



MONTCLAIR
STATE
UNIVERSITY

Department of Broadcasting

On-Air

On-Air

On-Air

September 2006 Vol 7 Issue 1

What MSU
2006/Recent

Grads are Doing:

ASHLEY CLOSE, Production/Marketing Assistant, MediaMix, Paramus, NJ. CHRISTINE DEVENNEY, Production Assistant, Shadow Traffic, Rutherford, NJ. LEE ELIAS, Production Assistant, NBC Sports and College Sports Network, CAMERON FERRARA, Manager, Conduit Music Club, Trenton, NY. ZENEP HUSENAJ, Production Coordinator, Skeleton Key Entertainment, New York, NY. NICOLE TEEL, Editor, News 12, Edison, NJ. BRITTANY TURK, Field Production Assistant, Martha Stewart Living, New York, NY., MATT WILDER, Associate Producer, The Dr. Keith Ablow Show, New York, NY. RAY SANTIAGO, PA NBC Sports CRYSTAL WATERTON, Production Assistant, The Dr. Keith Ablow Show, New York, NY.



Letter From the Chair

Change is in the air around here. The former School of the Arts has evolved into the College of the Arts with the establishment of the John Cali School of Music. We've been assured the next initiative will be finding donors to endow a new school of Media and Communication, of which we will be an important element.

Some of you may already know that John Diglio retired as the Director of the DuMont Television Center after 40 years of service. Needless to say he will be missed. We are actively searching for a replacement and they should be on board by the end of the fall semester.

We have continued to grind out a considerable amount of work over the past year. In addition to our regular *CARPE DIEM* program, our departmental production unit produced a 20-minute video designed to warn students, teachers, administrators and parents about the consequences of school violence. A production crew of 20 shot on location for five days last summer in Bayonne. We combined professionals with our students and recent alums to crew, and auditioned 25 actors for a variety of parts. I directed, Patty produced and David Sanders designed the audio. Alum Mark Dau ('87, Chase Bank) wrote it and alum Ken Worth ('96, Channel 9) edited the piece. It won several awards and, more importantly, our clients were very well satisfied with the product, and we plan to work with them on a future project.

This past summer, Patty Piroh and I, in association with the Yogi Berra Museum, worked on a pilot project aimed at teaching middle school students to write better, using sports as the medium. For two weeks, students from Montclair public schools wrote and wrote and wrote. The project is called *Write on Sports*, and we hope to expand the idea in the future.

Thom Gencarelli has developed a new course that will be offered next spring. *Language of Television* has been approved for general education credit, and we're hoping to attract a large number of non-majors to heighten our profile within the University community.

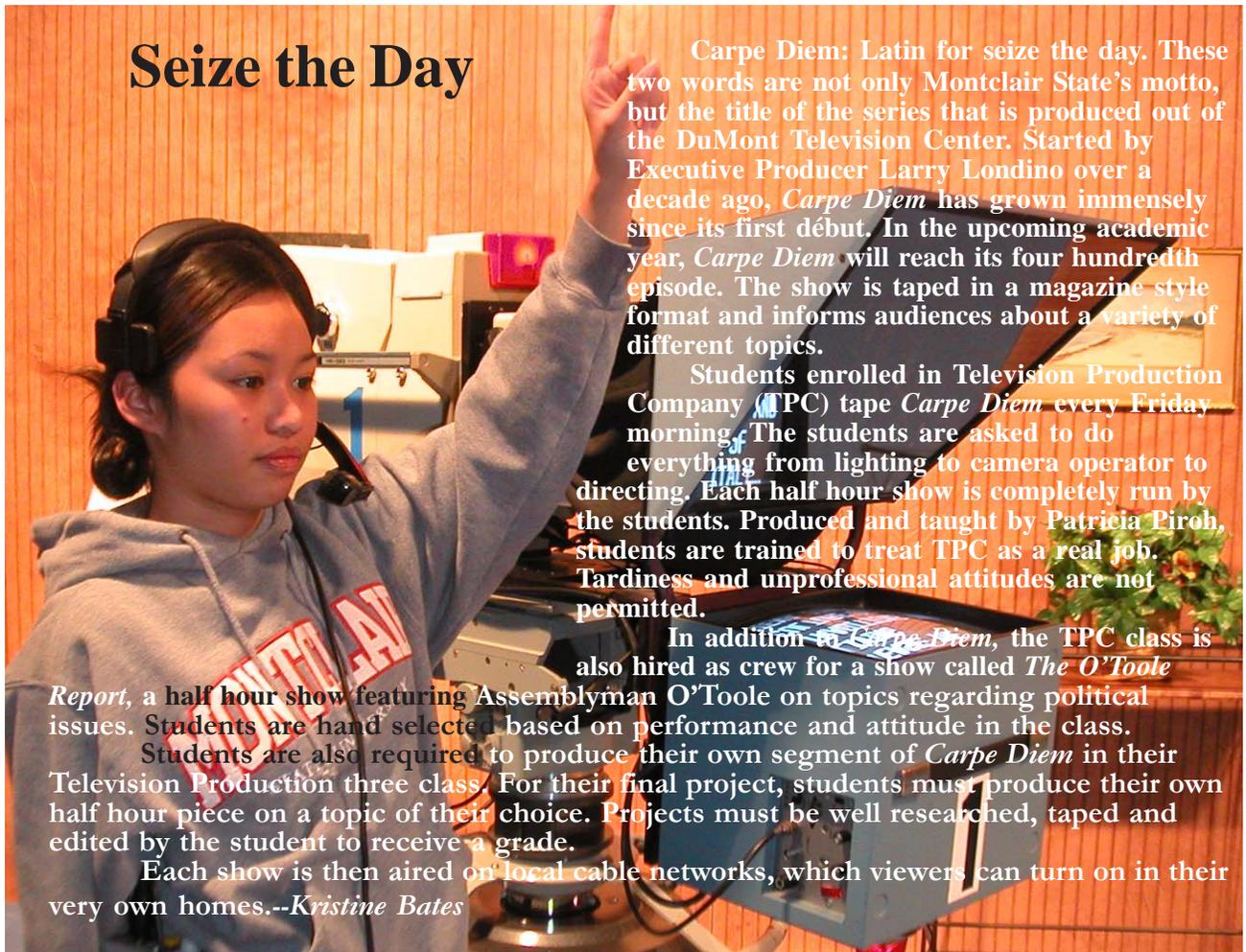
See *Letter*, continued on pg 5.

John Diglio Retires

It's hard to get in touch with John Diglio nowadays - if he isn't flying down to West Palm Beach, boating, or enjoying quiet time in his house in the Adirondacks, then he's serving on his local cultural arts committee or playing with his three grandchildren. When asked what year he first came to the DuMont TV Center, John recalled that it was when "Rome hadn't fallen yet... I got the job initially because I knew what an ohm was." His main aim in designing and equipping the current TV Center was to make it as professional in quality as possible, to give

See *Retires*, continued on pg. 7

Seize the Day



Carpe Diem: Latin for seize the day. These two words are not only Montclair State's motto, but the title of the series that is produced out of the DuMont Television Center. Started by Executive Producer Larry Londino over a decade ago, *Carpe Diem* has grown immensely since its first debut. In the upcoming academic year, *Carpe Diem* will reach its four hundredth episode. The show is taped in a magazine style format and informs audiences about a variety of different topics.

Students enrolled in Television Production Company (TPC) tape *Carpe Diem* every Friday morning. The students are asked to do everything from lighting to camera operator to directing. Each half hour show is completely run by the students. Produced and taught by Patricia Piroh, students are trained to treat TPC as a real job. Tardiness and unprofessional attitudes are not permitted.

In addition to *Carpe Diem*, the TPC class is also hired as crew for a show called *The O'Toole*

Report, a half hour show featuring Assemblyman O'Toole on topics regarding political issues. Students are hand selected based on performance and attitude in the class.

Students are also required to produce their own segment of *Carpe Diem* in their Television Production three class. For their final project, students must produce their own half hour piece on a topic of their choice. Projects must be well researched, taped and edited by the student to receive a grade.

Each show is then aired on local cable networks, which viewers can turn on in their very own homes.--Kristine Bates

Winners Wait 2006

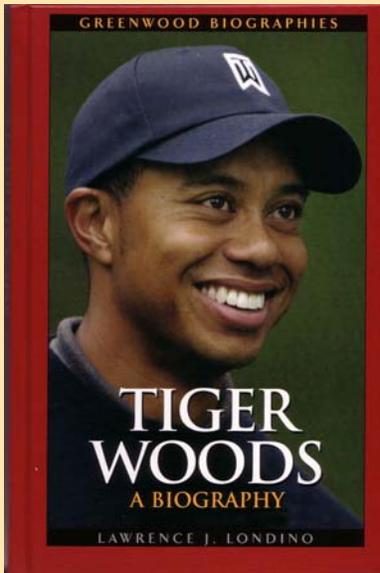


In the spring of 2006, the Broadcasting Department worked with the Impact Community Group for the second straight year to help produce three public service announcements that deal with teen abstinence from sex, drugs, and alcohol and to help teens make strong choices for the future. Working once again with the Cicely Tyson School for Performing Arts in East Orange, the department put together a seven week course that would allow the high school

students to write and produce the three PSAs. The PSAs included a dorm party where alcohol was being served and a girl who could "see the signals" so that she knew to hang out with the kids who were not drinking; kids who made wrong choices dealing with sex, drugs, and alcohol and would just fade away with only the one who made the right choices staying; and finally a classroom scene where some guys were talking about their latest score and another steps up to say that not all guys think only about having sex. Department Deputy Chair Dr. Thom Gencarelli taught the course and Department Chair Dr. Larry Londino served as director for the spots, with four broadcasting majors acting as crew and editors for the pieces. --Ray Carsillo



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Londino Write Book on Tiger Woods

“It’s become somewhat cool to play golf,” says Larry Londino, Chair of the Department of Broadcasting. Thanks to golfer Tiger Woods, golf, once an elitist sport in the United States, has become both popular and glamorous. “He’s brought a lot more people into the game, particularly minorities,” says Londino. Tiger Woods, with his charismatic charm and youthful good looks, is a “media phenomenon.”

So when the Greenwood Press asked Londino to write a biography of Tiger Woods in 2004, he was presented with a dilemma. So many books had already been written about the popular golf star who, at that time, was only 29 years old. What else could he say about this young man, who had become the world’s most famous golfer?

“Luckily, I had a completely different focus,” says Londino. As a scholastic work written for a high school audience, “one of the things which is different about this biography of Tiger Woods is the considerable amount of research on African-American golfers and golf history.”

Londino also concentrated on the relationship between the media and sports figures, and on sports marketing. “Sports is a perfect subject for mass media dissemination. Sports and mass media have a long alliance; it was drama playing out live in front of you and it was popular.”

In 1996, Londino produced a television documentary on African-American golfer John Shippen, so he had already done a lot of the historical research for the book. Like his predecessors, Tiger Woods had to deal with racial slurs, and was often the first man to break the color barrier in the sport. What made Woods different was the fact that he grew up in the eyes of the media; a child prodigy, he appeared on The Merv Griffin Show when he was only three years old, and has been a superstar ever since.

After making some youthful mistakes, Woods has learned how to behave; as Londino says, “he’s so studied that you don’t get the impression that he’s saying anything.” He also keeps his distance. While Londino was able to meet and golf with Tiger’s equally famous father, the late Earl Woods, he found Tiger “virtually impossible to reach.” Because of this inaccessibility, “the impression that the public gets (of Tiger Woods) is one extreme or the other.” So another challenge in writing this biography was to present a balanced portrait which is neither adulatory nor excessively critical.

While Londino loves to study the game and write about it, his interest in golf is not limited to history or theory; an avid golfer, he began playing as a teenager. He has been an active board member at the Roselle Golf Club and edits their monthly newsletter. A member of the Metropolitan Golf Association’s Rules Committee, he officiated at the Canoe Brook Country Club this summer, when Michelle Wie tried to qualify for the US Open. His own interest in golf, Londino says, “is a lifelong passion.” --Stephanie Wood

MSU Broadcasting in Nice, France

This past summer six broadcasting students were given the opportunity to study abroad in breathtaking Nice, France. With its clear blue skies and almost as clear blue-green water, it is no wonder people have been falling in love with the city for over 2,000 years. From the array of vendors and shops in Old Nice, to the crown jewel of the Promenade, the historic Negresco Hotel, to the annual jazz festival, the city is filled to the brim with culture and history. With the focus of the trip on immersing oneself into this culture in order to come away with a better understanding of how others live, the students were also assigned to produce two projects on the Nice way of life. One focuses on the history of the area and how the current culture is affected by having been occupied by at least six different groups over the years while the other deals with how soccer is not just a sport, but a way of life and a culture all its own in Nice and France in general. The pieces will be part of a Carpe Diem episode that will hopefully air in Spring 2007. It was an eye opening experience for all and the only way to truly appreciate such a spectacular city would be a trip to the French Riviera and Nice for oneself. Bon voyage! --Ray Carsillo





Live From the DuMont

Inside MSU is a live news broadcast run by the students of the Montclair State University Broadcasting Department. It is here that Executive Producer Dr. David Sanders teaches his students how to be responsible for all aspects of a live broadcast. Students have the opportunity to write, direct, and shoot an entire 15 to 20 minute news program. There are over 15 different crew positions and students have the opportunity to audition for all of them.

Inside MSU covers all types of news events. Campus news, entertainment, sports and political events are just some of the areas that the show covers on a weekly basis. Due to its

15 minute format, it provides an excellent way for students living on campus to get their news in a quick and efficient way. Several students use *Inside MSU* to get their news in between classes and around their usually hectic schedule. In addition, due to the show's live format, last minute additions can be made to the script. Breaking stories such as the fire at Bohn Hall in the Spring 2006 semester were able to be covered by *Inside MSU*. I had the opportunity to ask Dr. Sanders some questions about the experience of overseeing a live news broadcast every week.



JM: What is your favorite part about teaching this course? **Dr. Sanders:** My favorite part is the team work, having to do last minute re-writes five minutes before we go on air, and deep breathing when the teleprompter crashes during the opening roll-in.

JM: What are some of the things you hope students gain from the experience of *Inside MSU*?

Dr. Sanders: I hope that students gain experience and an understanding of what goes into doing a live, weekly news show. Including story research, field production, scheduling and communications, and putting all the different pieces together into a cohesive program. Also dealing with the pressures and difficulties of "getting it right" from the beginning to end when we go on the air.

JM: What are some of the goals you want your students to accomplish while working on *Inside MSU*?

Dr. Sanders: For students to learn to write better, to be responsible to each other in doing what they commit to every week, and to gain consistency in whatever position they choose.

The upcoming fall 2006 season of *Inside MSU* promises to be just as informative and entertaining as it has in the past. With returning seniors and new sophomore students joining the show, it is going to be an excellent mix of youth and experience.--John Mendyk



Inside MSU can be seen live every Thursday at 2:00pm on closed circuit channel 31.

Piroh and Foti Receive National Council of the Humanities Grant for South Africa Documentary

Working on a grant proposal can be a full-time job. After two years of devoting their free time to work on their documentary, Patricia Piroh of Broadcasting and Eileen Foti of Art & Design spent many nights and weekends to finish their rough cut and apply for the highly competitive National Council for the Humanities grant. In June they received a \$15,000 grant to help them finish their project, *A Ripple in the Water: Healing Through Art*.

They were required to submit a one-hour rough cut of the project. In 2004, they shot over 25 hours of footage in South Africa. How did they manage to create a one-hour documentary from so much footage?

Piroh acknowledges that it wasn't easy, but that the final focus was "looking at an issue, and being

able to respond it. It concerns Kim Berman, a woman who did not sit back and say 'I can't do anything,' but 'what *can* I do?' She took what she knew, which was art, and created self-sustaining workshops. These women are now able to earn a living, to pay for necessities like food and clothing for their families." Berman, who created 470 jobs for urban and rural women living in poverty, taught them self-reliance: "They are now running their own businesses."

"It's hard to feel down about how much work it takes to produce an independent documentary when you look at the amazing people we met in South Africa," said Associate Producer and Broadcasting alumna Mirjam Lablans. "A woman in Makau, one of the projects we visited, told us before we left, 'It's nice that you are doing this film. But you're going to go back to the States and maybe we'll seem far away. But we're still here. Don't forget about us.' I feel like we're all very mindful of that moment. It's easy to stay motivated with her voice in your head like that. All I can think of is, 'We *have* to finish this thing. We have to get this story out there.'"

An important contributor to the project was 1995 Broadcasting grad Pedro Casais, who edited the documentary. Casais has spent the last ten years editing for A&E, The Discovery Channel, and 60 Minutes. "He is an expert storyteller," says Piroh, "We were really fortunate to have him on the team."

"Seeing the final rough cut of our documentary come to life was a special moment for me," says Eileen Foti. "I took my first of many trips to South Africa in 1997. I saw poverty, AIDS, and domestic violence intensify over that time, and I wrote this script knowing that some of the people featured in it would not live long enough to see the end result. My hope is that the film will raise awareness, which can lead to a positive social transformation."

Piroh agrees: "It's an inspiring story. Anyone who watches it will hopefully be engaged to do something." While they may not necessarily be able to help with the AIDS crisis or help in South Africa, "they will walk away with the thought that 'maybe I can do something in *our* community.'" --Stephanie Wood



Co-Producers Eileen Foti and Patricia Piroh with Larry Londino, Mirjam Lablans, Janet Pirchio, Kim Berman and members of MMakau Project in South Africa.

Letter, *continued from page 1*

We continue to endeavor to maintain our contact with you. We brought back A.J. Borowsky ('94, ABC) and Brendan O'Melia ('00, MSNBC) to teach our post production workshop this past spring, and Andy Timm ('88, Maury Povich) continues to instruct our advanced editing students. Jeff Friedman ('78, NJN) also regularly serves as an adjunct for the department. I look forward to seeing you all at the October event.--Larry Londino

Gencarelli Travels to Mexico

Associate Professor and Deputy Chair Thom Gencarelli traveled to Mexico in February to conduct a site visit and preliminary negotiations for the Media Ecology Association's Eighth Annual Convention, scheduled to take place in Mexico City, June 6-10, 2007. The convention will be held at Tecnológico de Monterrey, Campus Estado de México, and hosted by their Departamento de Comunicación.

Thom was invited to participate in this preliminary "fact-finding" trip in his capacity as Treasurer of the MEA, and traveled along with the Association's President Lance Strate and Executive Secretary Janet Sternberg. Thom will also be serving as the convention's coordinator for the English language portion of the program.

The convention is a defining moment for the MEA, whose membership is international, as it represents the Association's first annual meeting held outside of the United States. Convention attendees will not only participate in a four-day program of lectures, panels, events, screenings, and performances, but will also have the opportunity to participate in guided tours of Teotihuacán—the site of the some of biggest pyramids in Mexico and one of the most extraordinary archeological sites in the Western Hemisphere—and downtown Mexico City, including major cultural and historic sites in the Centro Histórico (the Zócalo or Constitution Square, Metropolitan Cathedral, the ruins of the Great Temple of the Aztecs, and the National Palace with its murals by Diego Rivera), the monuments of Reforma Avenue, and the museums of Chapultepec Park (the Archeology Museum, the Museum of Modern Art, the Rufino Tamayo Museum of Contemporary Art, and the National History Museum).

In addition to his work as Treasurer of the MEA, Thom is also a member of the Association's Executive Committee and Executive Board, and Review Editor of the Association's official journal *EME: Explorations in Media Ecology*.



Katz Television's Chickie Bucco: 2006 DuMont Broadcaster of the Year

This year's recipient of the *DUMONT TELEVISION CENTER BROADCASTER OF THE YEAR AWARD* is Chickie Bucco.

Chickie is President of Katz Direct, an arm of the Katz Media Group, which is the largest media representation firm in the country. In this position she oversees more than 350 of Katz Television Group's client stations, supervising departments located in New York and Los Angeles. She has been with Katz since 1979, serving consecutively as New York Team Manager and Divisional Vice President before being promoted to President in 2003. Before joining Katz, Chickie held broadcast sales and buying positions at Petry Television and Ted Bates Advertising.

Chickie is currently the national president of American Women in Radio & Television, and serves on the board of the New York Women's Agenda.

She appeared as a guest on *Carpe Diem* in May.



John Diglio, Chickie Bucco, Larry Londino

Triple Play

Last fall, three sports fans had a vision: to combine their passion for broadcasting with their love of sports and produce a talk show that discussed the hottest topics in all aspects of professional sports. *Triple Play* is the lone show in the department that is produced solely by the broadcasting students. As a testament to the dedication of our broadcasting majors, each and every member of the *Triple Play* crew volunteered his or her time every Wednesday afternoon to help make the show what it has become. Without volunteers, the show would not exist plain and simple. Many of our crew members last year were freshman students.

One year and twenty-five episodes later, *Triple Play* plans



Ray Santiago, Josh Anderson, Jim Hildebrand, Lee Elias, and Ray Carsillo of Triple Play

on continuing to be the show by the fans and for the fans for many years to come. --Josh Anderson

**Dept. of Broadcasting
AWARD WINNERS
2006**

ERICA EMMICH, Bill Puskas' Most Promising New Student Award; **KARLEEN JAYME**, Achievement in Directing; **LEE ELIAS**, Broadcasting Faculty Award; **VALERIE ZLOTSKY**, John D. Sharkey Award; **KRISTINE BATES**, Radio Club of America Scholarship; **CAMERON FERRARA**, Achievement in Editing; **KAROLINA MIZIOLEK**, Achievement in Producing; **ROBERT POSNER**, Achievement in Videography; **MANNY FUENTES**, Mary C. Lozada Travel Scholarship; **RAYMOND CARSILO**, Margaret J. DiFlauro Scholarship; **JENNIFER BARTOK**, Carol J. McCracken Returning Student Scholarship; **ANDREW THOMAS**, Christopher Stasheff/Al Prieto Scholarship; **CAMILLIA ANHAR**, Leo Kiely Award; **JACQUELYN MESSINA**, Cento Amici Scholarship



PATRICIA PIROH.....Editor
STEPHANIE WOOD.....Writer
JOSH ANDERSON.....Writer
KRISTINE BATES.....Writer
RAY CARSILO.....Writer
CASIE CODDINGTON..Writer
JOHN MENDYK.....Writer

**Broadcasting Department
Faculty and Staff:**

LARRY LONDINO
Chair and Professor
THOM GENCARELLI
Associate Professor
DAVID SANDERS
Associate Professor
PATRICIA PIROH
Producer/Director
STEPHANIE WOOD
Secretary
GEOFFREY NEWMAN
Dean, SART

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John boating in Florida this summer.

Retires, from page 1

the students a chance to work in studios and on equipment like that which was used in real TV studios. In John's TV Center, the students "learned the language - and the limitations" of what they could do in a professional studio.

But John wasn't just an equipment man - he was a mentor and stern watchdog of the students and their welfare, as he tried "to keep the place calm and controlled". His fondest memory of the TV Center was "watching the students grow. They came in quiet and meek, and they got reborn at a certain point, once they get that confidence - when they became leaders and creators."

Outside of his duties as Director of the TV Center, John majored in and taught Physics, and also taught teachers how to use media in the classroom. He also helped foster distance education, and has been an active member of the NJ Intercampus Network.

He's also an avid opera fan who's enjoyed performances not just at the Met or City Opera, but in the local opera houses of many cities and small towns in Italy, which he visits annually.

Those of you who want to catch up with John, be sure to attend our annual Alumni event, which will be held on WEDNESDAY OCTOBER 4 from 6-8 pm in the Large Studio.

Come and see John and congratulate him on an active "retirement"!--*Stephanie Wood*

Vive La Telerad

Telerad is alive and kicking. What started in the early seventies and died in the early nineties is celebrating its rebirth. Telerad back in the day was all day event, a nine to five broadcast of PSA, skits, and programs. Students would be watching from classrooms with televisions or in the small studio with ballots to vote on what was their favorite program. Some of the good oldies were *Healthier You*, *Focus On* which is similar to our present *Carpe Diem*, and *Padded Cell* a comedy like our *Late Night at the DuMont*.

So why did it fade away in the early nineties? There was a period of transition, some of the faculty left and new employees were needed. By the time new staff members came there was a lot of re-building needed and Telerad fell apart. Students didn't demonstrate what Patricia Piroh said "was most magical about [Telerad], the spirit of the students." So the new goal is to capture the spirit again. Which was first seen last year when three students came up with a sports show called *Triple Play*, and an independent late night show *Late Night at the DuMont*. Just like in the golden years of Telerad, the teachers have no hand in these productions they are run by the students for the students. A temporary committee was organized last spring and for the first time in over a decade a new committee was elected. The members of this board and the generation of this department so far seem to have the spirit that disappeared. There are more responsibilities now then there were such as organizing events, creating t-shirts, "Getting as many people in the department involved as possible" says Josh Anderson, and "Leaving a mark"-remarks Ray Carsillo. Let's hope the energy that this new board has will keep Telerad going strong.--*Casie Coddington*



Ray Carsillo, Casie Coddington, John Mendyk, Kristine Bates, Josh Anderson, members of the 2006-2007 Telerad Board.

SPRING 2006 Senior Seminar Alumni Speaker Line-up

LAMAR CHARLES,
Editor, Daz Media, River
Edge, NJ.

BRIAN COHEN, Broadcast
Operations Coordinator,
*Wall Street Journal This
Morning*, Dow Jones Radio
South Brunswick, NJ.

CARINA GARCIA, Week-
end Weather Anchor,
WXTV Channel 41/Enter-
tainment Correspondent,
Telefutura Network,
Univision, Fort Lee, NJ.

PATRICK KING, Produc-
tion Assistant, *The Daily
Show*, New York, NY.

BRIAN KORNER, Video
Producer, Foxnews.com,
New York, NY.

LAURA MCGUIRE
Coordinating Producer, *TV
Land Confidential*, Brainstorm,
Inc, New York, NY.

JOHN SPARACIO,
Director of Field
Production and **DESIREE
CANNUCI**, Production
Manager, Talkpoint
Communications, New
York, NY.

BOB SPEAR, Corporate
Multimedia Producer,
Lehman Brothers, New York,
NY.



David Sanders Produces 25th Annual American Eagle Awards and Leadership in Music Symposium

The American music community came together to honor composers **Richard Adler** and **Ervin Drake**, singing legend **Barbara Cook**, and Gibson Guitar Corporation President and CEO **Henry Juskiewicz**

at the National Music Council's 25th annual American Eagle Awards luncheon at New York City's Supper Club on Wednesday, June 7nd. The Council's coveted American Eagle Award is given each year in token of an individual's career-long commitment and contribution to the nation's musical culture.

Richard Adler, a long-time proponent of and participant in programs to educate young songwriters in composition for musical theatre, co-composed the music and lyrics for numerous smash musicals including **THE PAJAMA GAME** and **DAMN YANKEES** (both won Tony awards for best musical and best score).

Barbara Cook's silvery soprano, purity of tone, and warm presence have delighted audiences around the world for more than 50 years. The recipient of a Tony, a Grammy, a Drama Desk Award, and most recently honored by induction into the Broadway Hall of Fame, Ms. Cook was considered Broadway's favorite ingenue during the heyday of the Broadway musical.

Ervin M. Drake, past president of the Songwriters Guild of America, has been a tireless and outspoken advocate for composers and songwriters for his entire career.

Henry Juskiewicz is Chairman and CEO of **Gibson Guitar Corp.** Refocusing the company on achieving the highest standards of quality and customer service, he has led Gibson from the brink of closing under prior management to a company that has regained worldwide respect, with annual average growth of 20 percent over the last decade.

NMC Director **David Sanders** highlighted the importance of the panel, saying "It is of vital importance to the future of American music — from both an economic and a cultural perspective— for the entire American music community to speak out in support of music education. We have a responsibility to all of our children, including those who will comprise the next generations of creators, to enrich their educational experience with the knowledge, pleasure and skill that music education brings. NMC is committed to the principle that every American child should have the opportunity to enjoy the extraordinary heritage of American and international music as part of the education process, and to learn to express himself or herself through the international language of music."



2006 American Eagle Award honorees Ervin Drake, Barbara Cook, Richard Adler, and Henry Juskiewicz

YOU'RE INVITED!

WHAT: 13th Annual Alumni
Cocktail Hour "Picnic"

WHEN: Wednesday, October 4,
6:00-8:00pm

WHERE: DuMont Television Center

You are invited to a cocktail hour
with wine and hors d'oeuvres. Your family is
welcome to attend.

Kindly RSVP
by phone: 973-655-5158 or
by email to [piroh@mail.montclair.edu](mailto:piroh@mailto:piroh@mail.montclair.edu).
by Wednesday, September 27.