



## High-Tech Studio Takes COMMunity Programs to the Next Level

“Blown away!”

“Wow, this is awesome!”

“Smells like a new car, only better!”

“Wish I were still a student!”

Entering the Department of Communication’s new film and media production studio instantly transports visitors—whether students, alumni, campus employees, or visiting prospective families—to another world, and a very high-tech one at that. The huge, corner-placed/ endless floor green screen, a black and metal ceiling grid sporting an vast array of more than 50 lights, the beautifully finished woodgrain on the news desk set and backdrop, and everywhere, cameras, sound gear, teleprompters...it’s pretty difficult to not be impressed when stepping into the studio for the first time. Occupying about half of the lower level of Hostetter chapel, the studio opened late November and will help ensure that students have the latest and best equipment and facilities available to prepare them for future careers in film, digital media, journalism, and media, culture and technology. “The facilities are top notch, and everything is brand new,” said Dr. Ed Arke, advisor for MCAT and journalism students. “We have a customized new set which will give students the opportunity to produce sharp looking programming.”

The new studio includes all professional-level equipment for student use. Besides the main studio space, the renovated space includes a large equipment checkout room and a green

room/dressing area for on-air and on-set talent preparation. The adjacent broadcast control room features eight work stations with boards for sound, camera control, lighting and mixing; two wall-mounted TV monitors; and an IBF communication system which allows producers in the control room to talk with camera operators and talent on the studio floor. And next to the control room, the Foley sound studio features a state-of-the-art recording and mixing board with floor “pits” for creating sound effects as well as a sound booth for isolated recording.

Caleb Ostrander, a sophomore MCAT major, says, “The studio serves as a great opportunity for the department to expand its capabilities here on campus. Students looking to gain experience in film, broadcasting, or production will all be able to do things beyond what has been done at this school in the past.” But the studio isn’t just for film or MCAT, or journalism majors. Alicia Sims, junior, says, “I’m a digital media major concentrating in digital video and story, so the film side of the studio applies directly to my area of study. The equipment room provides everything I



would use for a shoot and the studio space houses the biggest green screen I've ever seen."

Liz Gallo, a junior communication major, also looks forward to using the studio, adding, "I am hoping to take at least one course over my last few semesters that utilizes the studio, preferably working with the anchor desk, as I was a sports anchor all throughout high school for my school's television station."

Both students and faculty members expressed enthusiasm for the new studio and look forward to using it to its full potential. Dr. Kate Simcox notes that the new facilities have influenced curriculum development. She says, "So the wonderful benefit to the new facilities from a curricular standpoint is that it enables us to do higher-quality studio production work on both the film/digital media side as well as the journalism/broadcast side." She adds that before the renovations, the department could not have offered the television production course slated for next academic year, and the Foley sound room is a great asset to the sound production course, offered this spring. Simcox also shares that representatives from the National Association of Schools of Art and Design ([NASAD](#)), who have granted accreditation to Messiah's film and media arts program, lauded the production studio as "enviable."

"Many institutions our size do not have facilities of this caliber and our facilities support and advance the curriculum we are able to deliver. We are very grateful that the college has been so supportive of our programs by funding this project. Ultimately, all of this benefits students' production experiences and the work they produce, and we are very excited about that," says Simcox."

In addition to the Hostetter facilities, students also benefit from recent upgrades to the editing lab in Murray Library, which now features 16 top-tier iMacs



sporting dual screens and a variety of professional editing software. Adjacent to the editing lab, the former production studio space has been reconfigured and transformed into three individualized editing suites and a soon-to-be-completed animation studio, further expanding the department's curricular and special project opportunities. The college has also invested hundreds of thousands of dollars in new equipment, including sound, lighting and auxiliary gear, HD cameras, and top-of-the-line cinematic cameras (such as Black Magics and a RED Epic, the same camera model used to film *The Hobbit*).

Dr. Nance McCown notes, "Because of this investment, our students now have hands-on training and experience with the same top-level equipment used by industry professionals. We are thrilled to offer this type of experience."

The Department hopes that in addition to serving current students effectively, the new facilities and equipment will also continue to attract new students to the program. McCown adds, "I have the privilege of touring prospective students and their families through the facility. I wish everyone could see their excitement as they consider the possibilities waiting for them here at Messiah and in our COMMunity. This fantastic studio and all the new equipment are icing on the cake for our already strong Department programs and curriculum."

*Want to see the facilities first-hand? Check out [photos online](#). If you're going to be in the area, feel free to email Dr. McCown ([nmccown@messiah.edu](mailto:nmccown@messiah.edu)) to set up a tour. OR, plan now to attend Homecoming 2015 next October and celebrate the new digs at our specially planned open house! Further details will be announced later this spring.*



“I’m very excited about what the new facilities will mean for Messiah’s film program. It is great to know that current and future students will be given such a hands-on education. As someone who will be looking to employ skilled video production professionals in the future, I am so glad that Messiah students will be given the opportunity to learn in such an awesome environment.”

- Cody Wanner ('09, communication /film concentration)

Co-owner, CAP Collective LLC,  
Corporate Video Production



“[The studio] can be a space where students from different technical backgrounds can create something together. It’s an experience that hasn’t been offered to students before, and I think that makes it a valuable asset within the department.”

- Miranda Ruiz (senior, journalism)

“The new studio provides a better working space for film and digital media majors, enabling them to create better projects, and it gives them a better learning environment to prepare them for their futures after college.”

- Cayce Bower (sophomore, film/media arts)



“I think that the renovations are desperately needed to fully prepare Messiah film, broadcasting and communication students for real life experience. We owe our students the best technology, facilities and staff to prepare them for life after college. Since technology changes so quickly it’s hard to do, but it is something to strive for. This renovation is definitely the first step in that process.”

- Lynn George

('11, communication/film concentration)

Founder, Lilliput Productions

“I think that the studio will be a big selling point for future students. When I visited Messiah, the excitement that the Comm Department showed about the new studio was infectious. It heavily influenced my decision to attend Messiah.”

- Madeline Crocenzi (sophomore, journalism)

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“It’s going to provide a place on campus for students to have hands-on direct interaction and experience with tools that they can use in potential future jobs. It’s also going to improve the production quality of anything that future students want to produce on campus.”

-Rose Talbot (junior, journalism)

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“I really think this new studio will help the comm department stay relevant in the field. Now that Messiah’s Philly Campus is no longer operating, it is reassuring to know that the Comm Department is quickly building up its resources to provide equipment and facilities that students had formerly received there. To be honest I’m jealous of the resources the new kids will be getting and that I will be leaving before getting to use them a lot.”

- Mark Trinkle (senior, film/media arts)

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“These new facilities provide a world class resource to prepare students for work in both traditional and emerging media platforms. The studio and production facility will allow students to explore the latest technology and hone their skills in a truly creative environment. As a 30-year broadcast veteran, and Messiah alum (’82), I am thrilled to see this giant step forward in Messiah’s commitment to preparing students to serve in a media-driven world. Times may change, but using one’s God-given talent, mastering the current technology, and preparing one’s thought process in a liberal arts environment represents real value in today’s world.”

- Keith Blaisdell (’82, communication)

*Director of Broadcast Operations at*

*ABC27 News*





“The part of the studio that I’m looking forward to the most might be the Foley studio. [It] will allow anyone who needs some sort of sound effect that they don’t have the ability to make their own sounds realistically at no cost. That may not sound exciting but people underestimate the power of realistic sound in the cohesive power of a movie and Messiah’s never had anything like that before.”

- Mark Trinkle (senior, film/media arts)

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“Honestly, looking at the photos I see on Facebook I am super jealous that I can’t play with these brand new toys, and I kind of wish that I could experience the film program next year. It’s only been four years since I graduated but it is neat to see the growth of the communication department on campus since my day. They look beautiful and I see the real benefit, even for students outside the communication major and minors.”

- Lynn George  
(’11, communication/film concentration)  
Founder, Lilliput Productions

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“I am really looking forward to helping produce news and other programming for the campus. It opens up a whole new world of opportunities for the department.”

- Stephen Earp (junior, MCAT)

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“The studio workspace and associated equipment will give Messiah students a real edge as they enter the workplace. They will develop hands-on skills and develop creative collaboration that will be the foundation for their careers over the next decade. In addition the talented faculty, along with the right equipment will allow Messiah to build a first class program that will attract students that will be media leaders in the future.”

- Keith Blaisdell (’82, communication)  
Director of Broadcast Operations at  
ABC27 News