

## Success Stories



### Awards:

- 2007 NATAS Student Emmy Award for student-produced video "Nankin Mills: The Best Kept Secret" produced by Dave Brown.
- 2006 NATAS Student Emmy Award for student-produced video "The Life and Times of Pablo Davis."
- Four BCA majors won first place at 2007 PAH Fest Motown for creating and producing the film "Iris", an inspirational story about an unemployed



Detroit auto worker and his family

- BCA major won first place at PAH Fest Hollywood 2007 for "Your Tech Portrait" video using stop motion animation.
- The public service television program, "Madonna Magazine", was selected for an *award of distinction* in The Videographer Award competition.
- MTV-Music Television Network Award for using innovative ways to teach youth of the community



### Our grads have been employed at:

Adcraft Club of Detroit, Automotive News Group, Channel 2 – WJBK TV in Detroit, Channel 7 – WXYZ TV in Detroit, Comcast in Detroit, Communicore TV, CNN – Atlanta, CNN - San Francisco, Crain's Autoworld, Ford Communications, Fox 47 – WSYM TV in Lansing, Fox Sports Radio 1410 in Detroit, General Motors (virtual reality cave), High Schools and School Districts, Joe Louis Arena, Midwest Productions – Troy, North Ridge Church, Olympia Entertainment, Postique, Palace of Auburn Hills, UNISYS, WDFN Sports Radio 1130 in Detroit, WMYD – TV 20 in Detroit and as Independent Producers, Directors, Cinematographers, Videographers, Editors, Web Designers.



### What our grads say:

"... thanks for a fine education. I now work for WTCT (Total Christian Television) which is the second largest Christian TV station in the world. We broadcast to 170 Nations around the world. We're also on Direct TV, and Comcast and Dish just to mention a few. I'm now an On Air Host and Program Director for the station. I just wanted to say how much I appreciate Madonna University. God bless you all and thank you. Please keep up the great work there, and continue to tell the other students that they can make it! God Bless!

- Eddie D. Williams, Program Director  
TCT Ministries, Inc.

"Thank you for taking the time to teach us all that you have. Your critique and encouragement have prepared us for a great future!"

– Katie Freier, Jeannette Henson,  
& Rachel Mocerri

"...At Madonna I was taught how important having a professional product was. The faculty expected quality from their students!"

– Rob Ade, Assignment Editor,  
CNN San Francisco

"...At Madonna everyday was a new challenge. I not only acquired the technical skills I needed, but...the self-worth to make it in the production industry."

– Mary Kay Heckman, Colorist, Postique

"...Every lesson and every class at Madonna is paying off"

– Nora Shkodra, News Anchor and Post-  
Production Assistant, Communicore TV



**What employers and industry professionals say about our program, alumni, and students:**

*"The students of the Madonna University media/broadcasting department have an excellent work ethic, unlimited creativity, a terrific grasp on new media technology as well as the basics of old school filmmaking. And that is a winning combination. This has a lot to do with the teaching ability of the faculty. I have had the pleasure and privilege of working with them on*

*our PAH Nation projects (Project Accessible Hollywood) and they've been a great asset. I can see Madonna University growing into an important new media hub of the Midwest. I look forward to seeing where they go!*

– Christopher Coppola,  
Director-Producer, Hollywood, CA

**about a Madonna graduate employed as operations assistant and news reporter/writer:**

*"...he was not only familiar with much of the equipment we use, but also already had a good solid understanding of the techniques and philosophies used in shooting video..."*

– William Shipley, Operations Manager,  
Fox 47, WSYM-TV, Lansing, MI

**about a Madonna graduate and video teacher at Grosse Pointe High School:**

*"...he demonstrates good preparation, is highly motivated with a great spirit...he has a vision for the video program."*

– Julie Corbett, Instructional TV Coordinator,  
Grosse Pointe Public Schools, MI

## Unique Features



Professional faculty drawn from the broadcast, film, and related industries.



Participation in production of *Madonna Magazine* giving students 45 broadcast television programs to their credit—and to include in job résumés.



Broadcast Club Activities, NATAS (National Academy of Television Arts and Sciences) Events, MU Film Festivals, Project Accessible Hollywood – PAH Nation projects.



TV studio/sound stage, radio studio, TV and film equipment, and editing equipment for student use.



Private edit suites for advanced film and video projects.



Participate in online collaborative works via blogs, broadcast club website, and a variety of projects.



A new HD (high definition) digital production facility *scheduled for completion in Fall 2009* includes a 30x40 TV studio/film sound stage with 4 cameras, jibs, lighting grid, and cyc; control room, radio studio; announce booth; edit lab and classroom with 16 workstations; 6 edit suites; and digital field equipment.



## Faculty Bios



### **Charles D. Derry**

*(B.A., University of Detroit; M.S.A., Madonna)*

[cderry@madonna.edu](mailto:cderry@madonna.edu)

Over 35 years in broadcast television including ABC, WXYZ-TV, WKBD-TV, Silver Circle Lifetime Award – National Academy of Television Arts and Sciences, Directors Guild of America, lifetime member of SMPTE, executive producer and director of the Broadcast and Cinema Arts program.

*Madonna Magazine*, advisor

### **Suzanne M. Boyd**

*(B.A., Michigan State)*

[sboyd@madonna.edu](mailto:sboyd@madonna.edu)

TV Studio Manager, Board of Directors PAH Nation, senior producer *Madonna Magazine*, adjunct instructor.



### **Christopher R. Coppola**

*(B.F.A., Film, San Francisco Art Institute)*

Seasoned film and television director; founder and chairman of Project Accessible Hollywood (PAH); co-founder and spokesperson for EARS XXI film and television studio in Hollywood, adjunct professor.

### **Dr. Cecilia Donohue**

*(B.S., M.B.A., St. John's University; M.A., Ph.D., Kent State University)*

Chairperson, English and Communication Arts

### **Daniel C. Boyd**

[dboyd@madonna.edu](mailto:dboyd@madonna.edu)

Over 20 years experience in television and engineering including CBS-Fox Video, Technicolor, and Picture Sound, Inc.; systems engineer *Madonna Magazine*, adjunct instructor.

### **Patricia A. Derry**

*(B.A., M.S.A., Madonna)*

[pderry@madonna.edu](mailto:pderry@madonna.edu)

Director of Technology Learning Services over 35 years; adjunct instructor.

## Broadcast Club



Welcome to the Madonna University Broadcast Club. The Madonna University Broadcast Club was chartered in 2004 as a student organization dedicated to creating professional Radio, Television, and Cinema productions in a fun atmosphere consistent with and in support of the mission of Madonna University. Our goal is to enhance the skills and portfolios of our members by encouraging them to contribute their individual talents to the club's various productions and

activities. In addition, we promote an atmosphere of camaraderie and networking between our students and professionals in the industry. It is strongly suggested that all Broadcast and Cinema Arts majors be active members of the organization, but, any Madonna student interested in film or broadcasting is welcome to join.

The broadcast club sponsors, co-sponsors, and hosts a number of events each year including the NATAS Seminars, the Broadcast Club Film Festival, The PAH Motown Festival, numerous radio broadcasts, and community service events. In 2007 the broadcast club won the NATAS Student Emmy award for the production of "The Life and Times of Pablo Davis," a half hour documentary on the activist and artist, Pablo Davis. In 2008, three of the broadcast club member's short films were selected to screen in the Detroit Winter Blast Film Festival, and Madonna broadcast club



students were among the first to present their version of the "Never Ending Movie" a part of Christopher Coppola's blog site. Our students won first place awards at the Hollywood PAH festival, as well as the Motown PAH Festival, and have served in various capacities at the festivals from on-camera talent, to directors, to assistant coaches, to camera persons and editors. The broadcast club has its own website:

[www.mubroadcastclub.com](http://www.mubroadcastclub.com) where you can see some of the things going on. Also, visit the Broadcast and Cinema Arts Blog site at: <http://mubca.blogspot.com> to see what's happening with our students and our new building. You're welcome to come to our meetings which, this semester, take place after our "Madonna Magazine" shows at 7:00 PM. Refreshments are served. Please join us.



For more information on the BCA Major and the Broadcast Club go to <http://mubca.blogspot.com> and [www.mubroadcastclub.com](http://www.mubroadcastclub.com).

For more information on the PAH Nation projects go to [www.pahnation.com](http://www.pahnation.com).