While growing up, Jordan J. Mallari was the kid behind the camera. Now, he’s calling the shots in the world of television, having produced, directed or written over 20 television shows and worked as a crew member on many more.

He has also filmed in nine different countries and 49 states.

“One amazing thing is I get to step into worlds I would never be a part of and get an intimate look at the people who make those worlds (what) they are,” Mallari said.

From learning how high-dollar businesses work, to figuring out how to survive in the wild, to cooking the perfect BBQ, Mallari was there the whole way—capturing TV moments people are drawn to.

Mallari has worked with some of the top names in show business. He was Mark Burnett’s assistant for five seasons of “Survivor,” and a producer on the Discovery Channel show “Dual Survival.” He also produced “The Apprentice” and “BBQ Pitmasters.”

The busy producer related that one of his favorite shows to work on was “The Apprentice.”

“Budgets for a show like that are 5 to 10 times cable budgets, which allows you to do cooler things and have access to more unique locations and experiences.”

While working on “The Apprentice,” Mallari had perks such as flying in a G5 jet to Martha Stewart’s summer home in Maine. On “Dual Survival,” he traveled to some of the most remote parts of the world and dealt with what Mother Nature had in store.

Despite the glitz and excitement, Mallari admitted that working 120-hour weeks for three months at a time is exhausting.

“When you’re working on a show, your life becomes that show, especially since you usually work on the road while filming.”

Learning how to balance time and money is important to surviving in show business,
Busy School of Comm student reels in ESPN job

by Stephen Igoe

At the beginning of this semester, a typical Monday morning for Ronnie Moore began with a quick email check, setting the schedule for The East Carolinian sports section for the week to come, and then a morning class. Moore was balancing a full-time class schedule with working through the night to put together the sports section for the school newspaper, and even setting aside time for a little fishing. Yet the already busy student was about to lure in another opportunity.

Discovering sports writing

Moore, 20, was raised in Advance, N.C., before electing to attend ECU. He arrived in 2011 and wasn’t sure exactly what he wanted to study. But he knew he liked sports. Just three days into his freshman year, he picked up The East Carolinian and saw that the newspaper was having a job fair. He decided to give it a shot.

“I basically just sat down and said I can talk for hours about sports, so I know I can write 600 words about sports,” Moore said. “So they took a chance and I became a writer.”

He spent the next year covering sporting events and learning the different styles of writing, and ultimately decided to major in communication with a concentration in journalism. After gaining a lot of experience and earning the respect of his peers at the newspaper, Moore worked his way up the ladder and was named head sports editor in the spring of 2013.

“I've learned a lot from him and his time management plan,” related Dan Hunt, The East Carolinian's assistant sports editor.

Indeed, time management was essential for Moore, who estimated he spent nearly 30 hours in the office putting together The East Carolinian (a biweekly paper) and 20 hours outside making phone calls and gathering ideas.

He also joined Pirate Video, a multimedia production team that works with East Carolina Athletics on video packages as well as shooting practice film for the football team.

“I wanted to get involved with all different types of media,” Moore said. “That way, when it’s time to hit the job market, I have enough on my resume so that it sticks out.”

Hooking an opportunity

Moore is also a member of ECU’s club fishing team.

“I’ve been fishing since I was little,” he related. “There's nothing like being on the water, and getting a chance to cover fishing is basically my dream job. It’s what I’ve always wanted.”
And that's exactly what happened when Moore landed a position following and chronicling bass fishing tournaments across the United States for the ESPN website.

“I work with Bassmaster, which has all levels of fishing from semi-pro tournaments, weekend anglers, college fishermen and the professionals (Elite Series),” said Moore, adding that the website link is bassmaster.com.

The job began on Feb. 21—in the midst of the semester. “I had a friend who knew my quality of work here at ECU and when a job opening popped up he gave me a phone call.”

Although he continued taking classes, Moore was forced to miss more sessions than normal and make up his work while on the road.

“We do video, photos, stories, blogs and much more,” he related, adding that camera operators work with producers to determine what video is needed. “We take that footage and make the TV show, which is shown on ESPN2 every Saturday and Sunday morning.”

Those who have seen him in action believe that the full schedule might be overwhelming for some, but not for Moore.

“I don’t know how he’s going to pull it off, but knowing him, he will find a way to squeeze everything in,” said Hunt.

Moore says he has no regrets about taking on so many different roles.

“I love what I do and I wouldn’t trade it for anything. It’s only going to help me in the long run and, hopefully, make me a better person and a writer.”

Greenville native Bill Johnson, executive vice president of Sports Trust Advisors and ECU alumnus (’91), was the featured speaker for the Eighth Annual Spring Reception. With more than 20 years of experience in the business of sports, Johnson represents a number of professional football players (including ECU alumni) and has also worked with the NBA’s Orlando Magic.

Public relations entrepreneur and ECU alumna Jamie Lynn Sigler received the School of Communication 2014 Distinguished Alumni Award. Sigler graduated from ECU in 2001 with a degree in communication and a concentration in public relations. She founded the bi-coastal public relations agency J Public Relations Inc. in 2005.

Former Pirate C.J. Wilson is a client of Johnson and currently with the Oakland Raiders.

For more, go to www.ecu.edu/comm/
he added. “Most work is freelance, so you go from job to job or show to show.”

Mallari is the Vice President of Development at Stage 3 Productions in Philadelphia. His work experiences all over the world have helped him in his current job, including being able to come up with new and creative television programs.

Looking back and to the future

Mallari’s father owned one of the early home video cameras in the 1980s back in the small town of Pennsville, N.J. Jordan immediately showed interest in the camera and began what ended up being a longtime passion and successful career.

He completed a television internship in New York City that his cousin helped him obtain. The two-week position helped Mallari confirm he indeed wanted to work in television.

Next came the School of Communication at ECU.

“I found a great group of people at ECU, and loved the environment of the campus, town and the proximity to the coast,” Mallari related.

After graduating ECU in May of 2000, Mallari returned to New Jersey for a few months before buying a one-way ticket to Los Angeles.

A few months later, he landed a production assistant position on “Men Are from Mars, Women Are from Venus.”

The talk show was filmed on the Sony Studio lot. His job was to drive a golfcart and make sure talent on the show got to their necessary locations. Mallari said he was starstruck because his office was next to Adam Sandler’s production office.

Other memories are even more surreal.

“One of my cooler moments was driving a golf cart down one of the studio streets and, all of a sudden, I was surrounded by over 50 extras in full costume for the ‘Planet of the Apes’ remake they were filming in 2000. I was the only ‘human’. ”

He spent many hours on his first job learning about all of the different positions and their duties. Mallari proved himself and worked his way up from show to show. He said television is about networking but also about how well people perform. He advises aspiring television producers to move where the business happens.

“If you truly want to become a TV producer, you have to move to

“...your life becomes that show, especially since you usually work on the road while filming.”

— Jordan Mallari
where the bulk of the business usually is — L.A. or New York. Just move and worry about the job when you get there because you have to commit,” he said.

Nonetheless, he is looking forward to settling down with his wife, Lindsay Freed (Mallari), whom he met while working on “BBQ Pitmasters.” Lindsay still runs that show as the Executive Producer.

**Returning to ECU**

In May, Mallari returned to ECU for the first time since graduating. Besides visiting his alma mater, he served as the guest speaker at the School of Communication’s spring graduation recognition ceremony.

SOC Director Dr. Linda Kean said, “Jordan has had a fantastic career since graduating. We are excited about his return to campus to speak with our students.”

**School of Communication announces Certificate in Health Communication**

Available to students enrolled in graduate degree programs and nondegree applicants who hold a baccalaureate degree. *(Students currently enrolled in the MA in communication are not eligible to earn the certificate.)*

The program requires 12 s.h. of health communication coursework with a minimum grade of B from courses related to:

- Media and Health Communication
- Interpersonal Health Communication
- Intercultural Communication in Health Contexts
- Communication and Health Organizations
- Communication Approaches to Health Advocacy
- Introduction to Health Communication
- Special Topics in Health Communication

For full details, visit [www.ecu.edu/cs-cfac/comm/graduate/certificate.cfm](http://www.ecu.edu/cs-cfac/comm/graduate/certificate.cfm)

Or contact Dr. Laura Prividera, Associate Director, School of Communication, 252-328-5304, privideral@ecu.edu.
You can help the School of Communication continue to grow by:

joining CommCrew for friends and alumni of the East Carolina University School of Communication

Name: ______________________________________________

Address:  ____________________________________________

____________________________________________________

Phone:  ______________________________________________

E-mail:_______________________________________________

Your membership supports academic scholarships, student journalism, and creative media production.

• Recent Alumni ($25)
• Member ($50)
• Patron ($100)
• Benefactor ($250)
• Director ($500)

• Chancellors’ Society ($1,000)
• Call me about corporate sponsorship.
• Other (amount)

Please make your check payable to the ECU Foundation and return to:
Dr. Linda Kean, Director School of Communication,
102 Joyner, Mail Stop 524, East Carolina University,
Greenville, NC 27858-4353

You can also donate online at:
onestop.ecu.edu/onlinegiving/

Please designate your gift to: “College of Fine Arts and Communication,” then “School of Communication,” and under “Other Area” type “CommCrew.”

For more SOC news and info, please visit:
www.ecu.edu/comm