

# The Luna Light



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*“The People’s College”*

*Becoming The Premier Rural Community College in America*

## Luna CC students launch statewide commercial



**Luna Community College will be launching a statewide commercial which will begin airing on Sunday, July 15. The student-driven commercial was produced by LCC Mass Media students. It was overseen by LCC Mass Media Instructor Kenneth Bachicha and LCC Director of Institutional Research John Tiernan. The 30 second commercial will be aired on KRQE, KASA FOX, KOAT and KOB during 8 a.m. to 5 p.m. and 1 a.m. to 5 a.m. time slots. Pictured are the lead actors (l-r): Novyembre Lucero (representing cosmetology); Gilbert Garcia (representing culinary arts); AmberLynn Lucero (representing liberal arts); Tim Cochran (representing auto collision) and Shannon Saiz (representing dental assisting). These two images can be seen in the commercial.**

AmberLynn Lucero says she has always been fascinated by television.

Today, Lucero along with several other Luna Community College students, will be featured in a statewide commercial.

The student-driven commercial was produced and stars LCC students. It is scheduled to be aired on KRQE, KOB, KASA FOX and KOAT for the next few weeks. The commercial is 30 seconds and will be run from 8 a.m. to 5 p.m. and from 1 a.m. to 5 a.m.

“Ever since I was little, I’ve always wanted to be on television,” said Lucero. “This is a good start; I dream big.”

Lucero is the star of the commercial as she participates in many scenes and has a speaking role.

“I feel it is a great opportunity for Luna Community College,” says Lucero who was chosen in a student-led audition to play the lead role. “It is an honor for me to represent Luna Community College and help get the message across to potential students. I hope people will say that Luna Community College is their choice for higher education.”

Lucero, a recent dental assisting graduate, will be attending UNM this fall and pursue her education as a hygienist. Lucero, a 2010 West Las Vegas graduate, has attended LCC as a dual credit student.

James “Jimmy John” Maldonado was one of the mass media students involved behind the scenes.

“I learned how to direct and how to produce and I also picked up some knowledge in editing,” he says. “It’s going to help me in my broadcasting career.”

**For the entire article, please see Monday’s Luna Light**