

## Media, from page 1

the importance of editing; an average of eight hours of editing is performed for every minute on air." He adds that students also produce a capstone video featurette as their final project where they write, direct, promote, edit and cut the feature.

### More than just spinning records

Many schools have a college radio station with a playlist that reflects the demographics of campus life, but at Loyola University Maryland, the campus radio station does much more than just spin records. WLOY 1620 AM not only plays alternative, classic rock and contemporary music, but the station also produces specialty programming – including a show on local artists with live performances on air and a financial advice show – as well as playing an active role in the community (see sidebar).

John Devecka, operations manager who designed and built WLOY in 2002, notes that Loyola has had a radio station off and on since 1975 but WLOY went full time in 2003 and now airs 24 hours a day. He says that community volunteers broadcast the specialty programming, but the deejays and production team are comprised solely of students. "Students do everything from website development to photography, field recording, production and as on air deejays in the studio and off campus at special events," Devecka says. "Students have been able to utilize the experience

to land jobs at NBC, the Golf Channel, *Baltimore Magazine* and with the Baltimore Ravens." He says that students come from both communication majors as well as other areas.

Devecka stresses that working at WLOY is no kid's play. "It's a real job. The support staff and deejays are volunteers, but the other positions are paid ones and everyone is expected to be on time and get the work done. For most students, this is a different level of responsibility, and I try to be hands off so that they can learn on their own. Not only are they learning the radio business, but they are also maturing and learning management skills. Hiring and firing people at age 19 is not easy," he notes.

Tim Teeling, student general manager at WLOY who recently graduated, says the four years he worked at the station taught him as much as his classroom experience. "I started as a freshman doing audio editing and production before moving into programming and finally as the general manager," Teeling says. "I've been able to learn web design, social media, marketing and how to deal with different types of people – communication majors to business and biochem majors. Managing people has been a great experience, too, although it's been awkward at times. I became the general manager as a sophomore, so I was managing seniors. I also had to fire two people, handle hiring and managed a budget. It's been a unique experience," says Teeling, who is on to graduate school at Fordham University.

### Freedom of expression

A newspaper must be able to report the news responsibly and freely, and the absence of control from the university allows The Towerlight, a twice-weekly newspaper published by and for students of Towson University, to do just that. "We have the freedom to express our views and maintain our journalistic integrity since we are not under the thumb of the administration and independent from Towson University," says Daniel J. Gross, editor of The Towerlight. Gross says that the paper receives no funding from the school and relies solely on advertising revenue. "Funding can be a challenge – we cannot send a reporter to Chicago to cover an event, for example – but we mainly cover campus and local news. Towson University is obviously our 'bread and butter' as far as news coverage, but we also cover Baltimore County news. For example, we recently did an article on a substantial investment in the community by Black & Decker. We also cover national news that affects our readers," he says. Gross says that the editorial board and some of the writers are paid, while some articles are contributed by students.

Gross, who recently graduated, joined the paper as a freshman and aims to remain in journalism. "I hope to work for a news organization, whether it's print, web or television. I think this is the best time to be a journalist, as there are several different environments to work in, both online and in print." •

### Active in the community

"Our students at Loyola 'get it' when it comes to giving back, so there is no need to convince them to get involved," says Devecka. He says that WLOY has embraced the Jesuit motto "men and women for others" with a combination of community service and fundraising. "We're always looking for ways that we can harness the power of radio in support of the broader community of Baltimore."

WLOY sends deejays to help promote local events such as "Take Back the Night," organizes children's literacy programs and builds stations at local public schools. "Public schools have limited resources so we are able to help. Kids can then record their own music, which we put on the air; schools use the studio to practice conflict resolution; and speech pathologists can track students' progress through recording," says Devecka.

Some other community endeavors by WLOY include:

When Hurricane Katrina hit New Orleans in the fall of 2005, Loyola offered free housing and classes for displaced students, and a core group of about 11 WLOY student employees devoted their spring 2006 semester to fundraising activities for Xavier University in New Orleans (the nation's only historically black Catholic University). WLOY raised more than \$10,000 for Xavier.

When the island nation of Haiti was struck by a 7.0 magnitude earthquake last year, WLOY staff held its first fundraiser two days later and was able to secure a matching donation for the fundraising efforts. Including the matching funds, WLOY was able to send more than \$23,000 in support of Haitian relief work.

In June of 2009 WLOY began a program called "What Happens Next?" as a way to stimulate children's imagination, communication and writing skills. With weekly events at the Red Canoe Bookstore and later at WLOY's own studios, the program offered children from 6-12 a chance to complete a story, and voice it for a weekly radio program.

In 2010 WLOY debuted a new program "Both Feet In: Conversations with People Experiencing Homelessness." This powerful semi-weekly series of interviews inspired many students and listeners to take a closer look at the issues of homelessness in Baltimore and beyond.

**Left:** Tom Fiala operates the camera this week for the "News Day McDaniel" TV show.



John Dean, Contributing Photographer

## Allied Health, from page 1

Williams notes that there is a large under-representation of African-Americans in the field due to a lack of awareness, and Morgan's partnership with local insurance companies such as Traveler's offers summer internship opportunities for students.

David Hadley, who graduated in December from Morgan State and is now a teacher's assistant at the school, says he was unaware of the field when he enrolled at Morgan State. "I heard about it from an e-mail that was sent to math majors. I was doing more theoretical-based math and wanted to use applied math concepts, so actuarial sciences was perfect," says Hadley, who plans on working with an insurance company in the future. Tiara Colbert, a junior at Morgan State, says she, too, was unaware of the program, as the program was instituted her first semester at Morgan, and she now plans on graduating next spring with a degree in the field.

### Meeting workforce need

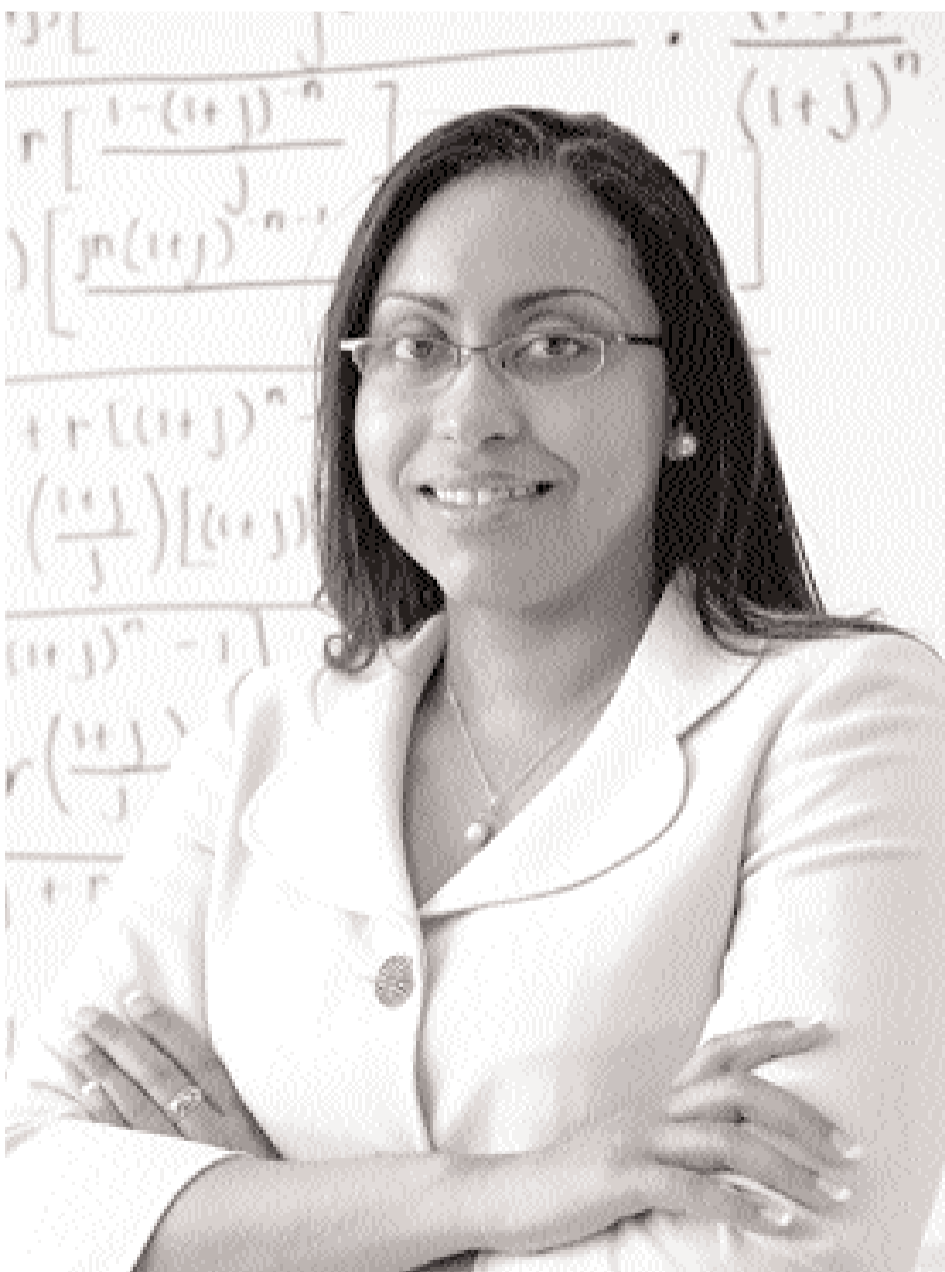
As with many community college programs, Anne Arundel Community College responded to a local need for surgical technologists to launch a new program this year – a two-year program that will also provide students hands-on experience. "While we were aware of the job growth data for surgical technologists, start-up costs for new laboratories and other infrastructure were phenomenal. However, we were then approached by Anne Arundel Medical Center and Baltimore Washington Medical Center where we can partner with them on the program development, and the hospitals will allow our surgical technology students to use their operating rooms as laboratories," says Beth Batturs, director of nursing health care initiatives at Anne Arundel Community College (AACC).

Batturs says that students work alongside qualified faculty members to learn on the actual equipment they will be using in the workplace, and laboratory instruction is done when the operating rooms are not used as often – nights and weekends.

Surgical technologists ready operating rooms for surgery by setting up and sterilizing equipment, prepare and transport patients for surgery, and monitor patients' vital signs and assist the surgical team in the operating room. Batturs notes that the first class is comprised of recent high school graduates as well as second-degree students, all of which will be primed for a well-paying job upon graduation, studies show (see sidebar).

### Breathing life into growing field

Respiratory care has been a growing field for a few years now, especially as the baby boomer gen-



John Dean, Contributing Photographer

eration requires increased medical care. Respiratory therapists, who treat and care for patients with breathing and cardiopulmonary disorders ranging in age from infants whose lungs are not properly developed to elderly patients, are in high demand. Howard Community College aims to meet this demand through a collaborative partnership with Frederick Community College, explains Sharon Pierce, vice president of academic affairs for Howard Community College (HCC).

"The demand for respiratory therapists is intense; however, community colleges are not

adequately funded to start up new programs. Through the Mid-Maryland Allied Healthcare Education Consortium, students can take prerequisite courses at Howard and then matriculate to Frederick for respiratory care courses. This way, our students can access the program but pay in-county tuition rates. The agreement helps us share costs and resources with other community colleges," says Pierce.

Pierce says that students range from recent high school graduates to career changers and homemakers who are returning to the workforce,

### In demand

According to the Bureau of Labor Statistics' (BLS) Occupational Outlook Handbook 2010-2011 Edition, actuaries, surgical technologists and respiratory therapists are three of the hottest in-demand jobs in health care.

### Actuaries:

According to the BLS, employment of actuaries is expected to increase by 21 percent over the 2008-18 period. While the insurance industry will remain the largest employer of actuaries, the BLS sees increased job growth in other industries, such as financial services and consulting. The mean annual salary for actuaries in Maryland is \$86,590.

### Surgical technologists:

Employment in the field is expected to grow much faster than average from 2008 to 2018, with 23,200 jobs added. Maryland is one of the three top-paying states with hourly mean wages of \$22.72. The Maryland Department of Labor, Licensing and Regulation projects 1,150 job openings through 2016.

### Respiratory therapists:

According to the BLS, employment of respiratory therapists is expected to grow by 21 percent from 2008 to 2018, due mostly from the substantial growth in the middle-aged and elderly population. Maryland is one of the top-paying states in this field, too, with a mean annual salary of \$65,430.

**Left:** Nicassia Williams is the program director of actuarial sciences at Morgan State.

and that HCC works in tandem with local hospitals to ensure that job vacancies are being addressed.

Pierce adds that HCC recently broke ground on a new health sciences building, expected to be completed in spring 2013, which will allow the school to expand current programs while offering new ones. "Additionally, the Consortium is also adding a new building in Mount Airy called the Mid-Maryland Community College Allied Health Education Center, where we will lease space for the respiratory care program." •