Jerry Hartman challenges student innovation in the Communication Department’s new Media Arts Center.
If you’ve dreamed about working in a state-of-the-art television, radio, and drama facility, those dreams are becoming reality at Walla Walla College. A new 10,000 square foot media arts center is now in operation. The facility’s new director, Jerry Hartman, joins the WWC faculty as instructor in communication, specializing in video and audio production.

The new television studio is all-digital—from television cameras through video switcher—and includes a new Chyron graphics computer. Students edit, deliver, and produce 30 minutes of live television from the studio every day. “Our new studio space lets us shoot multiple programs on different sets without having to set up and take down between shoots,” Hartman says. “Now we are restricted only by our creativity. The positive upgrades the department has made in video and audio facilities give us the ability to take more students into our courses.”

The new media arts center incorporates three major facilities:
- James C. Hannum Studio, for production, recording and editing of television and audio projects and programs,
- Donnie Rigby Stage, a black box theater performance space and additional studio, and
- Positive Life Radio, the college’s FM radio station.

After Hartman graduated from WWC with a mass communication degree in 1999, he worked for 6 months at Blue Mountain Television before becoming assistant director of marketing at WWC. In that position, he created television and print promotional materials for the college.

In summer of 2001, Hartman and his wife, Machelle (WWC chemistry, 2000), joined the Peace Corps where, with more than 120 volunteers, they served in the Philippines for two years. “Since my junior year in college, I had decided that I wanted experience working in another culture,” Hartman says. He was a teacher trainer in the English language assistance program, leading workshops on such themes as critical thinking and creative teaching methods.

“We loved our time there,” Hartman says. “It was eye-opening to see a whole different way of getting things done. But it’s great to be back, too. I’m intrigued by the challenge to move into a new facility. I love to trouble-shoot and set up new systems.”

Hartman just installed a new 8-track digital recorder and industry-leading audio editing software in the studio’s audio production facility. Plans are underway to install a DVD recorder in the television control room for news production and broadcast.

NEW MEDIA ARTS CENTER AND NEW PROFESSOR CHALLENGE STUDENT CREATIVITY
adventist communicators meet in orlando

A new concentration in photojournalism will debut in fall of 2004. The photojournalism concentration gives students another option besides the journalism/public relations and media concentrations in the mass communication degree. A photojournalism minor is also available.

"For several years the Communications Department has surveyed incoming freshmen during College Days about career options," says Pam Harris, department chair. "Photojournalism was often listed as number one."

Photojournalism careers have expanded beyond print to web-based opportunities. New technologies and expanding cable television options have created a larger venue for photojournalists’ work, according to Harris.

Nancy Semotiuk, associate professor of communications and director of the program says "This is really an exciting major for students. There is no other like it.

It’s a blend of both visual and print media."

Students graduating with a photojournalism major will find annual starting salaries near the national average of $30,000, according to the U.S. Department of Labor.

“You can have an exciting and challenging career and still make a living,” says David Bullock, professor of communications.

■ Future photojournalists sign up now!

photojournalism major and minor launches

Eight students and three faculty from WWC joined more than 200 communication professionals, students and faculty at the annual Society of Adventist Communicators conference in Orlando, Fla. in October. The conference provided workshops and discussions, worship and inspiration, and informal opportunities to meet and talk with other communicators. Shauna Maleventi, Levi Waggoner and Kristi Spurgeon also had a chance to stick their toes in the Atlantic for the first time.

adventist communicators meet in orlando

alumni news

ARIC COOKSLEY (speech communication, 2002) married Melody Schwart on July 27. He is teaching speech at Walla Walla Community College and working as forum of carpentry at WWC. He hopes to begin a master’s program in communication in the near future.

JEN ELLIS (mass communication, 2001) is a third-year law student at University of Idaho College of Law and will graduate with her juris doctorate in spring. She plans to return to Washington state to practice law.

TRAVIS GIARDE (mass communication, 2002) is cash posting specialist for CarToys in Seattle.

CHELSEY HAM (mass communication, 2003) completed an editorial internship at Pacific Press in Nampa, Idaho and is teaching College Writing at WWC.

LORIN KOCH (mass communication, 2002) is pursuing a master of arts in theater at Ohio University in Athens.

DEBORAH POSTLEWAIT (mass communication, 2001) is president and lead consultant of VIVID Technology Solutions. She helps educators across the country to integrate technology into the curriculum.

TREGG RUSTAD (mass communication, 2001) works with Coldwell Banker Previews in Beverly Hills, Calif.

LIESL FANDRICH (mass communication, 2003) and BRIAN VISTAUNET (mass communication, 2003) were married Oct. 19. Lied is an on-air personality with KTSY-FM in Nampa, Idaho.

AMY WOLFSEN (speech communication, 1997) completed her master of arts in speech at Washington State University and plans to enter a Ph.D. program at the University of Utah in communication education.

NANCY SEMOTIUK, associate professor of communications and director of the program says “This is really an exciting major for students. There is no other like it.

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PROFESSIONAL SOFTWARE GIFT ENHANCES STUDENT LEARNING

When Jim Hannum walked into the Comprompter booth at the National Association of Broadcasters convention in the early ’90s, he was not expecting to change the face of video instruction at Walla Walla College. But more than ten years later, it’s clear that is exactly what happened.

Hannum instructed video courses at WWC until his retirement this past spring. The person he met in that booth was Rick Hallock, a 1980 graduate of the WWC electrical engineering program. Hallock approached Hannum because he recognized the WWC badge he wore. The two began talking, and Hallock introduced Hannum to his boss, Ralph King, president of Comprompter.

Upon hearing of the beginnings of the WWC Communications Department’s Valley News, King offered to donate to the department a newsroom software system called Electronic NewsRoom. King, also a former teacher, was interested in helping an educational institution—particularly the one from which Hallock, a valuable employee, had graduated. The Communications Department gratefully accepted the gift and used the newsroom system for about ten years.

Then last May, when the Communications Department moved into a new television studio, the news production team needed updated software compatible with Windows. Remembering King’s generosity, and having heard of NewsKing, one of the two broadcast industry standards, Comprompter’s newly developed software donation, WWC students have the opportunity to use the same kind of high-end software that they will find throughout the news industry,” says Pam Harris, department chair.

Of course, the offer was accepted. Hallock traveled to WWC in September where he installed the software and trained students and faculty in its use.

NewsKing allows quick access to news story information from a wide range of sources and integrates the sorting, viewing, editing, and organizing of newscasts. This software, with a market value of $15,000, makes writing and production of news programs easier. “Because of this generous donation, WWC students have the opportunity to use the same kind of high-end software that they will find throughout the news industry,” says Pam Harris, department chair.

Rick Hallock, a 1980 WWC electrical engineering graduate and senior programmer at Comprompter in LaCrosse, Wis. flew Hallock to Walla Walla College to personally install NewsKing and give orientation sessions.