies. I can do this. So I went in for my interview eager and ready to work with this company and I scored the job. It was unpaid, in fact, it cost me money to commute by bus and subway, but I stuck it out. The winter months almost won the best of me. This is a learning process, a stepping stone, I reminded myself.

I didn’t have the most glamorous tasks—lots of logging, lots of organizational responsibilities, being a gopher on location, running errands, and did I mention logging? But I didn’t have to make coffee or answer phones like my other friends so I figured I had it good.

After I absorbed as much as possible about my surroundings and new position, I began to feel unchallenged. There has to be more for me to do and learn. I didn’t want to fade into the background like some of the other interns. I wanted to be remembered when the internship was through. I wanted to be used, I wanted to learn more. I adopted the “Send Me” attitude and made myself available for some fun and not so fun shoots and tasks. Other interns would call in sick, I was always there. I worked early mornings, late nights—always with a smile on my face. Those with a bad attitude were not taken along because no one had time to deal with their drama. I never complained. I made myself easy to work with, I was happy and spirited and flexible. Slowly I became friends with the crew and producers. I was making a name for myself as the go-to intern, the one who got things done right and fast. When the end date

of my internship came, they were sad to see me go. Approximately one week later I received a call with a job offer, and I took it. Paid Production Assistant. Once I completed my few last courses I started working full time.

Some of the producers took me under their wings and I flourished by their guidance. One became like a mentor to me. I called her with every concern and question. Soon I was known as the producer-in-training and it felt good. Just a little longer, I thought to myself, and there will be an even bigger opportunity awaiting me. There were very high highs and very low lows when I even thought I’d leave the TV business all together...but I didn’t. They took a chance and made me a Story Producer and I proved I could do the job—well. So here I am, nearly 22 years old and I’m now a full-fledged Producer. My day came, and it came much quicker than expected. I am the youngest producer here, probably the youngest in the history of this company. I’m still learning, still making mistakes, but I have arrived to where I wanted to be...for now.--*Christina Marra McElroy*

## Being *The Solution* Makes You Valuable

When I graduated from MSU in the spring of 1985, I was absolutely petrified. After interning for 9 months at WCBS News I had depleted all finances and there was a hiring freeze. Two Montclair alums had recommended me for an entry-level position with Blair Communications, a rep firm. I had no idea what a rep firm was. However, it paid \$11,900 a year and I simply had run out of money.

Surprisingly, being a sales assistant put me in touch with TV stations of every affiliation, traffic managers and National Sales Managers. I also talked daily to ad agency buyers and became well versed in how TV spots were sold, scheduled, made good and pulled off the air at the last minute. I moved up in salary and position to Blair Research and learned the ins and outs of Nielson Ratings.

It couldn’t hurt to have more information, I thought. There were also lots of lunches with agency buyers and media functions I was able to attend. Remembering how Doc and Howard had insisted we make contacts, I kept up membership with AERho and AWRT and pressed the flesh. Two years later, I received a surprise phone call from a competing NY rep firm asking me to do research for one of their largest station clients. They would double my \$15,000 salary to do so and although I was burned out with research, I took them up on their offer. Within a year I “pitched” their NY sales training program but hedged my bets by pitching Seltel and Katz as well. After countless interviews with many sales managers, I was accepted into Seltel’s 6-month program and signed the standard 4-year non-compete contract.

Boot camp is the only way to describe the Program. It was a competition to see which trainees could arrive at the NY offices earlier (6 AM or so) and stay later (8 PM was normal).

I went to one of my mentors and was told to volunteer for a job that no one wanted, to fill in for a rep on maternity leave in the Charlotte office. So I was flown to the office to learn the ropes for three months. Near the end of my Charlotte stint, I was surprised to get a phone call that I needed to be in Chicago by the end of the week. There had been an opening but the woman who managed the team did not want a rookie and was being forced to hire me. Winning over that woman was not easy but, in life, not everyone is going to like you. Nevertheless, she taught me some valuable tricks of the trade. My four years in Chicago passed too quickly. Now off

contract, I could have gone anywhere in NY or Chicago and easily commanded a nice salary. I could have decided to get out of broadcast sales entirely. Yet I had to admit that I liked the challenge. I liked the excitement. I liked the stress of winning over tired old buyers to see your side of the story. I even liked the math! I was good at sales. What a surprise! However, I was reminded that taking a job that no one wants makes you the hero. Ultimately you become *The Solution* whenever there is a problem and that makes you valuable. So I flew to Cleveland and became the youngest woman GM in the company’s history. I also hired a few good people and together we doubled the prior year’s billings. Three years later new GMs were needed in four regional offices. After seven years in the Midwest, I yearned to be back on the East Coast but found myself asking, “Which office needs the most improvement?” I moved to Houston, Texas the following month.--*Jennifer Luke-Khoury, ’86*.

## David Sanders Hosts 2004 American Eagle Awards for National Music Council



David Sanders hosted the National Music Council's 2004 American Eagle Awards honoring renowned popular lyricist Hal David June 9th at New York City's Players Club. Joining David among the honorees was long-term BMI president/CEO Frances W. Preston, now looking forward to her recently announced retirement, as well as the MetLife foundation, which received the Council's Foundation Award.

Hal David has been making musical history for more than forty years with his songwriting partner Burt Bacharach. His hits are legendary, with such memorable titles as "Raindrops Keep Fallin' On My Head," "What The World Needs Now," "Alfie," "Do You Know The Way To San Jose?" and "What's New Pussycat?" among the highlights in his catalog.

Frances Preston was given a special tribute by the NMC as she prepares for retirement. She began her career with BMI in its Nashville office in 1958, and soon became one of the key players on the burgeoning Nashville music scene. In 1986 she came to New York to become president and CEO of BMI, succeeding Edward Cramer in the post. During her outstandingly successful tenure at the helm, BMI has grown to include more than 300,000 songwriters and music publishers. Her outstanding achievements both in the music industry and humanitarian fields include her service in tandem with the T.J. Martell Foundation in the creation of the Frances W. Preston Research Laboratories at the Vanderbilt Ingram Cancer Center in Nashville.

The MetLife Foundation, which received the Council's 2004 Foundation Award, is dedicated to providing grants to a wide variety of cultural organizations, whose goals encompass the improvement of arts and music education in America. Since 1990, MetLife and the MetLife Foundation have contributed over \$35 million to ensure that art and music are part of the lives of every child in America.

Highlights of the ceremonies included tributes to the honorees by NMPA president and CEO Edward P. Murphy and NMC president Gary Ingle, as well as performances by singer Freda Payne, Broadway composer Maury Yeston, and Hal David himself.

The Council's annual Leadership in Music Symposium took place prior to the luncheon and was dedicated this year to a conversation with Frances Preston. The session, hosted by NMPA vice president Charles Sanders, included personal reminiscences and insights from her career in music, and was met with unanimous accolades.

## Broadcasting Major Receives AWRT Scholarship



MSU Broadcasting major Brittany Turk was selected by the New York City Chapter of American Women in Radio and Television to receive the first ever Audrey Tanzer Scholarship. The scholarship was created in honor of longtime AWRT member Audrey Tanzer, and is awarded to "students of merit with an extensive history of broadcast related activities." Turk, pictured with AWRT NYC Chapter president Dawn Hill and Turk's mother, has an overall GPA of 3.85 and is very active in the department of Broadcasting.

## SPRING 2004 Senior Seminar Alumni Speaker Line-up

### Pedro Casais

Editor, 60 Minutes 2,  
New York, NY.

### Brian Donnelly

Partner/Producer, Solarium  
Editorial, New York, NY

### Brian Korner

Video Producer  
FoxNewsChannel, New York, NY

### Mirjam Lablans

Associate Producer  
Caucus Educational Corporation,  
Montclair, NJ.

### Jared Morgan

Owner/Operator, Pantless  
Productions LLC, Bloomfield, NJ

### Al Prieto

Executive Director, News Services  
ABC News, New York, NY

### Marisela Riveros

Production Assistant, Spanish Radio  
and TV/Urban Report, Bloomberg,  
New York, NY.

### Jason Strother

Producer, News 12  
Bronx, NY.

### Carol Trinker

Executive Producer/GM  
Tribe Pictures, Chatham, NJ.

## AWARD WINNERS 2004

**RAY CARSILO**, Bill Puskas' Most Promising New Student Award; **JANNA DiBARTOLO**, Achievement in Directing; **JANET PIRCHIO**, Broadcasting Faculty Award; **JODY ECCLES**, John D. Sharkey Award; **PATRICK KING**, Radio Club of America Scholarship; **ZLATKA ANDOROVA**, Achievement in Editing; **ANNE CLIFFORD**, Achievement in Producing; **MANNY CAAMANO**, Achievement in Audio; **INES ROSALES**, Achievement in Videography; **KATIE WHITE**, Mary C. Lozada Travel Scholarship.



PATRICIA PIROH..... Editor  
MIRJAM LABLANS.....Writer  
JANET PIRCHIO.....Writer  
LEE ELIAS.....Writer  
PATRICIA PIROH...Photographer  
JANET PIRCHIO...Photographer

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STEPHANIE WOOD  
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Dean, SART

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## Jack Ford: 2004 DuMont Broadcaster of the Year

This year's awardee received his undergraduate degree from Yale University, where he was a three-year starter on the varsity football team, and a law degree from Fordham University's School of Law, having financed his legal education with his winnings as a JEOPARDY contestant. Shown here with Larry Londino and SART Dean Geoffrey Newman, New Jersey native Jack Ford enjoyed a successful legal career before entering television journalism, serving as an assistant prosecutor in the Monmouth County Prosecutor's Office, and later as a highly successful trial attorney.



He began his television career in 1983, when he joined WCBS-TV in New York City as the

*"As you venture out into your world, whatever it is you're doing, make sure it does teach, illuminate and inspire."*  
- Jack Ford

station's legal commentator. He hosted the public television series, *Inside the Law*, and also served as anchor at Court TV from the network's inception in 1991 until 1994.

He spent five years at NBC News, serving as co-anchor of the *Today* weekend editions, and as chief legal correspondent for the NBC network. In September 1999, he joined ABC News as anchor/correspondent for *Good Morning America* and *20/20*. He is currently the co-host of daily nationally syndicated series, *Living it Up! with Ali & Jack*, seen locally on WCBS Channel 2. His broadcasting work has been honored with a number of awards, including two Emmys, a Peabody Award and a National Headliner Award.

The DuMont Television Center Broadcaster of the Year award was established in 1986 to honor individuals who have made significant contributions to the development of broadcasting in America, and also pay to homage to the historical significance of the Center's original benefactor, Dr. Allen B. DuMont, president of the DuMont Television Network. The DuMont Network pioneered in the technical development of television as well as originating numerous programming innovations which helped shape the industry.

### Days of Our DuMont

This past summer, members of the Broadcasting and Theatre Departments broke ground and perhaps created a new tradition by offering a new class in soap opera production. Conceived in the early part of 2004 when several Broadcasting majors thought it would be fun to create a campus "soap opera," the new show will air once a week during the school year following *Inside MSU*, the department's weekly news program.



Students and teachers met weeks before the class to create and write a five episode script. During the actual three week class, students taped the five episodes. While the script was being written, Theatre majors were being cast to play leading roles in the show. By the time *The DuMont* was ready to begin shooting, the show had a full cast of actors and a full crew of broadcasting majors eager to get to work.

Michael Laibson, an Emmy Award-winning producer for his work on *All My Children*, David Sanders from Broadcasting and Theater chair Eric Diamond co-taught the class. At times, shooting three scenes simultaneously, *The DuMont* had an ensemble of over forty members (seen above). Completely shot, directed, acted, produced, and edited by the students in the class, with insight and help from the professors, five episodes were completed in just 9 five hour classes. Season one of *The DuMont* was a great success. The amount of dedication shown by the students and professors shines bright in the production, with plans already underway to produce a second season.--Lee Elias