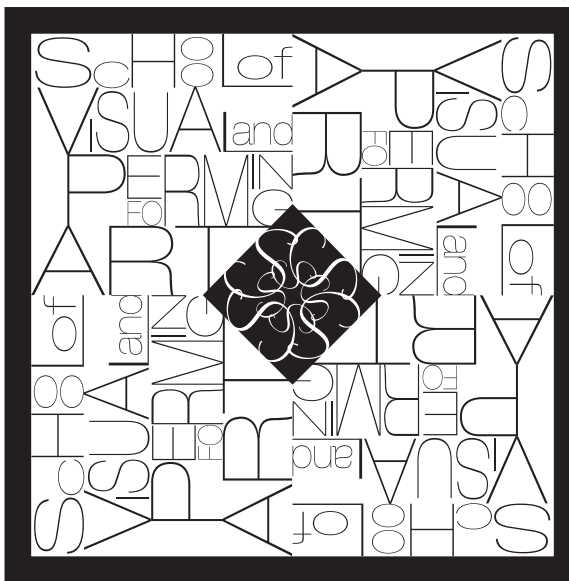


MEDIA ARTS

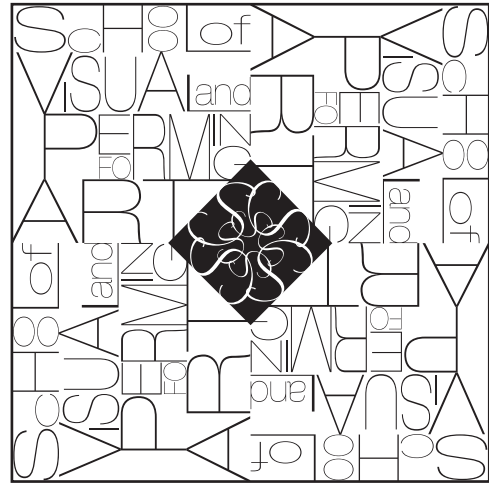


Introduction

Majoring in Media Arts at C.W. Post is a great way to prepare for an exciting and rewarding career in radio, television, advertising, print or electronic journalism or public relations. Each of the three Media Arts majors — Electronic Media, Print and Electronic Journalism and

Public Relations — offers you the chance to polish your creative talent through cutting-edge courses and hands-on experience. You'll start by getting a strong foundation in media theory, analysis, ethics and history, then move on to courses designed to help you master writing, reporting and production. Liberal arts courses such as English, sociology and science will give you the broad background you will need to present diverse media content to diverse audiences in a meaningful way.

MEDIA ARTS



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DEGREE PROGRAMS

In the Media Arts Department, you may choose a Bachelor of Fine Arts degree in Electronic Media, Print and Electronic Journalism, or Public Relations. You should discuss the choices with your advisor, who can help you decide upon the best course of study for you.

In addition to your C.W. Post core courses, you will take a Media Arts core, which is required of all Media Arts B.F.A. students. These core courses cover media history, theory, writing and speaking, as well as an introduction to each of the major fields offered. Many elective choices are available so that you can pursue your own interests within your major. There are several courses in each specialization, which give you the opportunity to explore a topic more intensively through independent study. Internships offer similar opportunities to develop your individual strengths and to explore career options.

Although not a major program in Media Arts, students are urged to consider courses in Oral Communications as your schedule permits.

In order to be admitted to any of the majors in the Media Arts Department, you must arrange to take the department's Minimum Standards Assessment. This is a brief test designed to determine whether you have the requisite basic reading, writing and verbal skills for success in the media professions.

You may make an appointment to take the test by calling the Media Arts Department at 516.299.2382. You are encouraged to take the test as soon as you decide on your prospective major. The test is given each semester and during the summer, by appointment only.

Media Arts Core (*Required of all Media Arts Students*)

Introduction to Mass Communication Theory, or Fundamentals of Media Literacy

Introduction to Media Writing

Introduction to Broadcasting

History of Journalism

Introduction to Public Relations

Public Speaking

Senior Research/Senior Thesis

DEGREE PROGRAMS (continued)

B.F.A. in ELECTRONIC MEDIA

If you choose Electronic Media as your major, you will study radio, television and related new media. You will learn about the evolution of broadcast media — in terms of both technology and programming — and examine the legal, ethical and social responsibilities of media professions. Creating both radio and television programs of various types, as well as researching and writing scripts, are integral parts of your course of study. You will use digital technology and computers to create program content. You will have opportunities to apply the skills you have learned on our campus cable TV system, and in programming for both our FM and web radio stations. Finally, because media industries are very influential in our society; you will study the social and cultural impact of electronic media.

Typical Program for a B.F.A. in Electronic Media

Freshman Year		Credits	Junior Year		Credits
Introduction to Broadcasting	3		Math	3	
Introduction to Media Writing	3		Eng 7, 8	6	
Introduction to Television: Field Production	3		Media Ethics	3	
Introduction to Audio Technology	3		Art 19 or CGPH 16	3	
Oral Communication 1 or 2	3		PolSci/Eco	3	
Eng 1, 2	6		Arts Electives	3	
Soc. Science	3		Radio and Television Speech	3	
History/Phil.	6		Internship	3	
Freshman Seminar	1		Advanced Digital Editing	3	
Total	31		Media Law	3	
			Total	33	
Sophomore Year			Senior Year		
Current Issues and Trends in Electronic Media	3		Senior Research and Senior Project	6	
Intro to Mass Communication Theory or Fundamentals of Media Literacy	3		Internship	3	
Soc. Science	3		Pol Sci/Eco	3	
Applied Radio	3		BDST or CMA electives	12	
Introduction to Public Relations	3		Free Electives	10	
Writing for TV and Radio	3		Total	34	
History of Journalism	3				
Television Production: Studio	3				
Media Law	3				
Lab. Science	4				
Total	31				

The following are examples of the electives, which are among the department's current offerings:

BDST 24 — Radio and TV Station Management. This course, taught by a working professional, covers all aspects of station operation, which are the responsibilities of the manager.

BDST 54 — Electronic News Gathering. This course provides the student with hands-on experience in producing a TV news program on a regular basis. Students refine their skills as they are given more responsibility for writing, reporting and editing news segments. This course provides students with valuable experience in organizing a program and working with the pressure of a real deadline.

BDST 57 — Advanced Digital Editing. This course provides an in-depth practicum in aesthetics and techniques of video editing. The course covers the language of video editing and the creating of a coherent narrative.

DEGREE PROGRAMS (continued)

B.F.A. in PRINT and ELECTRONIC JOURNALISM

Print and Electronic Journalism is a major which we have developed to prepare students for the future demands of this field. Today, the successful journalist must be able not only to demonstrate a high level of reporting and writing skill, but to do so across print, broadcast and on-line media platforms. A newly equipped, fully digital news lab facilitates learning.

If you select this major, you will learn research, reporting, writing and editorial skills, as well as the special techniques needed to apply them in diverse media. For print journalism, this means, layout, design, copy-editing and specialized reporting. To prepare for work in electronic media, you will learn interview skills, electronic news gathering (ENG) techniques and the unique writing styles and editing skills required for broadcast media, as well as on-air skills. Preparation for work in on-line media includes study of on-line research and reporting, creating an on-line publication, and specialized writing skills for the World Wide Web.

Typical Program for a B.F.A. in Print and Electronic Journalism

Freshman Year	Credits	Junior Year	Credits
Introduction to Broadcasting	3	Writing for Electronic Journalism	3
Public Speaking	3	Media Law	3
Basic Newswriting	3	Newspaper Laboratory	3
Media Ethics	3	Feature and Article Writing	3
Eng 1, 2	6	Radio and TV Speech	3
Soc. Science	3	Applied Radio News	3
Hist/Phil	3	Photography for Journalists	3
Math	3	Producing the Newscast	6
Pol Sci./Eco	3	Media Arts Elective	3
Freshman Seminar	1	Art Elective	3
Total	31	Total	33
Sophomore Year		Senior Year	
History of Journalism	3	Senior Research	3
Introduction to Broadcasting	3	Senior Thesis	3
Intro to Mass Communication Theory	3	Producing the Newscast	6
Intermediate Reporting	3	ENG 7, 8	6
Introduction to Public Relations	3	Free electives	10
Fundamentals of Media Literacy	3	Total	25
Introduction to Media Writing	3		
Pol.Sci/Eco	3		
Soc Science	3		
Lab Science	4		
Hist./Phil.	3		
Total	34		

Some typical electives are:

JOUR 7 – Review Writing. Students learn to critically appraise aspects of culture from theatre, to music, to food. Stylistic and technical considerations unique to review writing are included.

JOUR 12 – Investigative Journalism. This course provides students with the skills and strategies needed to be successful in the area of investigative reporting. Included are interviewing skills, use of computer data and resources, and other means of finding facts and verifying stories.

JOUR 54 – Sports Reporting. This popular course acquaints the student with the practical skills needed for successful sports reporting. Students cover campus and other sports events and learn the techniques of sports reporting appropriate for diverse media.

CMA 20 – Designing the Web. Students in this class form an editorial and design team to create, maintain and provide content for a Web site called universal campus.

DEGREE PROGRAMS (continued)

B.F.A. in PUBLIC RELATIONS

Public Relations offers students career opportunities in business (at agencies, corporations and small businesses), government and the non-profit realm. In order to prepare for these diverse options, you will learn research, writing and planning skills as well as the practical skills of pitching an account, dealing with the media, preparing a press kit, and many others. Students are exposed to database, spreadsheet and desktop publishing programs applicable to the field. Students learn about several key public relations specialties and the format writing styles and procedures unique to these areas. Some of these areas are: arts and entertainment, sports, politics and finance.

Typical Program in Public Relations

Freshman Year	Credits	Junior Year	Credits
Introduction to Public Relations	3	History of Journalism	3
Introduction to Broadcasting	3	Media Law	3
Public Speaking	3	Case Studies in Public Relations	3
Introduction to Media Writing	3	Using Computers in Public Relations/Advertising	3
Eng 1, 2	6	The Business of Public Relations	3
Math	3	Research and Evaluation in Public Relations	3
Hist./Phil.	6	Public Relations	
Soc. Science	3	ENG 7, 8	6
Freshman Seminar	1	Pol.Sci./Eco.	3
Total	31	PR Electives	6
		Free Electives	3
Sophomore Year		Total	36
Media Ethics	3		
Intro to Mass	3	Senior Year	
Marketing Principles and Practices	3	ARTS Elective	3
Intro to Public Relations	3	Senior Research	3
Writing and Editing for Public Relations	3	Senior Project	3
Fundamentals of Media Literacy	3	Internship and Seminar	6
Lab. Science	4	Public Relations elective	3
Public Relations Electives	9	Pol.Sci./Eco.	3
Total	31	Public Relations elective	3
		Electives	10
		Total	31

The Public Relations program also offers courses in advertising for students who would like to learn more about integrating advertising into their careers. Students will learn the basics of advertising procedures, terminology, traffic calendars, copywriting and campaign strategies.

The following electives may be of special interest to you as a Public Relations student:

PR 22 - Electronic Public Relations. This course acquaints students with the latest tools and techniques in the public relations field from a production point of view. It integrates writing, photography, electronic media production, and presentation, as well as digital graphic arts technologies, teleconferencing and video conferencing.

PR 35 - Communication Design for PR. Designed as an introduction to desktop publishing, this course introduces students to the latest software for the purposes of creating and publishing a newsletter. Combining interviewing and writing skills and practical knowledge of the software, students explore design, photography, typographical principles and message effectiveness.

PR 65 - Crisis Public Relations. This course is a study of the crises that affect institutions and the responses of public relations professionals. Students learn how to prepare a plan, assemble a team, designate a spokesperson, and deal with the public sector affected by the crisis.

MEDIA ARTS DEPARTMENT MINORS

Electronic Media – The following courses are required:

- 12 credits in BDST 1, 2 and 17, BDST 4 or 6
- 6 additional credits in BDST or CMA electives

Print and Electronic Journalism – The following distribution is required:

- 12 credits in JOUR 1, 3, 4, 5
- 6 additional credits in JOUR or CMA

Public Relations – The following distribution is required:

- 12 credits in PR 1, 2, 25, 29
- 3 additional credits in PR or CMA

Specialty Reporting – The following distribution is required:

- 10 credits in JOUR 3,4 and 90
- 1 credit in CMA 95
- 7 additional credits in PR or CMA

SPECIAL COURSE OFFERINGS

“Hands-on” experience for credit is available through WCWP, PTV and *The Pioneer*.

In addition to internships (detailed later), which give you a chance to apply your academic knowledge in the world of work, there are several courses available in the Media Arts Department, which offer students the opportunity to gain real-world experience and skills on campus for academic credit.

Applied Radio, Applied Radio News, Applied Radio Studio and Production, Applied Radio Sports and Applied Radio PR: These choices are available for students interested in radio, journalism, news or sports.

Applied Radio: This is a one-credit course (which you may take for a total of six semesters), that requires you to work for approximately 40 hours over the course of a semester at WCWP in some capacity. Unless you have had prior experience, it is recommended that you complete BDST 4 before joining the staff of WCWP. However, you also will take part in a training program conducted by Dan Cox, Station Manager, and his staff. All students begin their work on WebRadio WCWP, the campus web station, and may progress to WCWP-FM, a National Public Radio affiliate which broadcasts to the surrounding community.

At WCWP, you will be given a station manual, which clearly describes the radio station's rules and procedures. Be sure you read it carefully before you begin work at WCWP. You will be working at a real radio station that is governed by Federal Communication Commission regulations. You will be heard by listeners throughout the surrounding community and world-wide through Web radio. Students who are not aware of, or choose to ignore, the rules may put WCWP in danger of losing its license. Always remember that you have an important responsibility as a member of its staff.

Students who sign up for Applied Radio are assigned specific tasks by the Station Manager. Depending on what you are expected to do, you will then work with one of the student managers. Mention your particular interests or talents to the managers on your first visit, so they can try to accommodate you.

Applied Radio News: Advanced students who choose Applied Radio News will receive three credits for more extensive involvement (at least 120 hours per semester) at the radio station in news writing, editing and broadcasting on WCWP and webRadio. This is a great opportunity for Print and Electronic Journalism as well as Electronic Media majors to gain solid news experience and serve an audience that includes not only your fellow students on the campus, but the surrounding community, and via the web, a global audience. Students who elect this course will work with the Student News Director, the Director of the Journalism program and with the Station Manager.

SPECIAL COURSE OFFERINGS (continued)

Applied Radio Studio and Production: This is designed for those students who choose to earn three credits using and enhancing their technical skills in the WCWP studio, producing and hosting regular on-air music and talk/interview programs. Students will work directly with the Station Manager and with various student directors.

Applied Radio PR: Students in this 3 credit class work with WCWP's staff to provide PR assistance for WCWP under the direction of a Public Relations professor.

Applied Radio Sports: WCWP and webRadio WCWP play an important role on the campus and in the surrounding community by covering Post sports events and some local high school sports, and distributing coverage for appreciative friends, relatives and fans. You will work with the Student Director of Sports in all aspects of sports, including, announcing, producing, recording and distributing.

You should register for all of these classes in the usual way, then attend the required staff meeting at WCWP at the beginning of the Semester to introduce yourself and to find out what is expected of you. You will be assigned a faculty supervisor as well as a student supervisor, who will jointly evaluate your work. You will be expected to log in and log out of the station, so your supervisor can keep track of your hours. You also will be required to submit your work to the Station Manager. You will be graded on your reliability and maturity as a member of the station staff, as well as on your skill level.

Applied TV-PTV: The Media Arts Department has an on-campus cable channel airing student-produced news programming and films, game shows, talk shows and forums on important campus issues. Students who would like to earn 3 credits while working at PTV must have completed Basic Television Studio Production. Basic television studio writing, reporting and editing skills are also very helpful. Students who sign up for all TV production classes will work with faculty on the production of programs. Applied TV students work in all capacities on programming.

You will work under the real pressure and excitement of deadlines and of producing something the whole campus will see. Programs are aired several times weekly on the campus cable channel, which can be seen in all residence halls, Hillwood Commons, and other campus locations. Like Applied Radio, these courses give you an opportunity to combine practical experience with academic course credit, as well as building a portfolio of your production work.

Newspaper Laboratory: *The Pioneer*: Students can apply their journalism skills to the publication of the campus newspaper, *The Pioneer*. Students who have a special interest in sports, the arts, feature writing or other areas they would like to share with the C.W. Post community, should also consider working on C.W. Post's weekly student newspaper. Print and Electronic Journalism majors should spend at least one semester working at *The Pioneer*, and can then receive three academic credits for this. However, any student may work on *The Pioneer* without registering for academic credit, when their class schedules do not allow for this course, or if they expect to have limited involvement with *The Pioneer* during a given semester. Members of the paper's editorial board are encouraged to be registered for the course, JOUR 41.

As a participant in Newspaper Laboratory, you are asked to make a substantial weekly contribution to the newspaper. However, this need not be as a reporter or as part of the editorial staff. Photographers, as well as students with business management, advertising sales, computer graphics, and layout and design skills are not only welcomed, but needed. *The Pioneer* provides an opportunity for students from the entire campus to get involved. You must be a responsible person who will meet deadlines and make a commitment to the newspaper for an entire semester. Visit *The Pioneer* office on the second floor of Hillwood Commons and talk to the staff. If you think this course might be for you, contact Professor Valerie Kellogg for more details.

INTERNSHIPS

In order to differentiate between the Media Department's internships and the Professional Experience and Career Planning (PEP) Office internships, the PEP internships are called "cooperative education opportunities" or "co-op." The PEP office is a wonderful place to find part-time employment, since many of the opportunities offered through PEP pay students to work at the "internship." Additionally, when you participate with a PEP organization, your co-op experience will be listed on your official school transcript. However, you will not receive academic credit.

Internships for academic credit are only available through the Media Arts Department and are listed in an approved file. (You cannot receive both academic credit and income for your internship.) If you meet the department's requirements, you can use the internship as an elective within your major. This means you must register for a course, which is identified by the numbers "87" or "88" in your major. There are a wide variety of internships available for electronic media, journalism and public relations students. Internships offered through the Media Arts Department include: cable networks, public television, radio stations, magazines, newspapers, newsletters, public relations firms, advertising agencies, not-for-profit organizations, sports teams, arts organizations, venues, corporations, the networks and government agencies.

You may register for an internship during the fall, spring or summer semester. You must be a junior or a senior, with a minimum GPA of 3.0. Speak with your academic advisor first. You must go through the department to locate an approved internship, choosing from the Media Arts Department's file of approved sites. If you have a suggestion for a new internship site, it must be approved by the department. PEP co-ops are not necessarily approved for internship credit. Do not assume that approval will be granted automatically.

Some internships require you to bring a résumé to your interview. Ask a faculty member or PEP advisor to help you prepare an effective résumé. Once you have registered for the internship and been accepted by the organization, you must visit the Media Arts Department office to obtain your course materials, including the placement form and final evaluation form. A placement form must be filled out and signed. Be sure to return this to the Media Arts office for your internship file.

Interning students will be assigned an appropriate internship mentor from the faculty, with whom you should meet regularly during the semester. Since most mentors require written reports, be sure you are clear about what your mentor expects.

Students doing internships in the summer, but registering for the course in the fall, must complete all paperwork and meetings with the instructor during the time period when the internship is actually taking place, otherwise they may receive no credit.

In order to receive three credits for your internship, you must invest a minimum of 120 hours of work. Additional credit will not be granted if your specific internship requires more than the 120 hours. You will need to give your on-site internship supervisor clear information about how many hours per week you will be working, and when you will be completing your internship. If you agree to spend 140 hours, then be sure to do so. You should not quit before the agreed-upon date. Remember, you are representing all C.W. Post students. You are expected to keep a log of your activities and what you are learning on the job at your internship. You will give your faculty mentor a report summarizing what you have learned and achieved in your position, its advantages and the relevance to your education and future employment. The report is your evaluation of the entire experience. The type of report that must be handed in will vary according to the nature of the job and the faculty mentor. Most mentors require brief interim reports during the internship as well. This helps your mentor identify difficulties if and when they may arise. At the conclusion of your internship, you must give the evaluation form you received from the Media Arts office to your on-site supervisor. He or she must fill this form out promptly and mail or fax it back to the department. Students may not bring the completed evaluation form back themselves.

Grades are determined by the faculty mentor assigned to your internship. You will be graded on the reports handed in, meetings with the instructor and the evaluation form filled out by the employer. Your faculty mentor may also speak to your supervisor one or more times.

Two semesters of internships (6 credits) may be taken. Students are expected to choose internships that relate to their coursework and major, and that offer a variety of experiences.

INDEPENDENT STUDY

When you have completed the basic courses in your major, you may, in special circumstances, want to take an Independent Study with a department faculty member. In order to be eligible to do this, you must have:

1. A “B” average in your major
2. Junior status
3. Approval from the appropriate Program Director or the Department Chair
4. A proposed area of study which is significantly different from any regularly offered course and important to your educational plan.

The last is particularly important. Independent Studies may not be selected for scheduling convenience or to avoid class time. This course exists only to accommodate very special interests and needs at the advanced level. The Independent Study is designed for the self-motivated student who is capable of working independently and can plan well. If this is not your style, you probably will not do well in this course where the structure has to come from you.

The Independent Study may be taken for one credit (89A), two credits (89B), or three credits (89C). Remember that 89C will require the same amount of time and effort as a three-credit course. Your instructor will expect you to produce a substantial piece of work. The one and two credit courses will require less. You should expect an Independent Study to require a proposal, reading assignments, writing assignments or production work (or both) and regular conferences with the assigned faculty member. This faculty member should have a syllabus for you detailing his or her specific requirements. Be sure to ask for this and read it carefully. It is as important to adhere to deadlines in independent work as it is in conventional classes.

Please note that you do not select your own faculty advisors; they are assigned by the Program Directors or Department Chair. While you may discuss any special requirements you may have regarding your proposed topic and how that relates to a specific faculty member, it is up to the Director or Department Chair to make the final assignments. Do not make arrangements with any faculty member without consulting your program Director or Department Chair first. It is then up to you to schedule regular meetings with your advisor once assigned.

THE CAPSTONE PROGRAM

All students in Media Arts take two capstone courses (91 and 92) — courses in which you create substantive work that will give you the opportunity to demonstrate competence in the information and skills you have acquired during your college career. Students are not permitted to register for these courses unless they have completed, or present a plan to complete, all WAC requirements. Note: 91 and 92 are WAC courses.

It is a good idea to start planning well in advance for these courses: Think about what you might like to do, and speak with your Program Director or Department Chair about what topic or project you might enjoy. Some students lose several weeks at the beginning of the semester trying to hook-up with their Program Director and faculty mentor and deciding on an interesting topic. Then you are pressed for time to complete high-quality work. A little advanced planning avoids the crush.

Senior Research: The Electronic Media and Print/Electronic Journalism 91 courses are the same for all students in these majors. Titled “Senior Research,” it is a semester of intensive research preparation, which will generally culminate in the production of a thorough annotated bibliography. Each student will work closely with a faculty mentor, assigned by the Department Chair, who will guide and evaluate your work. Depending on the topic area you have chosen, your research also may include interviews, field research, a production plan and other groundwork for Broadcasting or Journalism 92.

Senior Project: For Electronic Media students, one option for the 92 course stresses planning, writing and production skills in radio, video or computer-based multi-media formats. Each student is expected to design, in consultation with a faculty mentor, an original work on a topic of the student’s choice. The production work carried out during Broadcasting 92 must be based on the research carried out in Broadcasting 91. Students registered for Broadcasting 92 also have the option of writing a Research Paper (thesis). Students who elect to do this will work with a faculty mentor to develop an outline, rough draft and final paper. It is important to cite sources carefully in your Senior Research Paper, and follow either the MLA or APA style manual.

THE CAPSTONE PROGRAM (continued)

If you choose a project that requires studio time in the radio or TV facilities, it is your responsibility to plan for this in advance and sign up for the time you need. Don't wait until the last minute to produce your project. Your grade will reflect whether your project is carefully planned and executed, or slapped together.

Students registered for Journalism 92 produce a substantial writing project which may be a traditional Research Paper or a lengthy piece of journalistic writing. The specific plan should be worked out with your faculty mentor.

Public Relations: The Senior Research (PR 91) and Project (PR92) in Public Relations are related pieces, with PR 91 devoted to conducting and writing the necessary internal and external research information, prior to developing the objectives and programs of the targeted public relations plan. Students meet regularly in a group seminar with their mentor to discuss their topic areas and progress. The final planning document (PR 92) incorporates the research information of PR 91 and creative thinking about how some organization, product or individual – the topic you select – may be promoted to your audiences. Requiring substantive writing about the competitive environment, the current situation and industry trends, this two-semester project carefully delineates the rationale for your course of action, your objectives, target audiences, strategies and tactics. Included in this document is a timetable and budget.

Students who are well-versed in planning may take the project to the next level once the planning steps are detailed and approved. You then may suggest creative concepts as well as ideas that support the tactical program. All projects should integrate evaluation into the program so that you, as well as your “client” or “boss,” will be able to measure your success and the potential outcome of your program.

SENIOR PORTFOLIO

The Senior Portfolio is also part of the capstone requirement for the degree in all major areas. This course has been designed to evaluate your overall competency in your major. At the same time, it will help you prepare for interviews for jobs upon graduation or application to graduate school.

You will prepare materials and documentation for your portfolio according to your program's requirements. You will receive a critique of your presentation, which will give you some insight into your strengths and weaknesses.

A Capstone advisor will guide you through the portfolio process, helping you assess your work. Most, if not all, of the items in your portfolio should be work you have completed as part of various Media Arts courses you have taken. Be sure to keep this in mind. Make sure all your class work is high quality; revise and edit your work carefully, and store and catalog it in an orderly fashion, so you will be ready to put your portfolio together for graduation.

.Portfolio Goals: Electronic Media. Electronic Media students should put together a portfolio, which demonstrates the following.

- Technical mastery of basic production skills in video, including editing.
- Technical mastery of basic production skills in audio, including editing.
- Mastery of intermediate technical skills in either audio or video as evidenced by a short, polished air-quality piece in either television or radio.
- Basic script-writing and formatting skills.
- Ability to write a well-organized essay, using correct annotation.
- Ability to write various forms of basic business communication.
- Ability to write an annotated research paper, which demonstrates an advanced level of understanding of some aspect of broadcasting.
- Computer competency in one or more areas, such as computer graphics, multi-media production, digital editing, desktop publishing.
- Mastery of basic on-air skills such as announcing and interviewing

SENIOR PORTFOLIO (continued)

Portfolio Goals: Print and Electronic Journalism. Journalism student portfolios should demonstrate the following competencies:

- Basic newswriting for print and broadcasting formats
- Investigative and research skills
- Ability to write a well-organized essay, using correct annotation
- Article writing for newspapers, magazines and on-line publications
- Extended feature writing
- Sports, arts, entertainment or science reporting in all media
- Interviewing skills for broadcast media
- Understanding of conceptual, ethical and social foundations of journalism
- Review writing
- Layout, design and editing for newspaper and web-based media
- Computer competency in word processing, desktop publishing and accessing on-line information, and on-line reporting and publishing
- Editorial/essay writing

Portfolio Goals: Public Relations. Public Relations student portfolios should demonstrate the following skills:

- Competency in press release writing and correct formats
- Competency in press kit packaging
- Competency in persuasive writing — pitch letter, rationale for pursuing a specific course of action, opinion or white paper
- Skill in writing a public service announcement for airing on radio
- Computer competency in word processing, database, spreadsheet and desktop publishing
- Writing competency through articles prepared for *The Pioneer*, newsletters, profiles, biographies, etc.
- Resume preparation
- Competency in oral presentation skills
- A planning document, demonstrating research and planning skills with an emphasis on situation analysis, targeting audiences and developing communication objections, message statements, tactics and budget
- Research writing, using correct annotation
- Layout and design

The Public Relations portfolio is expected to include not only class assignments, but also applicable materials from internship opportunities, participation in the Public Relations Student Society of America, and promotion of on-campus student activities.

LAB FACILITIES

As a student in Media Arts, you will take many courses, which involve the use of special equipment and laboratory space. You probably also will undertake independent projects for which you will want to use these facilities, or the department's equipment. The following details some of the procedures you should know. Always check with your instructor for additional information or requirements.

Radio Station: When you take a course such as Broadcasting 4 or Broadcasting 34, you will be assigned projects which must be completed at WCWP. You may work in these studios only during scheduled lab hours, which will be posted. Always sign up for time well in advance, and show up on time. Your instructor for these classes will have a student assistant who will help out during the class and keep the lab open at other times so students may complete assignments. Check to see whether the assistant will be available before planning your work in the studio.

Students who have completed an audio engineering course also may work on Independent Study projects, Senior Projects or assignments for other classes involving radio production in the labs. Again, it is important that you sign up with the lab assistant, and complete your project while the assistant or instructor is present. Because work space and equipment in these labs is limited, it is important that you not leave projects until the last minute. You may find yourself out of luck when there are no available lab hours or space, and work cannot be completed on time. Keep in mind that many other students will be competing with you for studio appointments at the end of each semester. Students who are enrolled in classes which use these labs have priority over those preparing independent work. Be smart and plan ahead.

When you use the studio, never bring food or drinks into the room, and be sure to clean up and put away everything you use. Students who leave messes for others to clean up, or who bring in food, or who damage equipment in any way will have their studio privileges revoked.

Television Studio: If you are majoring in Electronic Media or Electronic and Print Journalism, you will take BDST 6 and BDST 25 in the television studio (Humanities Hall, Room 214). Most students will want to take several more courses in television production once they have been introduced to the state-of-the-art-equipment. Many courses will require you to prepare video work outside of the studio, and to tape, edit and rehearse in the studio outside of class time. Careful procedures must be followed in order to accomplish this. Professor Jean Carlomusto is the Director of the TV facility. A full-time technical coordinator, Kathy Betka, is in charge of all studio operations. There also are student lab assistants who help out, and keep the studio open when classes are not using the space. You may sign up with your instructor or with the student assistants, for an appointment time to work in the studio on class assignments or independent projects. You should visit the television studio to make these arrangements, or call (516) 299-2747.

It is also possible to sign out mini-cams and other portable equipment from the television facility. Only students who are Media Arts majors and have been cleared for use of TV equipment may borrow these items. You must sign the equipment out (forms are available in the studio), and bring the equipment back promptly and in good working condition. It is important to be extra careful with this equipment, since many other students will need to use it, and it is extremely costly to repair or replace. You will be charged for damage to any equipment you borrow from the studio, so be careful and remain vigilant. Do not leave equipment lying around or in unlocked cars. Keep food and drinks far away from all equipment. A student who is careless with equipment or tardy in returning it, will be barred from future borrowing at the discretion of his or her instructor.

LAB FACILITIES (continued)

News/PR Lab: Media Arts students use the computer laboratory located in Humanities Hall, Room 205. This computer lab offers you the opportunity to learn state-of-the-art software programs whether you are a Journalism or Public Relations major. The specialized classes held in the computer lab have limited enrollments and are registered on a first come, first served basis. The lab also serves as a newsroom, with television feeds, AP service, and many publications.

There are several rules you should follow in this lab. Be prompt to your class; most course work is progressive. This means if you are late or absent, it is difficult for a teacher to go back over instructions when the rest of the class has heard the information and is waiting for you to catch up. Be considerate of your classmates and your professors.

Also, backup files are not only important, but mandatory. As each semester draws to an end, there are always some students who make the mistake of not backing up their work. An electrical blip or bad drive can ruin your original work. A backup can help you get out of this jam. A periodic printout or hard copy of your material will also help. Remember, save frequently and back up all work.

Food and drinks are not permitted in the computer complex. A spill or bit of food can literally kill a computer.

If there is a problem with your computer or a printer, please ask for assistance. Your instructor can help, or ask the lab assistant, who is present during the computer lab's open hours. Do not try to fix, fiddle with, connect or disconnect any of the equipment. When paper runs out, you may request additional sheets from the teacher or assistant. There is a charge for copies on the color printers, however. Ask the lab assistant for the current fee structure.

It is important that you look for a "buddy" in your class so that you can go over any missed technical procedures with someone outside of class. Most of the courses given in the lab also require that you spend additional time outside of class using a computer. It is important at the beginning of the semester to get a copy of the room schedule so that you will know when there are open lab hours. You will not be permitted to enter a computer room when there is a class in session, even if there are computers not being used; it is too disruptive. When you visit the lab outside of class hours, you may be asked to submit your identification card to the lab assistant.

Remember that as the semester draws to a close, the computer lab becomes hectic. Many students end up working frantically on their assignments. The more complicated your assignment, the longer it will take to process, so, give yourself time. Try to be organized so that you do not run into trouble. (This is also a very busy time for the lab assistants, who cannot spend time helping you with basic information you should have learned in class earlier.)

The computer complex is open weekdays from 9 a.m. to just before 9 p.m. only when there is no class going on. On Fridays, there is some open lab time most of the day, but no evening hours. You should check the individual room schedules at the beginning of each semester. One caution is necessary: during finals week, the schedule of computer lab hours may change. Do not count on evening hours and be sure to check in advance so that you can finish up your assignment on time

STUDENT ACTIVITIES IN MEDIA ARTS

WCWP is our campus radio station. WCWP-FM, broadcasts at 88.1. WCWP serves a large part of the Long Island North Shore community. WCWP WebRadio is a campus carrier current station, serving the C.W. Post community and broadcast world-wide on the Web at www.liu.edu/wcwp. The station has its own building behind Hillwood Commons, and is staffed primarily by students. Dan Cox is the Station Manager. WCWP encourages all students, especially those in Media Arts, to join its staff. You need not be experienced; you will be given training and a station manual, and staff members are always willing to help out new people. Students create all programming — news, sports, talk, and music — for WebRadio WCWP.

WCWP-FM is linked with National Public Radio, and uses some of NPR's programming during parts of the day. Additional programming is created by students, including news, talk shows and sports programming. Working at WCWP is a great opportunity for any student interested in radio to get a feel for what working at a station is like. This includes adhering to Federal Communications Commission regulations, following the clock accurately, performing your job reliably and conducting yourself in a professional manner — on air and off. A stint at WCWP is a wonderful stepping stone to professional radio work. It also looks good on your resume, and it's fun.

Visit WCWP at any time, or make an appointment with the Station Manager by calling (516) 299-2683. If you are a Broadcasting or Print and Electronic Journalism major and are interested in working at the station for academic credit, you should discuss the possibility of registering for Applied Radio News, Applied Radio Studio and Production, or Applied Radio Sports.

PTV: Students have the opportunity to participate in the operation of a functioning on-campus television station in the Media Arts Department's TV facility in Humanities Hall, Room 214. Teams of PTV students have produced game shows, talk shows, news, comedy shows and "reality" programs. Ideas for new programs are always welcome. Students interested in participating should see Professor Jean Carlomusto at the beginning of any semester to discuss their potential role in this endeavor. Non-majors are also welcome, provided they are willing to learn production basics.

Public Relations Student Society of America (PRSSA): The Media Arts Department is very proud to have a chapter of the Public Relations Student Society of America, sponsored by the New York Chapter of the Public Relations Society of America. This club works on special promotion projects both around the campus and off. Students are advised by Professor Abby Dress, the Program Director in Public Relations, and also meet occasionally with outside professionals and alumni, who are accredited in public relations. There are annual dues.

One of the main projects in which members participate is the annual Public Relations Explorations event that is held during the Spring semester each year. The program has a theme, such as arts, sports or entertainment, and features leading professionals in a panel and open discussion forum. This program, while free to C.W. Post students and faculty, is open to the public, for a fee, especially students from nearby colleges, and requires on-campus and off-campus promotional activities, such as coordination of invitations, newspaper coverage, local college fliers, and radio messages.

Participation in PRSSA entitles member to certain benefits from the Public Relations Society of America, which is headquartered in New York City. Members are permitted to use the PRSA library without charge, although there are reproduction fees for copies. They also are eligible for scholarships and access to the PRSA Web site, listing special employment opportunities. In addition, at least one member from our student group represents our chapter at the Fall PRSSA Conference and Spring meeting. This gives us an opportunity to share our experiences and curriculum with other students from schools across the nation. A benefit for new graduates is that members of the student chapter become Associate Members of the Public Relations Society of America. This enables graduates to take advantage of the Society's job bank to search for employment.

The Pioneer: Students can develop their journalism skills by covering late-breaking campus news, sporting events and local entertainment for *The Pioneer*, our award-winning weekly student newspaper. Students can work as reporters, editors, photographers, designers or in advertising sales. All students are welcome. Newspaper "clips" make an excellent addition to a Senior Portfolio.

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