



From the Chair

Since this publication only appears once a year, the focus is bound to be on what has changed in the twelve months since the last issue of *SEGUE*. You'll certainly be reading about changes in the articles that follow – including the departure of a beloved faculty member who has seen our program through virtually all of its history. But I hope that you'll also see in the midst of all of the changes a consistent theme of continuity with our long-standing mission of preparing future electronic media professionals for successful careers.

Much of what follows has already been shared with many of you through word-of-mouth and the immediate contact provided by social media. Consider this effort, then, as a type of digest that gathers in one place at this time each year items of interest both about the department and – most importantly – the successes and significant life changes of our alums.

Dr. Joe Chuk

A Professor Bids Farewell



The spring 2011 semester marked the end of the 32-year Kutztown University teaching career of Dr. David Kintsfather. The following article written for the April 28, 2011 edition of the *KU Daily Brief* by University Relations staff member Craig Williams provides some insight into the professor fondly known as “Dr. K”:

When Dr. David Kintsfather Jr., Professor, Department of Electronic Media, started at Kutztown as assistant professor of television production in 1979, cable television networks offered a little more than 25 channels and ABC, CBS and NBC still dominated the airwaves.

The Department of Television Production was just three years old. Cameras were huge by today's digital standards, and everything was recorded on tape. Throughout the years the name of the department changed several times – from Telecommunications to Electronic Media.

What never changed was Dr. Kintsfather's commitment to teaching the principles of solid story telling.

“We try to teach script-to-screen video production along with an appreciation of what makes a video stay with a viewer or even grab at his or her heartstrings,” he said. “I feel videographers are the modern equivalent of the storytellers who have always kept culture alive and dynamic.”

Dr. Kintsfather said the best example of how his craft can help to change the world is the YouTube channel he and a graduate student created for the Center for Environmental Oncology in the University of Pittsburgh Medical Center.

“As a cancer survivor myself, I was happy to promote research into ways to identify and control environmental factors that may prevent cancer,” he said. “The project clearly demonstrated how professionals in various fields can collaborate over long distances in the digital age.”

From broadcasting over the airwaves to digital transmission, Dr. Kintsfather has been teaching at the leading edge of technology for more than three decades, so it comes as some surprise to find that his personal hobby is researching the history of blimps and rigid airships.

“My hope is that some of the modern companies building large blimps for tourism will succeed, and that I will get a chance to experience something of what it was like to travel on a rigid airship in the 1930s.”

As a retirement luncheon with faculty and staff was being planned this spring, Dr. K insisted that the gathering be held at Basin Street. It was there, under the name of The Tender Trap, where Dr. K met with the faculty search committee for lunch on that day in 1979 when he was interviewed for the KU position. Dr. K thought that the committee's restaurant choice was a good one. Their choice for a new faculty member was an even better one.

We thank Dr K for all that he has done for his students and colleagues over the past 32 years, and wish him a delightful retirement. May that airship ride soon be a part of it!

Updating the Program

As part of the department's periodic program review process, the faculty have been working over the past two years to update the academic program structure and the department's course offerings.

One of the factors influencing the program revision has been the development of a new version of the University's General Education requirements, which allow for fewer credits to be dedicated to the major and its concomitant courses.

Although the new Gen Ed requirements will take effect in fall 2011, the revised Electronic Media program won't be in place until the following year. Details of the new (and, at this point, proposed) program for the major will be included in the next edition of *SEGUE*.

In anticipation of the revised Electronic Media program, however, several new courses have already been developed and are on the schedules for upcoming semesters.

Media Theory and Aesthetics expands on the topic of media theory that had been part of Introduction to Electronic Media and adds a thorough treatment of aesthetic considerations for media production. The course was well-received by students who took the course as a Selected Topic in spring 2011, and it will be a regular course offering beginning in spring 2012.

Event and Documentary Production has been designed to replace Multi-Cam Video Production to allow for a broader range of program topics and production techniques. Students in the course to be taught this fall as a Selected Topic will both provide coverage of KU home football games and produce a documentary on the football team.

Students who have taken the biennial summer intensive video lighting course over the years – and many media professionals – have stressed the need to include a lighting course as a program requirement.

Video Lighting, a new regular course offering beginning this fall fits that bill. Details of the course are described by its instructor, Prof. Len Barish, in this issue of *SEGUE*.

New Faculty Member

To maintain the department's full complement of seven faculty members, Dr. Matthew McKeague has been appointed to a full-time temporary position for the 2011-2012 academic year.

Dr. McKeague recently received a Ph.D. in Communications Media and Instructional Technology from Indiana University of Pennsylvania, and will be teaching department courses that previously had been on Dr. Kintsfather's schedule. We welcome Dr. McKeague to the department!

Equipment Update

To the casual observer, the most visible addition to department facilities was the creation of a "green room" in the lower lobby of the Rickenbach Learning Center. Decorated with a new sofa, chairs, and carpet, the area is available for students, visitors, and guests preparing for productions in the adjacent TV studio. Photo collages and a video screen with a changing photo display feature students and alums at work. A 42-inch plasma monitor over the studio entrance is used to display productions in progress and the KU information channel.

The purchase of two Panasonic AG-HPX370 P2 HD Camcorders and 32 GB P2 Cards completed the transition to tapeless acquisition for field production classes, for a total of 10 HD P2-units. Two older SD P2 camcorders are also available.

Much of the school year was consumed with planning for a replacement for the department's aging – and increasingly unreliable – 4 TB X-SAN video server. University funds were ultimately secured for a new 24 TB Editshare SAN server using gigabyte ethernet to the desktop client. Replacements for the edit lab computers were, for the first time, included in the University's lease cycle. For the beginning of the fall 2011 semester, the new server will be joined with 21 new Apple 27" I-Macs, replacing the 11 computers previously in use.

Two nonlinear post rooms and the three rooms previously used for videotape editing will see an

upgrade to 27" I-Mac computers for a total of five post rooms, in addition to the editing lab.

Other equipment changes for the new school year include four I-Mac stations for uploading P2 camcorder cards, 21" I-Macs for the two audio production rooms and the audio studio, a 21" I-Mac running Autocue software for the TV studio teleprompter, and new Mac computers for department classrooms.

Among the software upgrades are Final Cut Pro Studio (version 7, *not* version 10), Adobe CS 5 with Photoshop and After Effects, Roxio Toast 10, and Sonicfire Pro with an FCP plugin.

New Course, Perennial Topic

Over 20 years ago, I started on the road to develop a lighting course with a great deal of help from my friend Donna Larson. Donna is an eight-time Emmy award winner for her work with *All My Children* and *As the World Turns*. She has also served as the Lighting Designer for many game shows, news shows, and dramatic pilots.

Over the years, I developed an intensive, one-week, 3-credit summer course based on a format of morning lectures; afternoon demonstrations; and night location shoots. The 12-hour daily schedule was exhausting, but it allowed students to concentrate solely on the technical and aesthetic aspects of lighting for video production.

Perhaps the most pleasant surprise was the enthusiastic support from major motion picture lighting manufacturers, including Arri, Rosco Laboratories, and K5600. These companies donated demo equipment, product samples, and product literature. They also sent technical representatives to demonstrate their products to our Electronic Media students. Added to Donna Larson's participation, their cooperation helped make the former Video Lighting Workshop a rousing success.

In response to student demand and the urging of industry professionals, this unique course is now

being restructured as a regular offering for each fall and spring academic semester (TVR 140, Video Lighting). The challenge will be fitting it into a 3 hour per week, 15-week schedule. I am confident that this new format will allow our students more time to absorb the technical information, with still plenty of time left for demonstration and hands on experimentation.

TVR 140 will continue to incorporate the areas of image control, color filtration, diffusion usage, and electrical distribution basics, with the techniques of lighting interviews, product shots, green screens, and dramatic sequences. I look forward to its kick-off this fall.

Prof. Len Barish

Homecoming Mixer

The annual department mixer will be held on **Saturday, November 5th, from 10:30 AM to 12:00 Noon in the Television Studio in the Rickenbach Learning Center.**

Information on the mixer and other Homecoming activities will be coming to you from the Alumni Office. **Please respond to that mailing.** There is no charge for the mixer, but we'd like to know how many people to expect. If you don't receive something from the Alumni Office, call Melanie (610-683-4492) or send her an e-mail at kerber@kutztown.edu.



October 17, 2009. You can be in *this* year's picture!

EM Social Media

This past year we've added yet another channel to our social media – we've created a YouTube channel where we have been uploading videos created by students. I'd love for you to subscribe or just stop by periodically to check out some of the work our students are doing and let them and us, know what you think of their work. So far, the majority of projects posted have been from Video Field Production sections taught by myself and Prof. Cara Cotellese, but we've been broadening the scope and adding videos from other classes and projects as well. Go to YouTube.com/KUdeptofEM.

Our Facebook page and numbers of subscribers continues to grow. If you haven't "liked" our page yet, please take a few minutes to do so. I promise we don't inundate you with tons of messages on your wall, but we do keep you apprised on what's going on in the dept. and post pictures. Just search for Kutztown University Dept. of Electronic Media (or shoot me a message and I'll send you the direct link – it's a bit long to post here). Help us continue to grow our "likes" by visiting today.

We'd also like to remind and encourage you to join our department alumni LinkedIn group if you haven't already done so. Many individual faculty, myself included, are linked personally to alums. But if you're not a member of the alumni group, won't you consider joining? There are several ways to join, but perhaps the easiest is to visit the department Web site at kutztown.edu/electronicmedia, and click on "Links." Under the heading "For Our Alumni" click on "We invite you to click here to join..." Your request to join our LinkedIn group will then be sent to me. I'll process the requests as they come in, and, once you are a member of the group, a KU logo will appear on your profile page. It's a great professional networking site that we'd like to encourage everyone to use. But you have to join first.

The "Links" page also has photos from our last several homecomings. Be sure to check it out. I try to have photos posted within a day or so of homecomings and try not to miss anyone (but I know I do) so I'm very willing to accept and post any photos you take and want to send me to post.

We also include on the page a link to an electronic version of the departmental survey we send out to you every year. This form will remain up all of the time to make it more convenient for you to tell us about changes in address, jobs, promotions, awards, marriages, births and the like. To access the survey Web page directly, go to:

kutztown.edu/acad/electronicmedia/deptsurvey.htm/

Please take the time to complete this electronic copy of the annual alumni update. A paper survey is no longer included with the mailing of *SEGUE*.

Thanks for keeping in touch!

Prof. Helen Bieber

Helping Hands



A department alum was among those who joined Dr. Anne Zayaitz, Acting dean of the College of Liberal Arts and Sciences, in an effort to help clean up tornado damage in Pulaski VA in July, 2011.

Pictured with Dr. Zayaitz are **Steve Holubek (2002)** and **Becky Krumm (Professional Writing, 2012)**.

Awards

The *Brad Rahn Commencement Award* for 2010-2011 was presented to **Katherine Colburn**. The *Brad Rahn Scholarship* for 2011-2012 was awarded to two students, **Kellen Cunningham** and **William Engle**. The Rahn awards are both given in recognition of academic achievement.

The *Electronic Media Alumni Scholarship* for 2011-2012 was awarded to **Megan West**, for her strong

participation in department activities and overall enthusiasm for the major.

The 2011-2012 department recipient of a *Hearst Foundation Scholarship* was **Steven Grizzle**, who earned that award for his academic excellence in our degree program. A Hearst scholarship is also granted annually to an English-Professional Writing major.

While working at WLVT PBS-39, **Eric Werner (1988)** was the photojournalist for “Beyond the Bin,” which won three 2010 Mid-Atlantic Emmy Awards – for Outstanding Environment/Science-Program Feature/Segment.

William Seiders (BS, 2000; MS, 2010) won a Mid-Atlantic Emmy in the category of Feature News Report – Series for his work on the WFMZ-TV series “69 News Inventors' Lab,” which profiled area inventors

Mariah Dunn (2006) was an assistant instructor at NW Documentary Arts and Media on a student film that won a NW Regional Emmy in the High School Category for their documentary *Roadside Attractions along the Redwood Highway*. (see *Class Updates*, p. 7)

Designate Your Pledge

Each year, the KU Foundation holds its annual Phonathon, in which alumni are asked to pledge funds to KU. We always remind you in this newsletter that you can stipulate that your pledge benefit the Electronic Media Department.

Your contribution can be used to benefit the department directly (to help purchase equipment, etc.), or it may be applied to one of the department’s two scholarship funds. The *Brad Rahn Scholarship* both provides tuition assistance for continuing students and funds an annual commencement award. The *Electronic Media Alumni Scholarship*, was established by alum Christopher Murphy, specifically as a way for department alumni to assist current Electronic Media students.

An Alum in Afghanistan



Army Captain **Rebecca Murga (2002)** has served her country in Kuwait, and was on a six-month tour of duty in Afghanistan when she received news of the May 1, 2011 death of Osama bin Laden. She shared her thoughts during a May 18 interview with Allentown newspaper *The Morning Call*.

Murga relates: “Stunned was the only way to describe how I felt. It was the same feeling I had when I watched the planes hit the towers that day [September 11, 2001].” She shared that she decided to join the military that very day.

Murga admits that she didn’t really know how to feel about bin Laden’s death, but concludes, “Even now, days later, I just feel sad. No feeling of celebration or happiness, nothing really changes for me. Just the sadness of knowing his death would have meant more to me if it had happened Sept 10, 2001.”

Class Updates

1982

Calvin Tate has been working for Charlottesville (VA) Public Access Television since 2000, and became general manager in 2003. Calvin earned an MS in Film and Video at American University in 1999. In his current position, he works with over 200 community producers who use his company’s facility to create programs for three PEG channels on Comcast. He invites anyone in his “K-Town family” to submit productions to cpatv.org.

1987

Karl Anderson writes on marine industry issues for several national and international publications. He is also a partner in Ocean & Productions, which produces the series *Ocean Impact* for the Discovery Channel. Karl was the fishing consultant and talent for a 2010 episode for Nat Geo called “Speed Kills.” He’s living in Florida – which helps.

1988

After freelancing for a year, **Kevin Byrne** joined Fox News in NYC fulltime in February 2010, and is currently a technical production manager.

1989

A photograph of KU’s Rohrbach Library shot by staff member and department alum **David Reimer** was featured on the cover of the August 2010 edition of the internationally distributed publication *Choice* magazine, which reaches virtually all undergraduate college and university libraries in the United States.

1993

Krista (Matyola) McKernan began with Fox News in NYC in 1996, and has been an on-air graphics operator since 2001. In 2010, she also began working with the Fox Business Network, which is housed at the same location. Krista and her husband Rob are proud parents of daughter Nora Anne.

Jason Minick’s photography and video production business began its sixth year in spring 2011. The company deals primarily with still photography, in addition to some short video productions for the web and event promotion. Jason considers his experience at Kutztown “invaluable.”

After working in the computer field following graduation, **Terry Schnitter** was hired as a technology education teacher for the Antietam (PA) School district in 2002. While pursuing his teaching certification, Terry followed the advice of one of his professors to make himself a more valuable teacher by getting involved in extracurricular activities. He

began a drama club, brought musical theater to the district, coaches girls tennis, manages the equipment for all sports, and advises the television club. Terry and his wife Sally celebrated their 30th wedding anniversary in July 2011.

1994

Scott Crossin was promoted in April 2011 from director of studio productions to vice president, production and a company officer at QVC. Since 2009 he has been serving as dean of the college of talent leadership at QVC University. He was awarded a Master Certificate in project Management from Villanova in 2009.

Roberta Nye (also, MS 1997) recently returned to WTVE-TV in Reading, PA as community affairs coordinator.

Laura Serpiello joined Citadel Broadcasting – 100.7 WLEV as program director and on-air talent in January 2010. She also works as weekend air talent at CBS-owned Fresh 102.7 in NYC.

1995

Edward Ballinger has been a video production specialist with the Department of Distance Education at Lehigh University since 2000. Among other duties, he serves as field production coordinator, features producer, technical director, and video editor. Pursuing his interest in independent cinema, Ed directed a short feature, *The Secret Door*, which was a selection for the Philadelphia Film and Music Festival in 2010.

Jeffrey Ross is working as edit manager for the Golf Channel in Orlando, FL.

1998

Christopher Leonardo, director of operations for Line Systems in West Chester, PA has been with the company since 2001. Chris sent an update in February that he’s been married since 2002. He and his wife Heather are parents to Isabella, 7, Christopher James (CJ), 5, and were expecting a new arrival in May.

2001

Dan Bergstein has been a freelance humor writer since graduation. He continues to write for *Maxim* magazine, the Nook e-reader, and SparkNotes.com. Dan proudly claims that his Facebook fan page currently has more fans than Don Cheadle. Look for him at [facebook.com/theDanBergstein](https://www.facebook.com/theDanBergstein).

Christopher Dougherty began working for U.S. Helicopters in January 2005, and has been senior photographer for WPVI Chopper 6 since June of that year. The job keeps him on top of the news. He also has his own company that specializes in aerial photography.

Christopher Iacona has been a disability claims examiner for the New Jersey Department of Labor since 2009. He also works as a part-time freelance technical assistant for New Jersey Network Public Television. When you watch the New Jersey Lottery drawings, think of Chris – because he also works as camera operator, technical director, and teleprompter operator for those productions.

2004

Brandon Seier was named promotions manager for WWBT, NBC 12 in Richmond, VA in January 2011.

Having worked at Clear Channel WISX-FM in Philadelphia since graduation, **Amanda Wolyniec** was promoted in fall of 2010 from continuity director to traffic manager. She also handles all national production, as well as commercial voice work (and singing!) when needed.

2006

Mariah Dunn is pursuing an MFA at the University of North Carolina Greensboro. (see *Awards*, p. 5)

Caitlin Fisher was promoted to the position of assistant director at QVC in April 2011. She had previously been a control room operator.

2007

Adam Gress began a new job in 2010 at WITF-TV in Harrisburg as maintenance engineer and engineer-in-charge of the stations mobile production truck.

Colin Lewis has been working as a director of photography on a number of productions and recently finished his first film. He also started his own web site myrandomvideo.com. The premise is to use random clips on the site to edit together different messages.

Jenna (Hornberger) Schreiber was promoted to account executive and digital manager at Reese, a strategic thinking, advertising, and public relations firm in Wyomissing, PA.

Tammy Zimmerman bought a house in December, 2010. (see *Births*, p. 8)

2008

Greg Baldwin has been promoted to associate producer at MTV, and lives in Brooklyn, NY.

In January 2011, **Pamela Kemp** began a new job as a director for WHP-TV in Harrisburg, PA. She regularly directs the CBS-21 newscasts at 6:00 and 11:00 PM. Pam had previously worked as a director and technical director for WGAL-TV in Lancaster.

After graduation, **Heather (Oister) Murphy** began working in the video vault of her intern site NFL Films. In 2009, she was promoted to assistant editor, and works on shows and highlights for the NFL Network and NFL.com. (see *Engagements and Marriages*, p. 8)

2009

Ambika Beepath was promoted to Network Operations Specialist at NorthStar Studios in Nashville, TN.

Brian Entz will begin studies at Louisville Seminary in fall 2011.

Justin McCann worked weekends as a master control operator at WHP-TV in Harrisburg while attending KU. Upon graduation, Justin joined the station's engineering department to work master control and audio for newscasts. In 2010, he was promoted to commercial producer, and works with clients from forming ideas for commercials to scripting, shooting, and editing the productions.

2010

Jerry Gleeson was accepted into a video internship with the Arizona Cardinals of the National Football League.



Engagements and Marriages

Kaci Crooks (1996) married Chris Vecchio on October 7, 2010.

Jeff Slusser (1996) was married on October 10, 2010. Although he kept the name of his bride a secret from us, we wish them the best.

Meredith Leonard (1999) and Edward O'Donnell, were married on July 9, 2011.

McKenna Sharbrough (2004) and Lavell Sutton were married, but we don't know when.

Andrea Eifert (2005) is engaged to Tim McDuffie.

Christine (Vlossak) Kupillas (2005) was married during the weekend of October 9-10, 2010. That's all we have.

Jack Borden (2006) married Anahid Castañed on October 9, 2010 in Mexico City.

Heather Oister (2008) married Kevin Murphy on July 27, 2010. (see *Class Updates*, p. 7)



Births

Tammy Zimmerman (2007) gave birth to daughter Madison Emily on December 16, 2010. (see *Class Updates*, p. 7)

Garth O'Sullivan (2010) and his wife had a daughter in June 2010.

Death



Larry Lavelle (1981) died suddenly on April 25, 2010 at the age of 53 in his home at Lake Sheridan, PA.

He was employed by WNEP-TV for twenty-six years. During his long career as a television news producer, Larry received

many awards from the Pennsylvania Associated Press Broadcasters Association. He enjoyed his boat, antiques, and World War II history.

Larry and his wife Patricia raised two sons, Daniel and Michael.

SEGUE is the annual alumni newsletter of the Department of Electronic Media. Information for publication should be sent by June 1st to:

SEGUE

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