



News Release

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September 22, 2006
NR06053

NMCC and S.W. Collins partner for new “Do It Best Aroostook” television series

Aroostook County - A unique new partnership between Northern Maine Community College and the S.W. Collins Company of Caribou and Presque Isle to produce a weekly “how to” television segment, designed to assist County residents with projects in and around the home, will premiere throughout the month of October on WAGM-TV.

“Do it Best Aroostook”, produced on the NMCC campus by faculty and students in the college trade and technical occupations programs will air each Wednesday evening between 5:30 and 6:00 p.m. on the *News Source 8 First Edition* and again on Friday mornings between 6:00 a.m. and 7:00 p.m. on the *Morning Edition*. The first broadcast will air on Wednesday, October 4, and again on Friday, October 6.

“Whether it’s helpful tips to winterize a home for the cold weather ahead, advice on selecting the best paint for that next spruce up job, or suggestions on what tools and products will work best for a home improvement project, the new segment will explore how viewers can ‘Do it Best’, when it comes to projects in and around the home,” said Jason Parent, who along with Karen Gonya of the NMCC development and college relations office is co-directing the videotaped broadcasts.

The first four segments, airing throughout October, will feature a series on insulating and winterizing a home. NMCC instructor Guy Jackson, who teaches in the residential construction program, and Roger Crouse, instructor in the computer aided drafting program, will feature specific tips on how to best prepare a home for winter.

In addition to the benefit derived by individuals who view the televised productions, college faculty are using the videotaping sessions as a learning and development opportunity for students.

“This new venture is providing students in our trade programs with the opportunity to demonstrate the skills they are learning in the classroom in a very public forum. As an institution of higher learning, and more specifically as a community college, we take great pride in ensuring our students receive a well-rounded education,” said Brian McDougal, chair of the trade and technical occupations department. “In addition to the increased visibility this will afford, it will enhance the overall experience of students in our affected programs.”

Future planned segment topics will allow individuals in other trade and technical occupation programs to participate in the productions. Specific examples include a broadcast that will inform viewers on how to ensure their vehicles are ready for winter driving in and around the County that will feature faculty and students in the automotive technology program, and segments on preventing and dealing with frozen pipes with tips from faculty and students in the plumbing and heating program.

Partnering with NMCC, S.W. Collins will serve as the exclusive sponsor of the productions. The Caribou and Presque Isle based business will also assist and participate in some of the segments, including providing experienced professionals and an on-site location for several of the weekly broadcasts during the seven-month run.

“S.W. Collins Company is pleased to partner with NMCC on the ‘Do It Best’ television segment. It is most fitting as the best in practice of the trades is being taught locally at NMCC,” said Sam Collins of S.W. Collins.

The first half of the “Do it Best Aroostook” season will run from the beginning of October through the first half of December. Following a month-long hiatus around the holidays, the regular feature series will return in mid-January and run through the end of April.

“We view this program as an extension of the service we provide our communities. The valuable information and tips our faculty and students will deliver to viewers will help them save time and money, and hopefully encourage them to take on projects they would never have imagined tackling before,” said Gonya.



Residential construction instructor Guy Jackson provides helpful hints for weatherizing your home with the aid of students Aaron Pelletier, Nathanael Porter and Karen “Woody” Simpson during the first segment of *Do It Best Aroostook*.