

Broadcasting

Degree: Bachelor of Arts in Broadcasting

There's a lot of competition for media positions, but Marietta's Broadcasting program gives you an edge over others seeking internships and jobs. The emphasis we place on learning to write and communicate well is a feature you won't find in many similar programs. Then there's the technical, studio and field experiences you'll get beginning your freshman year. You can produce programming for two radio stations and a television station -- all as a student, all on campus.

Full-time Faculty:

Dr. Jane Dailey, Assistant Professor
Marilee Morrow, Associate Professor
David St. Peter, Station Manager, Engineer
Dr. Joan Price, Assistant Professor
Lori Smith, Assistant Professor
Dr. Suzanne Walker, Associate Professor, Chair of
Communication and Media Studies Department
e-mail: walkers@marietta.edu



On campus you'll work in the same environment you find in major-market media outlets. Specialized software drives, our new integrated radio and television computer system, and links our newsroom to our radio and television studios. This technology enables our announcers and producers to incorporate stories from the Associated Press into their newscasts with ease. CNN video is also used by television producers to compliment local news stories. Once you finish writing copy and editing video, our system allows you to feed information to the anchors in the studio through a paper-free teleprompter and make up-to-the-second changes during newscasts just like you'll do in the real world.

We have so many media outlets on campus that it's easy for you to get experience in print and broadcast journalism, even as a freshman. The **McKinney Mass Media Center** features:

WMRT-FM 88.3: a 9,200-watt student-run station, with a range of 30 miles, that broadcasts classical music, jazz, and show tunes, as well as national, regional, state and local news, weather and sports -- including play-by-play of Marietta College sports and student-oriented talk shows.

WCMO-FM 98.5: a 10-watt station that broadcasts contemporary music and local events throughout the campus and within a six-mile radius of the City of Marietta. Nearly all of the programming is live and entirely student-driven.

WCMO-TV (Channel 15): an on-campus digital TV station that broadcasts student-produced nightly news and programs to 12,000 households. The TV facilities include a large main studio, master control, field production equipment, and Final Cut Pro Studio editing system (similar to the systems used by CNN and ESPN).

Sample Courses:

- Mass Media and Society
- Writing for Media I
- Broadcast Writing
- Electronic Media in America
- Audio Production I & II
- Broadcast Journalism
- Video Production I & II
- Corporate Video
- Voice and Articulation
- Media Ethics and Law
- Mass Media Capstone
- Nine hour structured cognate
- Broadcast Internship
- Mass Media Electives

http://www.marietta.edu/departments/Communication_and_Media_Studies/Media_Studies/Broadcasting.html

Internships

Broadcast students get hands-on experience at small and large broadcast operations, from Marietta area stations to outlets in Boston, New York, and even national networks. Our students have recently interned with CNN, Clear Channel Radio, Ohio News Network, and TV stations in Pittsburgh, Cleveland, Columbus, Akron, and Parkersburg.

Clubs & Organizations

The National Broadcasting Society is a student and professional society of over 85 chapters on college and university campuses. **Alpha Epsilon Rho** is the national honor society for electronic media students. Through the years, NBS-AERho has had as its purpose the goal of encouraging and rewarding scholarship and accomplishment among students of broadcasting and establishing meaningful communication between student and professional broadcasters.

Scholarship Opportunities

The **Vernon E. "Dan" McGrew Scholarship** is given to qualified students in the Department of Mass Media.

The **Andrea "Andi" Parhamovich '00 Annual Memorial Award** is awarded to the Top Female Graduating Senior in Communication and Media Studies.

The **William M. Sheppard Scholarship** is awarded to a student interested in print media and majoring in one of the programs in the Department of Mass Media.

The **Carleton Knight III Memorial** goes to the graduating senior demonstrating excellence in a mass-media program.

What can I do with this degree?

- Broadcast journalist
- Radio announcer
- Videographer
- Media specialist

Career Outcomes of MC Graduates:

- Political Analyst, FOX News
- Director, WBNS-TV
- Producer/Announcer, ESPN-TV
- Play-By-Play Voice, Carolina Panthers
- Vice President/General Manager, WTVQ-TV
- News Anchor, Ohio News Network
- Associate Producer, FOX Radio Sports
- Writer/Sales Communication, Longaberger Co.

Graduate/Professional Schools MC Graduates have attended:

Thomas Edison State College, MBA
Johns Hopkins University, MA Government
Marietta College, MA Corporate Media
New York Film Academy, MFA



"I chose TV/Radio Broadcasting at Marietta because I wanted to receive preparation for a career in Radio and Television. After graduation I served on the news staff three TV stations and then went to Washington, DC with a congressman to serve on his staff. I eventually became the Chief of Broadcasting for the US Department of Agriculture and now serve as the webmaster for this government agency. The broadcasting foundation received at Marietta College served as the basis upon which I built career advancements as opportunities developed."

Victor Powell, PhD, Class of 1962, Webmaster, US Dept of Agriculture