

BUZZ

NEWSLETTER

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SPRING/SUMMER 2011

The BEAC newsletter is one of the many benefits of membership in the Broadcast Educators Association of Canada and we encourage you to share this with your colleagues at your Institutions. If you have news from your institution, we are happy to include it in our next newsletter (Fall 2011). Send news to me at: Yvonne.colbert@nsc.ca

President's Message



I am excited to be back as President of BEAC for a second year and thrilled to be working with the remarkable group of people who make up the newly-elected BEAC Board of Directors. We are welcoming some new faces as well as some familiar faces to the board. We look forward to working for, and with you, over the next year.

I'd also like to say a huge "Thank You" to out-going board members Steve Ray, Silvana Babchishin, and Jim Carr who have spent countless hours over many years helping to strengthen our organization. BEAC would not be as strong as it is today without your dedication and commitment. Our Past-President, Laurel-Ann Hardie, remains on the board

in an advisory capacity, and she, too, deserves many thanks for her dedication and years of service, not to mention patiently putting up with me and my many questions!

BEAC currently represents 18 institutions and one individual.

We represent colleges and universities from coast-to-coast and plan to grow our membership over the next year. You'll see more about our strategic plan for BEAC on page 6.

I hope you enjoy a well-deserved summer rest... and thanks to our board members I look forward to an exciting year ahead for BEAC!

Yvonne Colbert
President, BEAC

beac.ca

National Conference Re-Cap

“Inspiring Change” was the theme of this year’s national profession development conference and those who attended were truly inspired! This year’s gathering was in beautiful, sunny, Victoria, BC, and was organized by Fanshawe’s Laurel-Ann Hardie and Camosun’s Andy Bryce. We are indebted to our sponsors CTV, Applied Electronics Limited, BURLI, Oakwood Broadcast Inc., WhisperRoom Inc, Canadian Traffic Network, KOWCHMedia, CHEK, BCIT, Fanshawe College, Loyalist, SAIT Polytechnic, NAIT, Durham College, Seneca and Algonquin College for supporting excellence in broadcast education. Our conferences are made possible by our sponsors’ generous support. In addition, Patrick Wells from Applied Electronics Limited and Chi Chi Lui from BURLI attended our conference and went above and beyond when they participated in our live auction in support of the BEAC Student Awards Bursaries. A huge thank you to both of you! Our auction this year raised an amazing \$2,400.00!



Thanks to the generous support of CTV our conference kicked off with **Keynote Speaker Nora Young, Host of Spark on CBC.**



Nora Young

Nora has a love-hate relationship with technology, culture and arm-chair sociology and she brought a unique perspective to our members in her presentation. It can be viewed at <http://vimeo.com/24779331>

Other sessions included **HD-DSLR: The Good, the Bad, and the Rolling Shutter.** This was an extremely down-to-earth assessment of HD-DSLR for anyone who is considering adding it to their program. It can be viewed at <http://vimeo.com/24779737>

Diversity in Media Education continues to be an important issue in industry as well as in colleges and universities in Canada. This session discussed the challenges we face. It also was designed to educate members about two Faculty Diversity Grants that are available to BEAC members. NSCC’s Steve Melanson was the first recipient of the Diversity, Research and Internship Grant. You can watch the

session, which includes Steve’s video on Diversity in Media Education, here: <http://vimeo.com/24786516>

If you prefer you can view just Steve’s Diversity in Media Education video report and the information on the two faculty grants at this page: <http://beac.ca/initiatives/diversity.php>

Social Media seems to be the way of the future and that topic was also explored at this year’s conference. The session entitled **Social Media: Moving the Goalposts for Everyone** was a definite hit. It can be viewed at: <http://vimeo.com/24786976>

Camosun’s Dean for the School of Arts and Science, Stan Chung, led the discussions in the session titled **Re-Shaping of Post Secondary Institutions.**



Stan Chung

It was informative and engaging not to mention emotional and thought-provoking. See it at: <http://vimeo.com/24787440>

BEAC National Student Awards 2010-2011

Our conference wrapped up with the Student Awards Dinner and this year we were thrilled to have students from as far away as Ontario travel to attend the event and receive their national student awards. We were pleased to see 170 submissions in the 18 categories from colleges and universities coast-to-coast. The awards ceremony can be viewed at: <http://vimeo.com/24566946>

AWARD CATEGORY	TITLE	PRODUCER(S)	BEAC MEMBER INSTITUTION
AUDIO			
FEATURE DOC *Tie	Endangerment of the First Nations Languages	Lisa Girbav Art Aronson Jeroann Brutas	BCIT
	Ki-Hara Resistance Stretching	Greger Buer	Mount Royal University
DRAMA or COMEDY	The Adventures of Angry Bird and Auto Von Tune	Colin Patterson Chris Fudali Brian Radway-Else Andrew Pomfret	Algonquin College
SPOT NEWS	Valentine's Day G-spot	Yeamrot Taddese	Centennial College
COMMERCIAL	Weekend Warrior	Aaron Bischoff	SAIT Polytechnic
PROMOTION	NR92 Jocks that Rock	Ray Camphu	NAIT Polytechnic
PSA	Hope for Wildlife	Paige Fossett	Nova Scotia Community College (NSCC)
VIDEO			
DOCUMENTARY *Tie	Wiggle Your Toes	Andrea Gilbert Kaisha Williams	BCIT
	Miles for Myles	Jessica Allossery	Fanshawe College
DRAMA	Lucha Love	Deny Trudel	Algonquin College
COMEDY	The Stand-in	Brady Parker	Fanshawe College
SERIES OR SPEICAL	A Rhythm & Blues Revue	Bryan Kelly	Camosun
STUDIO NEWSCAST	Ignite News	George Paquette Thomas Raike	Mohawk College
MUSIC VIDEO	Starting Again	Paul Duck Paul Raymond	Loyalist College
CORPORATE OR PSA -LONG	Code Orange	David Carlascio	Canadore College
CORPORATE OR PSA SHORT	Distracted Driver PSA	Owen Purcell Sutherland JP Lemieux	Algonquin College
ENG NEWS STORY	Wheelchair Basketball	Anjuli Patil	Nova Scotia Community College (NSCC)
ANIMATION	Forever	Emma Courtney	Loyalist College
COMMERCIAL OR PROMO	Darker Side of Gray	Dillion Hodgins	Loyalist College
WEB DESIGN	Resident Dork	Anjuli Patil	Nova Scotia Community College (NSCC)

President's Award Video

"Wiggle Your Toes"

Andrea Gilbert

Kaisha Williams

BCIT

President's Award Audio

NR92 Jocks That Rock

Ray Camphu

NAIT



NAIT student Ray Camphu accepts the BEAC President's Award for Best Audio from BEAC V.P. Jim Carr

One of the students who made the trek to the Awards Dinner this year was Thomas Raikie, a second year Broadcasting Television student from Mohawk College. We invited all of the student award

winners to our Hospitality Suite after the dinner and had great chats with them. Those discussions proved educational not only for us, the faculty, but the student winners as well. Here is the e-mail I received from Thomas after the conference:

"I just wanted to compose this e-mail to thank you once again. Not only for the award which all of our fellow professors and parents are proud of but for the chance for all of us to mingle and learn from other professors and organizers from all around Canada. They were all so friendly and outgoing and willing to share all different types of stories and information. I would just like to finish by saying that I really do appreciate who and what the BEAC stands for. As technology and standards change every year, this council allows for not only professors and members to come together but us students as well and discuss these changes. I hope you can pass along my thanks to everyone on the board. Once again, Thank you for everything!"

The conference is always an amazing experience for participants. We walk away with so much more than we expected. Camosun's Andy Bryce put it this way...

"The feeling of loss I get whenever I leave one of these conferences reminds me that I am part of a community that has the contradictory qualities of being tight, and yet widely spread out. The game changer now is that we can go back to our homes, join the BEAC Community group we are about to set up and enjoy this community all year round."

The game changer that Andy is referring to is our BEAC presence on *facebook*, which was set up by VP Dan Pihlainen. Search "Broadcast Educators Association of Canada" in *facebook* and you'll find us. We hope you'll use this location to post tips, generate discussion and keep in touch.

BEAC Broadcaster of the Year Award

The 2011 Broadcaster of the Year Award was presented to CHEK, a Victoria television station with a remarkable story! It was B.C.'s first private television station when it began broadcasting in 1956. However, Canwest Global announced plans to shut it down in 2009. The employees bought the station and have turned it into a thriving and stable business. CHEK President John Pollard accepted the award which recognized the station as a continued supporter of broadcast education. CHEK was nominated by Andy Bryce, Chair of the Applied Communication Program at Camosun College. In his letter of nomination, Andy said "They are the go-to station for schools looking for internship possibilities. As well, they created and administered the Ida Clarkson Award for students of Camosun College. CHEK has regularly hired graduates of either Camosun or BCIT."



CHEK President John Pollard (centre) accepted the 2011 BEAC Broadcaster of the Year Award from BEAC V-P Jim Carr (left) and BEAC board member Andy Bryce.

BEAC Distinguished Service Awards



Canadore College's Steve Ray accepts the BEAC John Ansell Distinguished Service Award from BEAC VP Jim Carr.



Carman Dawley accepts the BEAC Michael Monty Distinguished Service Award from BEAC Board member Richard Stroobant.

The BEAC John Ansell Distinguished Service Award is given to a BEAC member who has dedicated significant time and effort to the furtherance of the BEAC mandate. The BEAC board agreed that no one is more deserving than this year's recipient, **Steve Ray** from Canadore College in North Bay, Ontario. Steve's quiet demeanor belies his commitment to BEAC and his many years of hard work.

The BEAC Michael Monty Distinguished Service Award is given to a long-standing BEAC member, who may or may not have held a board position, who has displayed an ongoing passion about teaching, been a strong supporter of student achievement and worked hard to connect students and their school to meet industry needs. This year's very deserving recipient was **Carman Dawley**, Faculty in the School of Information and Communications Technology at SAIT Polytechnic in Calgary. Carman is passionate about his students' education and it shows!

Faculty Grants

BEAC continues to offer two grants to our members that relate to diversity in media education. As mentioned above, the first recipient of the Diversity, Research and Internship Grant was NSCC's Steve Melanson. The link to his video report on page 2. Please feel free to distribute it to your faculty for discussion and use. On our BEAC website, <http://beac.ca/initiatives/diversity.php> you will see details of both the Diversity, Research and Internship Grant and the Diversity, Technology and Innovation Assistance Grant. If you have a great idea for either, why not submit it? Funding will allow you to work on the project and once it's complete, share it with all BEAC members.

Diversity Success Stories

It was two years ago at our annual conference in Dartmouth that BEAC President Laurel-Ann Hardie suggested we engage our students in preparing reports on diverse people in the media. The idea was incorporated into programs at several colleges and the audio and video profiles can now be seen on the BEAC website. <http://beac.ca/initiatives/diversity-media.php>

We now have nine profiles posted and we hope they will prove inspirational to those who may feel they are not represented in the media and therefore "should not apply" to our media programs. The students researched, shot, and edited each profile and learned a great deal from the experience. We hope you will pass them on to your faculty, college recruiters and anyone else who you feel will benefit from seeing them.

Ontario Association of Broadcasters

BEAC member Jim Carr from Seneca College continued to work with the OAB in 2010 on a Career Day. Jim utilized his fellow BEAC members to publicize the event which has a growing number of student participants.

Your New 2011-2012 BEAC Board of Directors

President/Atlantic Director: Yvonne Colbert yvonne.colbert@nsc.ca	NSCC	Dartmouth NS
Vice-President/Director-at-Large: Dan Pihlainen pihlaid@algonquincollege.com	Algonquin College	Ottawa ON
Secretary/Central Director: Kevin Sansom ksansom@loyalistc.on.ca	Loyalist College	Belleville ON
Treasurer/Director-at-Large: Stephen Melanson Stephen.melanson@nsc.ca	NSCC	Dartmouth NS
Francophone Director: Claude Gariépy CGariépy@Loyalistc.on.ca	Loyalist College	Belleville ON
Web Director: Alana Gieck agieck@mtroyal.ca	Mount Royal University	Calgary AB
Western Director: Andy Bryce Bryce@camosun.bc.ca	Camosun College	Victoria BC
Director-at-Large: Anna Rodrigues anna.rodrigues@durhamcollege.ca	Durham College	Oshawa ON
Prairie Director: Richard Stroobant richard.stroobant@sait.ca	SAIT Polytechnic	Calgary, AB
Past President: Laurel-Ann Hardie lhardie@fanshawec.ca	Fanshawe College	London ON

Our Year Ahead: Strategic Developments Goals

Your new board is planning to make our next year a productive one for BEAC. Thanks to member directives we have identified our goals and board members will meet in Toronto in August for a two day summit to plan our strategy for reaching them. Goals include increasing BEAC membership and sponsorship, as well as working toward long-term sponsorships. Sponsorship Committee Chair Richard Stroobant and BEAC President Yvonne Colbert will be meeting with several large media organizations following the summit in an effort to show them the benefits of supporting BEAC and recruit them as long-term BEAC sponsors.

Over the next year BEAC intends to strengthen its ties with SABAR, the Strategic Alliance of Broadcasters for Aboriginal Reflection. Aboriginal peoples continue to be under-represented in the media

and we hope through working together and developing recommendations for colleges and universities we can increase the number of aboriginal peoples in the media.

Our website continues to be a work-in-progress and we will continue to develop it as a valuable resource for our members.

We are very excited to announce that our next conference in May 2012 will be held in Ottawa and hosted by Algonquin College.

We also hope to engage more of you, our members, in the organization. If you would like to become more involved, or if you have any questions, suggestions or feedback please feel free to contact myself or any other board members. We look forward to hearing from you!

What's New?

NSCC Students Work with TSN on 2011 Canada Winter Games

TSN, the official broadcaster for the 2011 Canada Winter Games, used the Nova Scotia Community College Waterfront Campus to update the country live, every day, during the Games. TSN anchors and on-camera hosts used the campus as their studio throughout the Games. The opportunity was just too close to home to pass up for Radio & Television Arts (RTA) students and faculty.

"As soon as we heard that our campus would be home to this broadcast event, we began to look for ways that our students could be involved. We had no idea at the time that we would find so many amazing opportunities for our students to shine," says Stephen Melanson, Radio and Television Arts faculty.

During the Games, students worked with TSN doing reporting, camera operation, and newsroom research. They also worked as television assistants in the TSN mobile trailer and at the Waterfront Campus studio site. A number of 2nd year Broadcast Journalism and Television Production students filed reports for broadcast on national television and online.

The opportunities do not stop there. A local sound and audio company, owned by a NSCC alumnus, tasked students with operating

the cameras that fed into the main concert screens during each night of the Canada Games public concerts at Parade Square. Aliant also hired other students to film events for live-streaming at eight venues over the two weeks of the Games.

On the radio front, faculty, students and two RTA graduates developed an online audio FTP website www.canadagames2011audio.ca that was able to be accessed by any media outlet across Canada at no charge. "The Canada Winter Games did not have an official radio sponsor, a gap that we saw as an opportunity for NSCC to showcase the expertise and professionalism of students and faculty," says David Bannerman, RTA faculty.

The RTA team posted audio stories, audio features and audio athlete profiles from every venue and every event at the Canada Winter Games. The audio clips were posted on the hour for 12 hours each day during the Games. Over 50 radio stations from one end of the country to the other signed up for the free service. Feedback from those who used the audio material has been extremely positive and the students raved about their experience. A video about the NSCC RTA experience can be viewed at www.youtube.com/watch?v=4vcbWDwU3KI

SAIT Celebrates A First

For the first time, a current SAIT second year Radio student, Aaron Bischoff, was a finalist for the 2010 Radio And Production Awards. Now, these awards aren't as big as the Oscar's, but this is as big as it gets for Radio Commercial and Promo awards. Radio And Production is an International Magazine, based in Texas, that is dedicated SOLELY to Radio Creative teams (Writers, Producers and Voice over talent). By many in the industry, it is considered, "The Bible".

Once a year, in February, finalists are chosen for the best commercials and promos from all around the world, and the subscribers to the magazine vote on who deserves the trophy for the Best Commercial and Best Promo. It is extremely difficult to crack the top five and be a finalist, considering all the commercials and promos produced worldwide.

This is an International competition and an incredible honor for Aaron. Never has a student in a radio college been in this illustrious company. There are finalists from all over Canada, Australia, the US, The UK, and even Finland.

You can have a look at the other finalists by clicking on the link. <http://rapmag.com/thecd.aspx>

There are 3 other reasons to celebrate too! 3 other SAIT grads were in the finals as well this year (Ryan Stockert & Angie Beers who graduated about 14 years ago and Warren Cargill, a grad from 1985). But for Aaron to be selected, while still in school, is unheard of.

Aaron was selected as the 2nd runner-up and is proudly displaying his new plaque and certificate on his fireplace.

What's New? (cont'd)

Loyalist Introduces Post-Graduate 3D Production Program

As the industry evolves from 2D to 3D content creation, this post-graduate certificate program, offered at Loyalist College in Belleville, Ontario, will build on students' undergraduate production skills.

In beautiful Prince Edward County, students will use state-of-the-art equipment, software and techniques to refine production expressly for 3D.

They are currently accepting applicants for September 2011 intake and beyond. Apply today!

Loyalist's post-graduate 3D Video Production program introduces students to the significant difference between shooting and editing in 2D and 3D. The program is delivered at our satellite location in beautiful Prince Edward County.

http://loyalist3d.com/wp-content/uploads/2011/04/claude_tulips-300x198.png

Capturing Content in Bloomfield

Amidst a thriving arts community, burgeoning wine region and culinary destination, students use state of the art 3D equipment to produce short format productions that will inform their professional practice. Building on skills learned at the undergraduate level, students refine techniques to demonstrate their employability in the content creation industry of today as well as tomorrow. In collaboration with industry professionals, students develop new techniques to meet the needs of 3D video production.

Graduates can find employment in television, web production, wireless production or a combination of all three. Combined with an undergraduate diploma and/or degree in traditional video, film or television production, the graduate of this post-diploma certificate will embody the flexibility required as the industry moves from 2D to 3D.

Visit 3D Video Production at loyalistcollege.com

Apply at ontariocolleges.ca



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3D

Video

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AND PROTOOLS

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