



Christine Walsh, Shannon Harrison and Christina Sypniak direct the control room.



camera operation, lighting, audio, visual effects and post-production editing. "Every semester we're going to switch around," said Christina Sypniak, 16, a BK Junior who attends Ukrainian Church of the Epiphany in Rochester.

Student-produced newscasts carry anything

from the day's menu, to a morning prayer, to sports results. There's even a humorous series about Sister Alma, the former BK bookstore director who "disappeared" this school year.

"We're going to find you Sister. Keep the faith," Jerome said in ending a recent "Sister Alma" installment.

Marc Coppini, a senior, said the station will keep the gag going during the year by putting Sister Alma's face on milk cartons, and doing interviews with students and faculty as the "search" continues.

"We know where she is, but most people don't," said Marc, 17, who produces many of the feature segments. He attends Church of Christ the King in Irondequoit.

Numer is a proven winner, noted Cassandra, a 16-year-old Junior.

"We want it to be funny. You have to put something in to keep the students' attention," remarked Cassandra, who attends Rochester's Sacred Heart Cathedral. However, she added that she'd also like to explore more hard-news subjects in the future, such as vandalism in the school

Story by MIKE LATONA
Photos by GREG FRANCIS

parking lot.

Christopher Avena, a sophomore, said the student body seem to be responding as KBC-TV's productions have become more creative.

"Last year they listened to the announcements, and didn't watch the rest of the show," said Christopher, 16, who attends St. Margaret Mary.

Marc noted that feature segments, as well as the daily news reports, depend on good communication and solid preparation by all crew members.

"This builds up a lot of teamwork," he said.

And teamwork is vital when you're frantically getting last-minute details in place before a telecast begins, Cassandra observed.

"We have to figure out how not to make fools out of ourselves," Cassandra said. "It's stressful — there's always going to be something to make you change at the last minute."

Into the real world

There was a time when Norma Holland's career path pointed toward bacteria, not television.

"When I started high school, I wanted to be a microbiologist. My parents wanted me to be a doctor," recalled Holland, a 1993 Bishop Kearney High School graduate and parishioner of St. Margaret Mary Church in Irondequoit.



That all changed after Brother Paul Hannon, CFC, approached Holland during her sophomore year and asked if she'd like to

read some announcements on the school's new television station. By the end of the year, she was hooked on TV reporting.

"That's when the bug bit me, right there. I forgot all about microbiology," Holland said. She added that she "would just be thrilled" when she would get a pass out of class so she could go work on a telecast.

These days Holland gets paychecks, not class passes, for her TV work. She's a news reporter for WROX-TV 13 in Rochester, and has worked full-time at the station for almost two years — even though she's only 23 years old.

Much of her quick rise, Holland said, can be traced to her work with KBC-TV as well as her involvement with Kearney's speech and debate team.

"That's why I'm here today," she said. Holland's experience at KBC-TV also helped her off to a smooth start when she got involved with the campus TV station at SUNY Geneseo.

"I think I realized I had a jump on my classmates when I had to do presentations," Holland said.

Long before her 1997 graduation from Geneseo, Holland was getting valuable experience at Rochester TV stations. She worked internships at WROC-TV-8 and WROX, and was hired full-time by Channel 13 halfway through her senior year.

"An opportunity like this rarely, if ever, comes along for people," Holland said.

Despite her good fortune, Holland said that TV reporting is anything but glamorous. The hardest part of her job, she acknowledged, is to knock on a door and request an interview just hours after somebody's loved one has died.

"TV is a rough life. Don't let anybody fool you," she said. "It's a very mentally draining profession. It's not about the thrill of being on TV; that wears off so quickly."

Holland said she gains satisfaction from "scooping" the competition — breaking a news story before any of the other local media. At the same time, Holland said she tries to strike a balance between persistence and sensitivity.

"I try to do what (management) tells me to do, in the most humane way I can. People respond better when they respect you," Holland explained.

Holland has a word of advice for aspiring broadcasters: Call up your favorite local anchor or reporter, and ask to spend a day on the job. Media members will often be flattered, she said — so don't be shy.

"When you want something badly, you'll do anything it takes," she commented. "Ambition — that's what people remember."

COMING NEXT WEEK:

Thanksgiving service projects



Cassandra Brown co-anchors the morning show with Julie Zwhalen, not pictured.



Jerome Ward and Aida Ruiz host the sports portion of the show, informing viewers of sports scores and about future games.

operated out of a closet off the school library.

Times have changed: KBC-TV is now housed in a full, two-room studio on the school's basement level. The walls are adorned with personally autographed photos from such broadcasting giants as Dan Rather, Tom Brokaw, Bryant Gumbel and Jean

Lunden. Also displayed are photos of a KBC-TV crew interviewing former Vice President Dan Quayle at the Greater Rochester International Airport.

KBC-TV airs live news shows five days per week, including an expanded version on Friday. All classrooms are equipped with TV sets, so that every student can see the broadcasts during homeroom.

The Monday-through-Thursday telecasts are preceded by Channel One, a national network for teens that airs in high schools across the country. Kearney was the first high school in upstate New York to become affiliated with Channel One.

This school year, for the first time, KBC-TV is being linked to a class in broadcasting and production taught by Brother Chris Nail, CFC. The course, limited to 15 people, gives students the chance to work as on-air talent, or in technical roles with such responsibilities as

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Jerome Ward, 17-year-old, is a member of St. Margaret Mary Church in Irondequoit. He is currently performing a variety of duties as a camera operator, an anchor, and a news reporter during the school year.

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