

A Handbook for Students
Majoring in Degree Programs
In the
Department of Media
at
Arkansas State University

2018-2019



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Department of Media

Professor Osabuohien P. Amienyi, Chair

Professors: *Fears, Pitts, Zeng*

Associate Professors: *Combs*

Assistant Professors: *Bowman, Tait*

Instructors: *Brown, Doyle, Mishra, Perkins, Pillow, Roberts, Sitton*

The Department of Media offers Bachelor of Science degrees in Multimedia Journalism and Creative Media Production. Students in Multimedia Journalism can emphasize in news editorial, broadcast journalism and photojournalism. Students in Creative Media Production can emphasize audio and video production, graphic communication, narrative media, and sports media.

MULTIMEDIA JOURNALISM PROGRAM:

The multimedia journalism program prepares student journalists and news practitioners to generate, research, write, and produce newsworthy content across the news media spectrum. Through hands-on instruction, practical workplace experience and conceptual coursework, students learn how to create and distribute content for print, radio, television, digital, interactive, social and mobile media.

Multimedia journalism is designed to develop news judgment, talent for performance and teamwork, and storytelling skills applicable to a variety of professions and media outlets. This program builds the foundation on which graduates can establish a career in modern news media across platforms.

CREATIVE MEDIA PRODUCTION PROGRAM:

The creative media production program prepares students for the world of media production, from concept to program completion. Through hands-on instruction and conceptual coursework, students learn how to create and distribute content for radio, entertainment and sports television, film, websites and interactive media.

Creative Media Production is designed to nurture students with a passion for storytelling and communicating, and a talent for expressing themselves through visual media. This preparation provides a solid foundation on which to build their careers in a variety of rewarding professions.

DEGREE REQUIREMENTS

Students earning a Bachelor of Science from the Department of Media must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the Departments of Media and Communication.
2. A minor outside of the Departments of Media and Communication. The minor must be approved by the student's advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.

4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.
6. Present for faculty review a portfolio website that meets specified requirements

New Student Admission

Admission to the degree programs offered through the Department of Media is coordinated through the Office of Admissions of Arkansas State University, Jonesboro. There are no special admission requirements but a portfolio must be developed and submitted prior to graduation.

Transfer Student Admission/Transfer Credit

Admission procedures are the same for transfer students as they are for incoming freshmen. The Office of Admissions completes an evaluation of transfer credit for General Education courses. The chair of the Department of Media performs the evaluation of transfer credit for any art, art history or art education courses completed at other institutions.

Note: Some courses taken at other institutions, especially junior colleges or community colleges may have the same or similar titles to courses offered at Arkansas State University. However, if the course taken elsewhere is a lower level course (1000 or 2000), it is not evaluated as the equivalent for an upper level (3000 or 4000) course at Arkansas State University and will not be awarded transfer credit toward degree completion.

Note: The Banner system often does not recognize equivalent courses completed at other institutions and this regularly prevents transfer students from enrolling in courses. Transfer students often have to complete the Prerequisite Waiver Form for every registration.

Advising

All students majoring in the Department of Media must have an academic advisor in the department. Initial advising may be done by the department chair or by the advisor at the Advising and Career Center Candace Evans. Once a major and/or emphasis have been selected, the student should have their advisor changed. This may be done online by your advisor or by Kimberley McDaniel in the Advising and Career Center.

Students in the **Bachelor of Media** program will have to complete a prerequisite waiver form for each 4000 Media course in which they wish to enroll.

4000 Level Courses

In order to be eligible to enroll in 4000 level MEDIA courses, the student must demonstrate an ability to work in specific media at an advanced level, demonstrate a knowledge of the history of media from prehistory through the modern era, demonstrate an ability to speak and write about media knowledgeably and demonstrate a maturity in their work completed for courses in their major (Studio, Radio, Media History and Newspaper).

Faculty & Staff

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MULTIMEDIA JOURNALISM PROGRAM

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MEDIA PRODUCTION SUPPORT

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Department of Media Policies and Procedures

Please refer to the current ASU Student Handbook for University Policies.

Prerequisite Policy

Prerequisites in the Department of Media will be upheld. Any student who has not submitted a Prerequisite Override form signed by the professor will not be permitted to take a course without first completing the prerequisite with a grade of C or above.

Students with Disabilities

Any student who is registered with Disability Services AND who needs “reasonable accommodation” must notify the professor by the end of the second week of classes.

Mobile Devices

Policies regarding the use of mobile devices are established by each member of the faculty. Such policies regarding the use of cellular phones, iPods, iPads, etc. are included in the syllabus for each course.

Health Hazards and Safety

Some courses offered by the Department of Media may require the use of chemicals, equipment or processes that the University Safety Committee recognizes as potentially hazardous to a student's safety and health. Every instructor is required to provide instructional information and training on safe handling and usage procedures prior to engaging students in the use of hazardous chemicals or equipment. In addition, students are advised to notify the instructor or laboratory supervisor of any medications or conditions that may impair their mental alertness and/or their ability to safely engage in the use of any hazardous chemical or equipment.

All students should use hazardous chemicals and equipment only under the direct supervision of the instructor or by approval of the instructor, using recommended methods and procedures. Failure to adhere to the outlined safety precautions could result in disciplinary action.

Department of Media Emergency Procedures

If calling from a mobile phone:

University Police 972-2093

Jonesboro Police 935-5553

Jonesboro Fire Department 935-5551

Extreme Emergency 911

If calling from a university office phone:

University Police 2093

Jonesboro Police (9) 935-5553

Jonesboro Fire Department (9) 935-5551

Extreme Emergency (9) 911

MEDICAL EMERGENCY

WHEN TO CALL! – If any of the following are happening:

- Unresponsiveness
- Difficulty Breathing
- Chest Pain
- Seizures
- Profuse Bleeding

DO NOT OVERREACT.

Most situations can be handled on site or by private transport to seek medical care.
Do not hesitate to call an ambulance (911) if the medical condition requires immediate medical attention.

Listed below are basic first aid procedures for classrooms and laboratories.

BURNS

Minor (small scalds, burns from hot objects)

- Flush the burned area with cool water from a tap or use cool wet compresses applied to the skin.
- Cleanse the burned area. Apply burn cream from the first aid kit.
- If blistering occurs – recommend that student seek treatment at Wilson Student Health Center (WSHC) or with personal physician.

Chemical Burn

- Start treatment immediately by placing the burned area under cool running water and continue flushing for at least 15 minutes.
- If the chemical has splashed into the eye, irrigate the injured eye with cool water. Make sure the eye is open and the head is positioned so the water will not run into the other eye. Irrigate for at least 15 minutes, and then cover the eye with a sterile compress. • Recommend the individual seek emergency medical treatment. UPD will transport student to medical treatment facility.
- Staff should pull Safety Data Sheet and send with student to medical treatment facility.

CUTS, SCRAPES, AND BRUISES

- Clean area with a Betadine wipe, which can be found in the first aid kit. Cover with a light protective adhesive bandage.
- Treat bruises that involve bleeding into the tissue beneath the outer layer of skin with cold packs to reduce swelling.
- For deeper cuts that go through the skin, control bleeding with direct pressure and elevation. If bleeding persists or recurs, recommend the student seek medical treatment at the Wilson Student Health Center or with personal physician.

FAINTING

- Check to make sure the individual is breathing.
- Lay the person on his/her back; raise the legs higher than the head to promote the flow of blood to the heart and brain.
- When person revives, color returns to the face, suggest lying or sitting for a few minutes before attempting to stand.
- Recommend the student seek medical treatment at the Wilson Student Health Center or with personal physician.

NOSEBLEEDS

- Have the person sit down with head angled slightly forward so the blood doesn't run back into the throat.
- If the blood comes from only one nostril, press the fleshy part of the nostril firmly toward the midline; if from both, pinch the nostrils together. Maintain pressure for 5 to 10 minutes.
- If the bleeding is profuse or cannot be controlled within 30 minutes, or if nosebleeds occur frequently, advise the student they should seek medical treatment at Wilson Student Health Center or with personal physician.

SPRAINS

- Start with RICE – Rest, Ice, Compressions and Elevation. Do not let the individual use the injured body part.
- Apply an ice pack and mild compression with an elastic bandage to the injured body part for several hours to keep swelling down.
- Keep the sprain elevated, using pillows.
- If there is discoloration or deformity, advise the student they may wish to seek medical treatment from Wilson Student Health Center or with personal physician.

EYE INJURIES

Minor

- DO NOT rub or apply pressure or ice to the injured eye.
- Cover eye with patch and recommend student seek medical treatment from Wilson Student Health Center or with personal physician.
- If the injury is a black eye, you may apply ice to cheek and area around eye, but not directly on the eyeball itself.

Severe

- If an object is impaled in the eye, CALL 911, DO NOT remove the object.
- Cover both eyes with sterile dressings to immobilize have student transported to medical treatment facility of their choice.
- DO NOT rub or apply pressure or ice to the injured eye.

Department of Media Emergency Procedures posters are located throughout the Communication/Education building.

Student Rights Grievance Procedure (from the 2017-2018 A-State Student Handbook)

Step 1

Since the faculty has the primary responsibility for course development, course delivery, the assessment of student achievement, and the sanction for academic misconduct, any student who has a complaint related to an academic issue should first consult with the course instructor within ten (10) working days of the incident and try to resolve the complaint. If the grievance involves a faculty member who is no longer employed at the university, or with whom the student does not feel comfortable approaching the student should move to step two of this process. If the complaint is resolved, the grievance process ends.

Step 2

If the complaint is not resolved in step one, and if the student wishes to pursue the complaint further, the student shall consult with the department chair/unit supervisor within fifteen (15) working days of the academic incident. The appropriate chair/unit supervisor shall consult informally with the student and the individual against whom the complaint has been made to attempt to resolve the complaint. The chair/unit supervisor shall notify the student and the individual against whom the complaint has been made in writing of the resolution or lack thereof within ten (10) working days of the student's first consultation with the chair/unit supervisor. If the complaint is resolved, the grievance process ends.

Step 3

If the complaint is not resolved in step two, and if the student wishes to pursue the complaint further, the student shall file a formal written complaint with the department chair/supervisor within thirty five (35) working days from the academic incident. The written complaint must specify the academic right(s) the student alleges has (have) been violated and must include:

- a. Date and details of the alleged violation;
- b. Any available evidence of the alleged violation;
- c. Names, addresses, and phone numbers of witnesses to the violation;
- d. The requested remedy to the alleged violation.

The chair/unit supervisor shall investigate the complaint using whatever processes are appropriate including, but not being limited to, written responses from or interviews with faculty members, other students, and other parties. The chair/unit supervisor shall notify the student and the individual against whom the complaint has been filed in writing of the chair/unit supervisor's finding and recommendation within ten (10) working days of receipt of the written complaint. If both parties in the complaint accept the recommendation, they will sign a statement to that effect and the grievance process ends. The

chair/unit supervisor shall retain the written records of the process for five calendar years. Upon request, the chair/unit supervisor shall provide either or both parties with copies of all information gathered during the investigation.

Step 4

If the complaint is not resolved in step three, either party may request that the dean appoint a college hearing committee. The request for a college hearing committee review must be made in writing to the dean within ten (10) working days of completion of the step three process.

Academic Integrity Policy of the Department of Media, Arkansas State University

I. Academic Integrity

A. Academic integrity calls for students to do their own work and not to claim as their work anything someone else has done. Intellectual growth calls for doing one's own work; so does academic honesty.

B. Infringements of academic integrity include offering someone else's work as your own (see Plagiarism below), buying term papers, and cheating (see Test cheating below). Specific penalties may result.

II. Plagiarism

A. "Plagiarism" means giving the impression in an assigned paper or studio work that someone else's thoughts, ideas, images and/or words are your own.

B. To avoid plagiarism give written credit and acknowledgement to the source of the thought, idea, image and/or words, whether you have used direct quotation, paraphrasing, or just a reference to a general idea.

C. If you directly quote words written by someone else, enclose the quotation in quotation marks and provide a footnote.

D. If you directly incorporate an image by someone else, you should give credit to that person, in the title, or following your signature, or in some other appropriate way. Example: "... after Rembrandt."

E. No written paper or studio project created for credit in one class should be used for credit in another class without the knowledge and permission of all professors concerned.

F. The research as well as the complete written paper or studio project should be the work of the person seeking academic credit for the course.

III. Faculty members may respond to plagiarism in any of the following ways:

A. Return the work to be redone; the grade may be reduced.

B. Give a failing grade on the work ("F" or zero).

C. Give the student a failing grade in the course.

IV. Test Cheating may consist of any of the following:

A. Having access to exam questions beforehand.

B. Having access to course information during an exam period.

C. Observing another person's test during the exam period.

V. If cheating occurs during a test, a faculty member may:

A. Seize the test of the offending student, or

B. Allow the testing to continue without interruption, informing the offending student at the end of the period about the offense.

VI. Faculty members may respond to cheating in any of the following ways:

A. Give a failing grade on the exam ("F" or zero).

- B. Give a failing grade in the course.
- C. Refer the matter for disciplinary action to the Office of Student Affairs.

VII. Scope: These policies cover all classes in the Department of Media.

Major in Multimedia Journalism

Bachelor of Science

Emphasis in Broadcast Journalism

A complete 8-semester degree plan is available at <http://registrar.astate.edu/>.

University Requirements:	
See University General Requirements for Baccalaureate degrees (p. 42)	
First Year Making Connections Course:	Sem. Hrs.
UC 1013, Making Connections	3
General Education Requirements:	Sem. Hrs.
See General Education Curriculum for Baccalaureate degrees (p. 85)	
Students with this major must take the following:	35
<i>CMAC 1003, Mass Communication in Modern Society</i> <i>COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)</i>	
Major Requirements:	Sem. Hrs.
CMAC 1001, Media Grammar and Style	1
CMAC 2003, Media Writing	3
CMAC 2053, Introduction to Visual Communications	3
CMAC 3001, Professional Seminar	1
CMAC 4073, Communications Law and Ethics	3
MDIA 2013, Multimedia Reporting	3
MDIA 2313, Multimedia Production	3
MDIA 3363, Communications Research	3
MDIA 4053, Advanced Reporting	3
MDIA 4123, Media Management and Entrepreneurship	3
Media or Communication Electives	6-9
Sub-total	32-35
Emphasis Area (Broadcast Journalism):	Sem. Hrs.
MDIA 3203, Reporting for Electronic Media	3
MDIA 3603, Electronic News Gathering	3
MDIA 4343, News Production and Performance	3
Sub-total	9
Minor:	Sem. Hrs.
<i>Must be outside of the Departments of Media and Communication and approved by advisor.</i>	18-21
Electives:	Sem. Hrs.
Electives	17-23
Total Required Hours:	120

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

Major in Multimedia Journalism

Bachelor of Science

Emphasis in News Editorial

A complete 8-semester degree plan is available at <http://registrar.astate.edu/>.

University Requirements:	
See University General Requirements for Baccalaureate degrees (p. 42)	
First Year Making Connections Course:	Sem. Hrs.
UC 1013, Making Connections	3
General Education Requirements:	Sem. Hrs.
See General Education Curriculum for Baccalaureate degrees (p. 85)	
	35

Students with this major must take the following:	
<i>CMAC 1003, Mass Communication in Modern Society</i> <i>COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)</i>	
Major Requirements:	Sem. Hrs.
CMAC 1001, Media Grammar and Style	1
CMAC 2003, Media Writing	3
CMAC 2053, Introduction to Visual Communications	3
CMAC 3001, Professional Seminar	1
CMAC 4073, Communications Law and Ethics	3
MDIA 2013, Multimedia Reporting	3
MDIA 2313, Multimedia Production	3
MDIA 3363, Communications Research	3
MDIA 4053, Advanced Reporting	3
MDIA 4123, Media Management and Entrepreneurship	3
Media or Communication Electives	6-9
Sub-total	32-35
Emphasis Area (News Editorial):	Sem. Hrs.
MDIA 3043, Basic Digital Photography	3
MDIA 3063, News Editing	3
MDIA 3073, News Design	3
Sub-total	9
Minor:	Sem. Hrs.
<i>Must be outside of the Departments of Media and Communication and approved by advisor.</i>	18-21
Electives:	Sem. Hrs.
Electives	17-23
Total Required Hours:	120

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

Major in Multimedia Journalism

Bachelor of Science Emphasis in Photojournalism

A complete 8-semester degree plan is available at <http://registrar.astate.edu/>.

University Requirements:	
See University General Requirements for Baccalaureate degrees (p. 42)	
First Year Making Connections Course:	Sem. Hrs.
UC 1013, Making Connections	3
General Education Requirements:	Sem. Hrs.
See General Education Curriculum for Baccalaureate degrees (p. 85)	
Students with this major must take the following:	35
<i>CMAC 1003, Mass Communication in Modern Society</i> <i>COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)</i>	
Major Requirements:	Sem. Hrs.
CMAC 1001, Media Grammar and Style	1
CMAC 2003, Media Writing	3
CMAC 2053, Introduction to Visual Communications	3
CMAC 3001, Professional Seminar	1
CMAC 4073, Communications Law and Ethics	3
MDIA 2013, Multimedia Reporting	3
MDIA 2313, Multimedia Production	3
MDIA 3363, Communications Research	3
MDIA 4123, Media Management and Entrepreneurship	3
Media or Communication Electives	6-9
Sub-total	29-32
Emphasis Area (Photojournalism):	Sem. Hrs.
AD 3193, Advanced Photography	3
MDIA 3043, Basic Digital Photography	3
MDIA 3093, Intermediate Photojournalism	3
MDIA 4013, Advanced Photojournalism	3
Sub-total	12
Minor:	Sem. Hrs.
<i>Must be outside of the Departments of Media and Communication and approved by advisor.</i>	18-21

Electives:	Sem. Hrs.
Electives	17-23
Total Required Hours:	120

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

Major in Creative Media Production

Bachelor of Science

Emphasis in Audio/Video Production

A complete 8-semester degree plan is available at <http://registrar.astate.edu/>.

University Requirements:	
See University General Requirements for Baccalaureate degrees (p. 42)	
First Year Making Connections Course:	Sem. Hrs.
UC 1013, Making Connections	3
General Education Requirements:	Sem. Hrs.
See General Education Curriculum for Baccalaureate degrees (p. 85)	
Students with this major must take the following:	35
CMAC 1003, Mass Communication in Modern Society COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)	
Major Requirements:	Sem. Hrs.
CMAC 1001, Media Grammar and Style	1
CMAC 2003, Media Writing	3
CMAC 2053, Introduction to Visual Communications	3
CMAC 3001, Professional Seminar	1
CMAC 4073, Communications Law and Ethics	3
MDIA 2313, Multimedia Production	3
MDIA 3363, Communications Research	3
MDIA 4123, Media Management and Entrepreneurship	3
MDIA 4363, Multimedia Storytelling	3
Media or Communication Electives	6-9
Sub-total	29-32
Emphasis Area (Audio/Video Production):	Sem. Hrs.
MDIA 3313, Audio and Video Production	3
MDIA 3343, Advanced Audio Production OR MDIA 4383, Advanced Television Production	3
MDIA 3353, Field and Post Production	3
MDIA 4353, Corporate Media Production	3
MDIA 4483, Broadcast Graphics	3
Sub-total	15
Minor:	Sem. Hrs.
<i>Must be outside of the Departments of Media and Communication and approved by advisor.</i>	18-21
Electives:	Sem. Hrs.
Electives	14-20
Total Required Hours:	120

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

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Major in Creative Media Production

Bachelor of Science

Emphasis in Graphic Communication

A complete 8-semester degree plan is available at <http://registrar.astate.edu/>.

University Requirements:	
See University General Requirements for Baccalaureate degrees (p. 42)	
First Year Making Connections Course:	Sem. Hrs.
UC 1013, Making Connections	3
General Education Requirements:	Sem. Hrs.

See General Education Curriculum for Baccalaureate degrees (p. 85)	
Students with this major must take the following:	35
<i>CMAC 1003, Mass Communication in Modern Society</i> <i>COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)</i>	
Major Requirements:	Sem. Hrs.
CMAC 1001, Media Grammar and Style	1
CMAC 2003, Media Writing	3
CMAC 2053, Introduction to Visual Communications	3
CMAC 3001, Professional Seminar	1
CMAC 4073, Communications Law and Ethics	3
MDIA 2313, Multimedia Production	3
MDIA 3363, Communications Research	3
MDIA 4123, Media Management and Entrepreneurship	3
MDIA 4363, Multimedia Storytelling	3
Media or Communication Electives	6
Sub-total	29
Emphasis Area (Graphic Communication):	Sem. Hrs.
GCOM 1813, Introduction to Digital Publishing	3
GCOM 2673, Digital Prepress Workflow	3
GCOM 3603, Graphic Production Systems	3
GCOM 3673, Desktop Publishing and Publication Design	3
GCOM 4643, Graphic Communications Management Seminar	3
Sub-total	15
Minor:	Sem. Hrs.
<i>Must be outside of the Departments of Media and Communication and approved by advisor.</i>	18-21
Electives:	Sem. Hrs.
Electives	17-20
Total Required Hours:	120

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

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Major in Creative Media Production

Bachelor of Science

Emphasis in Narrative Media

A complete 8-semester degree plan is available at <http://registrar.astate.edu/>.

University Requirements:	
See University General Requirements for Baccalaureate degrees (p. 42)	
First Year Making Connections Course:	Sem. Hrs.
UC 1013, Making Connections	3
General Education Requirements:	Sem. Hrs.
See General Education Curriculum for Baccalaureate degrees (p. 85)	
Students with this major must take the following:	35
<i>CMAC 1003, Mass Communication in Modern Society</i> <i>COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)</i>	
Major Requirements:	Sem. Hrs.
CMAC 1001, Media Grammar and Style	1
CMAC 2003, Media Writing	3
CMAC 2053, Introduction to Visual Communications	3
CMAC 3001, Professional Seminar	1
CMAC 4073, Communications Law and Ethics	3
MDIA 2313, Multimedia Production	3
MDIA 3363, Communications Research	3
MDIA 4123, Media Management and Entrepreneurship	3
MDIA 4363, Multimedia Storytelling	3
Media or Communication Electives	6-9
Sub-total	29-32
Emphasis Area (Narrative Media):	Sem. Hrs.
CMAC 4063, Internship	3
MDIA 3403, Screenwriting for Narrative Motion Pictures	3

MDIA 3503, Film Cinematography, Lighting and Editing	3
MDIA 4303, Advanced Filmmaking Techniques	3
Sub-total	12
Minor:	Sem. Hrs.
<i>Must be outside of the Departments of Media and Communication and approved by advisor.</i>	18-21
Electives:	Sem. Hrs.
Electives	17-23
Total Required Hours:	120

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

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Major in Creative Media Production

Bachelor of Science Emphasis in Sports Media

A complete 8-semester degree plan is available at <http://registrar.astate.edu/>.

University Requirements:	
See University General Requirements for Baccalaureate degrees (p. 42)	
First Year Making Connections Course:	Sem. Hrs.
UC 1013, Making Connections	3
General Education Requirements:	Sem. Hrs.
See General Education Curriculum for Baccalaureate degrees (p. 85)	
Students with this major must take the following:	35
<i>CMAC 1003, Mass Communication in Modern Society</i> <i>COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)</i>	
Major Requirements:	Sem. Hrs.
CMAC 1001, Media Grammar and Style	1
CMAC 2003, Media Writing	3
CMAC 2053, Introduction to Visual Communications	3
CMAC 3001, Professional Seminar	1
CMAC 4073, Communications Law and Ethics	3
MDIA 2313, Multimedia Production	3
MDIA 3363, Communications Research	3
MDIA 4123, Media Management and Entrepreneurship	3
MDIA 4363, Multimedia Storytelling	3
Media or Communication Electives	6-9
Sub-total	29-32
Emphasis Area (Sports Media):	Sem. Hrs.
MDIA 3053, Sports Reporting	3
MDIA 3573, Sports Production	3
MDIA 4563, Sports Programming	3
MDIA 4573, Sportscasting	3
Sub-total	12
Minor:	Sem. Hrs.
<i>Must be outside of the Departments of Media and Communication and approved by advisor.</i>	18-21
Electives:	Sem. Hrs.
Electives	17-23
Total Required Hours:	120

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

260

Department of Media Minors Minor in Creative Media Production

Required Courses:	Sem. Hrs.
CMAC 1001, Media Grammar and Style	1
CMAC 2003, Media Writing	3
MDIA 2313, Multimedia Production	3
Three hours of electives offered in Creative Media Production	3
Nine hours of upper-level electives offered in Creative Media Production	9
Total Required Hours:	19

Minor in Multimedia Journalism

Required Courses:	Sem. Hrs.
CMAC 1001, Media Grammar and Style	1
CMAC 2003, Media Writing	3
MDIA 2013, Multimedia Reporting	3
MDIA 2313, Multimedia Production	3
Nine hours of upper-level electives offered in Multimedia Journalism	9
Total Required Hours:	19

Minor in Sports Media

Required Courses:	Sem. Hrs.
CMAC 1001, Media Grammar and Style	1
CMAC 2003, Media Writing	3
MDIA 2313, Multimedia Production	3
MDIA 3053, Sports Reporting	3
MDIA 3573, Sports Production	3
MDIA 4563, Sports Programming	3
MDIA 4573, Sportscasting	3
Total Required Hours:	19

The bulletin can be accessed at <http://www.astate.edu/a/registrar/students/>

ASU-TV Constition and Operating Procedures

General Information

Introduction

The main purpose of this manual is to present all ASU-TV policies and procedures in a clear, easily referenced manner and to make staff members aware of how ASU-TV should operate.

The manual conveys what is required of each and every member of the staff. It lists everything from general policies and procedures to program, produce programs, and to maintain the internet site.

Students only attend college for a short time and many policies and procedures at ASU-TV in the past have been passed on by word of mouth. This manual will give future station managers and staff members a written reference to guide their career at ASU-TV.

Mission statement

ASU-TV of Arkansas State University is a cable television station whose primary purposes is: (1) to be used as a laboratory for the instruction of radio and television students and (2) to serve all members of the community of Arkansas State University as a vehicle of communication and a public forum for faculty, staff, students and community as guaranteed by the First Amendment of the Constitution. ASU-TV should be a true reflection of the community it serves. The information provided on ASU-TV by no means reflects the opinions of the ASU administration or staff.

This statement is not intended as an absolute policy for student ASU-TV staff members. Rather, its purpose is to form the basis for guidelines for the station's operation. These guidelines are subject to change and will need to be updated periodically. It is hoped that changes will come about as a result of careful study and communication between ASU-TV staff and the Department of Radio and Television.

Organization for operation

Arkansas State University is ASU-TV's legal governing body, and as representatives of the people of Arkansas, the Board of Trustees has the final local authority for policy matters regarding this cable station. Another governing body consists of the management of Suddenlink, Inc. They graciously allow us to utilize one channel in their service, currently at 18.

The Chair of the Department of Media appoints a faculty adviser for ASU-TV to serve with the approval of the university president. The adviser serves as an ex-officio member of the ASU-TV staff and provides professional advice, counsel and support to the staff.

The basic TV station staff, while subject to change with changes in production/programming needs, includes the following positions: station manager and field producers, and sports producers. Staff will be hired to fill positions needed for all forms of production.(For a description of the responsibilities of each of these positions see the "Duties and Responsibilities" section of the handbook.)

Facilities

Location:

ASU-TV Office is located on the first floor of the College of Communications Building in Room 155. Its mailing address is P.O. Box 1930, State University, AR 72467. Its e-mail address is mail@asutv.com . Its Web address is <http://www.asutv.com> .

Atmosphere:

ASU-TV Office should be treated as a place of business during business hours. Staffers are expected to conduct themselves professionally during the day. Absolutely no cursing, shouting or dancing is allowed in the office during business hours. Many people pass ASU-TV Office at different times of the day, and we do not want them to think we are unprofessional.

Access:

ASU-TV staffers are permitted to use the office during the day. They also are permitted to use the computers for schoolwork only if there are computers available and another staffer does not need the computer for an ASU-TV related reason. Staffers are permitted to use the computers to check e-mail and research on the World Wide Web.

Staffers may use the office after hours for editing purpose. All staffers will have access to the editing suites and office through key cards that have been activated for that purpose. The office number is 972-3071 extension 238 to see if anyone is in.

Rules and regulations for access:

All ASU-TV staff members receive key cards for access to the building and office area.

Security:

The ASU-TV office door should remain shut whenever there is no staff member present in the office/lab area. There is easy access to expensive equipment in the ASU-TV office and it must be protected from damage or misuse. Security cameras are in use in the office/lab area.

Cleanliness:

The office is a place of business and should be kept clean at all times. Staff members are expected to keep their area clean, and all staffers are expected to clean up after themselves. If staffers leave documents sitting in the area, they should not expect to find it there the next day. The office should be clean when staffers leave at the end of the day.

Telephone use:

The telephone may be used for local calls by dialing “9” before the number.

Financial matters

Pay and procedures:

Staff members receive payment per hours worked. The student Station Manager along with Sports Producers work 11 hours a week. Field Producers work seven hours a week. Staff members must have a grade point average of 2.0 or higher in the previous semester to maintain employment. Staffers who do not fulfil their responsibilities during the semester will no longer be paid and will be asked to step down from their position.

Office Procedures

Communication

Telephones:

Professionalism is important. If ASU-TV receives phone calls demonstrate respect to the caller. Answer the phone with the statement. ASU-TV and your position.

Telephone courtesy:

It is important for staff members to be respectful to people who call the office and conduct themselves in a businesslike manner while someone is on the phone. At times, people call furious that a mistake has been made. Although this is rare, simply politely ask the person to hold and either send the call to an station manager or the adviser. If no one is available to take the call, take a message.

How you act on the telephone is a reflection of ASU-TV. When you start to go out and produce a program, you might find they do not want to speak to you because of something someone from ASU-TV said or did years ago, even if that person is no longer working for ASU-TV. So remember: How you act can affect how people will view ASU-TV for years to come.

Messages:

Since ASU-TV is a place of business, whoever answers the phone is expected to take responsible messages. A piece of paper with a phone number will not do any good if there is no name on it. Please get the caller's name, phone number and any message they wish to leave and write the time, date and your name on the message, then place the message on the bulletin board under the appropriate staffer's name.

Messages for you will be placed on your desk. Messages taken from the receptionist desk in the main lobby will be left in the ASU-TV box. It is located in the main Department of Media lobby next to the fax machine.

Mail:

Our mailing address is: ASU-TV of Arkansas State University
P.O. Box 1930
State University, AR 72467

For Fed-EX or UPS purposes: ASU-TV c/o Dept of Media
Communications Building

2713 Pawnee
State University, AR 72467

Mail is sent to the station manager and will be forwarded to the appropriate staff member via their desk.

Fax:

Our fax number is (870) 972-2997. Faxes will also be placed in the ASU-TV box by the receptionist in the R/TV lobby.

Professional conduct:

Staffers are expected to conduct themselves professionally during all meetings, and productions. The expectation is that all productions and events behaviors will reflect the importance of respect and good conduct in the office, control room, studio and at all remote location productions. Students should avoid inappropriate language and respect the diversity of the university population.

Duties and Responsibilities

Staff selection

The adviser will call for applications for all staff positions for the forthcoming semester before each semester is completed. All staff positions will be chosen by the ASU-TV advisors in consultation with the Station Manager.

Hiring

Procedure is as follows for staff members:

1. Applicant should complete a ASU-TV staff application form and return it to the Media department Administrative Assistant by the appropriate deadline. Students must provide a current resume, the application form and provide a one page description of a program that they wish to produce.
2. When hiring a staff member after the deadline, the following steps should be taken:
 - a. Individuals inquiring about a staff position should be directed to the station manager. The station manager should talk with the applicant to determine if he or she is qualified for a staff position. If the applicant is not qualified, the station manager and advisers should encourage the applicant to take appropriate courses to prepare them to become a staff members. Students are encouraged to participate in ASU-TV production work prior to becoming a paid staffer. If the individual is qualified, the adviser and station manager will explain the application process for ASU-TV.
 - b. An applicant should submit an essay demonstrating the applicant's program idea along with a staff application and resume.
 - c. Applicants will be hired after an appropriate interview and approval by the station advisor.

Station Managers' responsibilities

Station manager:

The station manager must be a radio/tv major who has completed more than 60 academic hours overall. The station manager will be responsible for the overall look and feel of ASU-TV, and for the general direction and management of the station managerial staff.

Duties:

- Enforce Administrative Policies.
- Make decisions regarding content, including decisions about tone, style, design, ethics, etc.
- Oversee productions and ensure all deadlines are met
- Design and select events for ASU-TV to cover.
- Organize and conduct monthly staff meetings to discuss problems, progress and upcoming events. The staff meeting should be scheduled at a time convenient for the most staff members.
- Meet with ASU-TV advisers to evaluate ASU-TV operations.
- Serve as the public relations officer for ASU-TV. The station manager should make an effort to meet with various campus student leaders, administrators and staff to establish a presence on campus and improve ASU-TV relationship with these people.
- Serve as something of an ombudsman for ASU-TV and be prepared to explain ASU-TV policies and actions and accept criticism, suggestions and feedback.
- Recruit new staff members and ensure the staff is culturally and racially diverse to reflect the diversity of the ASU campus.
- Give written warnings to staff members
 - Create and Produce Programs.

Field Producers:

Field Producers are required to create programs for ASU-TV. When a field producer is hired, each field producer will become a producer of a program in which they are hired to produce. Field producers must generate their on program ideas and execute those ideas to turn them into productions that must air on ASU-TV's cable access channel and across the ASU-TV multimedia platforms. Field producers will produce multiple programs during the semester, with the expectation that there will be charge of identifying acquiring and coordinating all locally produced and external programming for use on ASU-TV. He/She will be responsible for working with the ASU-TV manager to schedule programs and promote ASU-TV. Field producer will work events as needed which promote the station and increase visibility of the station.

Sports Producers:

These individuals will be responsible for working with all sporting events which occur on campus and in remote locations through ASU-TV and ESPN3.

Adviser's role

It will be the adviser's role to advise. Student broadcasters are not expected to be accomplished in their chosen field. Therefore, a professional is chosen to provide assistance, advice, counsel and criticism in the day-to-day operation of the cable station. To perform the job adequately, he or she must have access to student work at all times, and the students must have access to his or her services. The adviser is not intended to be the station manager. The advisor will hire staff members with input from staffers.

Mediation

With students in station managerial positions having to make decisions, there are often times when there are conflicts or disagreements that must be settled to allow the station to continue to function as it should. There should be separate procedures for different types of disputes and decisions.

Alcoholic beverages

While covering an event where alcoholic beverages are served, staffers may not accept free drinks of beer, wine or liquor.

When it is necessary to have drinks or dine with a source while pursuing legitimate programming, staffers should make every effort to pay, ensure the bill is shared evenly or reciprocate later.

Staffers should avoid the appearance of being wined and dined by any source or agency. They also should avoid circumstances where it could appear their judgment, credibility or objectivity is impaired by drinking.

Consumer products

Books, recordings and other samples of inexpensive consumer products sent to ASU-TV for review are considered handouts.

Staffers may not accept discounts on merchandise unless such discounts are routinely available to the general public.

Conferences and conventions

Staff members have the opportunity to attend a variety of student and professional media conferences throughout the school year. Students who are actively and reliably participating in the production of ASU-TV programs or its programming may attend.

Once at the conventions, students must participate in convention activities. If ASU-TV pays students' registration costs, they are expected to attend a certain number of sessions each day. Failure to attend sessions will mean the student must repay registration fees and travel costs to ASU-TV.

Relationships

Staffers must inform the station manager of personal relationships that may conflict with their job responsibilities. The station manager-in-chief will work with staffers to resolve conflicts arising from close relationships with other staffers or program sources.

We recognize that spouses and family members have lives of their own to lead. But immediate family members should be familiar with our concerns and policies requiring us to avoid outside activities that could create a conflict of interest or the appearance of one.

Sexual Harassment

Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors and other verbal or physical conduct of a sexual nature when submission is made a term or condition of employment, as the basis for evaluating academic performance or has the purpose or effect of interfering with a student's academic or extracurricular activity or creating an intimidating, hostile or offensive environment for academic or extracurricular activity.

Harassment on the basis of sex is a violation of university policy and is strongly disapproved. Faculty members, staff employees and students who sexually harass others are subject to disciplinary sanctions and are just bad people.

Victims are encouraged to report these instances. Students who believe they have been victims of sexual harassment should inform the assistant vice president for student affairs.

Staff Meetings

All staff members are required to attend bi-monthly staff meetings. If a staff member cannot attend a meeting, he or she must notify the advisor of their inability to attend. If a staffer misses more than two meetings in a semester they will no longer be employed by the station as a staffer.

Conduct at meetings

Staffers should conduct themselves in a businesslike manner during staff meetings. Staffers should be courteous to guests and people giving critiques. Staff meetings are not the time to be surfing the internet or socializing, especially when someone is speaking.

DEPARTMENTS OF MEDIA AND COMMUNICATION SCHOLARSHIPS

ALL APPLICATIONS ARE DUE BY FEBRUARY 1ST

These scholarships are available to students in programs across the college:

Dr. Robert L. Hoskins Memorial Scholarship

In memory of founding dean of the college, the scholarship is for a student new to the university majoring in Media and Communications. Applications are accepted in early spring.

Mark Eugene Crow Scholarship

The Mark Eugene Crow Memorial Scholarship was created by his family in loving memory of a bright light that was extinguished too soon. It is our hope that recipients of this award will use it in the same spirit of service and leadership that Mark Crow exhibited, and that each recipient will fulfill a portion of Mark's unrealized promise in his or her own special way. Applicants should have at least 30 hours of credits and be in good academic standing with at least a 2.75 grade point average. Applicants should have a strong interest in community service and/or service to others.

Nancy C Everitt Scholarship

Applications for the Nancy C. Everitt Scholarship are due on April 7th. This \$2900 scholarship is intended for students interested in Entrepreneurship. Students who have started their own business, or plan to have their own business in the future, should write a description of their entrepreneurial efforts and future plans. Please submit your application for the Nancy C. Everett Scholarship to either the College of Business or the College of Media and Communication.

William Randolph Hearst Scholarships

Scholarships for undergraduate and graduate students who are classified as racial minorities and pursuing a major in Multimedia journalism, Creative Media Production or Strategic Communications. Applications may be made at any time to the dean's office, but most scholarships are awarded in early spring for the following academic year.

DEPARTMENT OF MEDIA SCHOLARSHIPS

Arkansas Broadcasters Association Ted Rand Memorial Scholarship

Each year the Arkansas Broadcasters Association awards its Ted Rand Memorial Broadcasting Scholarship to a selected Arkansas high school senior who plans to major any broadcast emphasis at Arkansas State University. The scholarship covers tuition expenses for the fall semester and is renewable to cover tuition expenses the following spring semester.

Applications for the scholarship are taken each spring. The winner is selected on the

basis of his/her academic record and class standing, standardized test scores, school and community activities, recommendation by the counselor or principal, and expressed interest in broadcasting as a career. Finalists are asked to submit an audition tape recording.

Any Arkansas high school senior interested in applying for the scholarship should contact his/her local radio or TV station or high school guidance counselor in the spring, or write to the Chairman of the Department of Media at A-State. Only students in Arkansas high schools are eligible to apply for the ABA's Ted Rand Broadcasting Scholarship.

Arkansas Farm Bureau Marvin Vines Scholarship

An annual award is given in honor of the late Arkansas farm broadcaster Marvin Vines to a student majoring in a broadcast emphasis at A-State. Endowed by the Arkansas Farm Bureau, the award is given each spring to a major who will be a senior the following fall semester. The amount varies but generally is about \$350.

Application for the Arkansas Farm Bureau Marvin Vines Scholarship is currently unavailable.

Arkansas Press Association Scholarship

Student must be a resident of Arkansas, express an interest in newspaper work in Arkansas and be a sophomore, junior or senior with emphasis in news-editorial, advertising or photojournalism.

Bobby Ruff Printing Scholarship

In honor of a long-time printing services manager and former director, this scholarship is for students majoring in Graphic Communication. Applications are accepted in early spring.

Bonnie Thrasher Memorial Scholarship

The Bonnie Thrasher Memorial Scholarship was created in memory of a beloved faculty member who devoted her life to her students and advised The Herald for more than 20 years. It is for undergraduate full-time students who have at least 30 hours completed.

They must be a Journalism major who shows promise and demonstrates need.

Preference is given to students who have worked for The Herald. Recipients who are in good standing can reapply each year.

Chad Lewis Memorial

This scholarship is open to all majors with an interest in a career of photojournalism, documentary sports or wildlife photography.

Charles Rasberry Scholarship

This scholarship, established in honor of former RTV Chairman Charles Rasberry, is available to incoming freshmen. The winner is selected on the basis of his/her academic record and class standing, standardized test scores, school and community activities, recommendation by the counselor or principal, and expressed interest in broadcasting as a career.

Cleat Stanfill Scholarship

Scholarship is awarded to a student who plans to major in Radio-Television and must be a graduate from Southeast Missouri or Northeast Arkansas. Priority will be given to students from Pemiscot and Dunklin counties in Missouri at the first preference with second preference given to other Southeast Missouri Counties. Counties in Northeast Arkansas will be given third preference.

Graphic Arts Club Outstanding Member Scholarship

Scholarship is awarded annually during spring semester.

Jay Palmer Beard & Veda Pruett Beard Scholarship

This scholarship is to be given to student who is at the junior or senior level and pursuing a degree in broadcast journalism. The student must have a minimum GPA of 3.0. Recipient is eligible to reapply provided he/she continues to meet the criteria.

John Cramer Scholarship

This scholarship is given to students with an emphasis in broadcast journalism. This student can be a freshmen, sophomore or junior with at least a GPA of 3.0. Recipient must be committed to a career in broadcast journalism.

Kenneth Lane Radio-Television Scholarship

Scholarship given to a student who is a full-time student majoring in Department of Media.

KJNB-TV Scholarship

For students pursuing a career in broadcast television with at least 30 hours of credits with a minimum of 2.5 GPA who demonstrates need. Student must submit a portfolio with application. Current recipients are eligible to receive the award again but they must reapply each year.

Lloyd Keith Meharg Scholarship

For students majoring in Graphic Communication. Applications are accepted in early spring.

Roy & Pat Ockert Herald Editor Scholarship

This scholarship is given to the student who is the current editor of the ASU Herald Newspaper and a new editor will be chosen each semester.

Robert Kern Graphic Arts Club Scholarship

In honor of a long-time director of printing services, this scholarship is for students majoring in Graphic Communication. Applications are accepted in early spring.

Rogers Memorial Scholarship

This scholarship program was created by an endowment from Mrs. J. D. Rogers of Pine Bluff in memory of her late husband. All enrolled freshmen, sophomores and juniors who are majoring in a broadcast emphasis are eligible to apply. Applications are accepted in early spring. This scholarship is awarded annually. The amount varies but generally is about \$500.

The Rogers Memorial Scholarship application is currently unavailable.

Television Broadcasters Of Arkansas Scholarship

Any A-State student majoring in broadcast emphasis who will be a junior or senior in the upcoming fall semester is eligible to apply for this scholarship worth \$500. The recipient is selected on the basis of his/her academic record, college activities, and commitment to a career in broadcasting, cable or related field. Financial need is also a consideration for this scholarship.

Tex Plunkett Scholarships

These two scholarships were established in honor of journalism department founder and former chair Tex Plunkett, and they are available for incoming freshmen majoring in journalism. The scholarships are based on high school academic record, recommendation of high school journalism adviser or counselor and interest in journalism as a career.

Troutt Scholarship

This scholarship is open to Journalism majors with emphasis in news-editorial or photojournalism.

Whitehead-Kimball Scholarship

This scholarship is available for students who are interested in community journalism.

***Both the Troutt Scholarship and the Whitehead-Kimball Scholarship has the same application.

OTHER FINANCIAL AID

There are other sources of financial aid available to incoming freshmen students and to currently enrolled students (regardless of their major field of study) at Arkansas State University, For information concerning loans, federal grants, work study, etc., write:

A-State Financial Aid Office

P.O. Box 1620

State University, AR 72467

Entering freshmen interested in academic scholarships should request an application form from:

Office of Admissions, Records & Administration

PO Box 1570

State University, AR 72467

Applications for academic scholarships are accepted between January first and February first, the deadline for applications each year.