

Nationally accredited by the Accrediting Council
on Education in Journalism and Mass
Communication.(ACEJMC)

Department of
Mass Communication

NICHOLLS
STATE UNIVERSITY

Department
of
Mass
Communication

Student Handbook

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INTRODUCTION

The transition to college isn't easy. One reason is that many beginning students are confused. They have a lot of unanswered questions. And they need answers to questions they haven't even thought of yet. This booklet is designed to make the transition easier by answering some of those questions.

WHAT IS A UNIVERSITY DEGREE?

Nicholls has five degree-granting units, but what is a degree? A college degree is awarded to a student who has successfully completed an outlined course of study. In other words, it is a certificate signifying that a student has satisfactorily completed a specified list of classes. There are different types and levels of college degrees. For example, there are:

Associate Degrees Which generally require two years of full-time course work to complete.

Bachelor's Degrees Which generally take four years of full-time work to complete.

Master's Degrees Which generally require two years of work beyond the bachelor's level.

Doctoral Degrees Which require about three years of graduate-level work beyond the master's degree.

As a Mass Communication student at Nicholls, you will be pursuing a Bachelor of Arts degree. The Mass Communication program is under the direction of the Department of Mass Communication, which is in the College of Arts and Sciences.

How Do I Complete My Degree Program?

The first step is to consult your University Bulletin. It contains a wealth of information, and having one is a must for those who want to make their journey through college as smooth as possible. Not only does the Bulletin include information on financial aid, course descriptions and important university regulations (including your rights and responsibilities), it also describes in detail the requirements of the university, college and department for receiving a degree in your chosen area. You should study and become familiar with these requirements. Pay special attention to those courses which require completion of prerequisite classes before you can take more advanced classes. For example, you must take MACO 251 before you can take MACO 252. Bulletins are available in the university bookstore.

Also, it is important that you stay in touch with your adviser, a faculty member who helps students stay on the most direct track toward completion of their chosen program. Advisers are also the first people to seek out if you are having problems.

Advisers are experienced in helping students work toward a college degree, and it is a good idea to follow their advice. But remember, they are only advisers, and you must accept some responsibility in selecting your courses. This booklet has been published to help you understand the necessary steps in completing your degree plan. The following sections explain the department's guiding philosophies, offer tips on registration, outline graduation requirements and list required courses, among other things.

Achieving a Mass Communication degree is challenging (as are most things worth having), but with interest and effort, it is not beyond your reach. As you can see, there are people and programs available to help you meet the challenge.

GENERAL TIPS

1. Independent study and internships must be arranged before registration.
2. Freshman English, mathematics and foreign language courses must be taken in the freshman and sophomore years. Students must complete freshman English and Math 101 before they are allowed to register for a 300 - level course. To delay such courses is unwise.
3. Never approach an adviser at the last minute before your registration appointment time.
4. Never cut class to keep a registration appointment.

PROGRAM OBJECTIVES

The Mass Communication degree program at Nicholls State University provides professional preparation that emphasizes basic skills. Its objective, reflected in its emphasis on a broad-based liberal arts education, is to prepare students for careers in the communication industry and for life in general.

The faculty believes that success in every area of communication – from newspaper reporting to corporate public relations to broadcast news – begins with strength in the basics. Mass Communication specialties are organized around a core curriculum that emphasizes reporting, writing, and understanding the role of the media in a modern, complex society.

The emphasis on fundamentals is supported by hands-on laboratory instruction that provides you with situations, experiences and equipment much like those you will find in the working world. The success of Nicholls graduates on the job confirms Nicholls' belief that mastery of the basics is the correct approach. Employers frequently comment on the ability of Nicholls graduates to fit into their jobs immediately. Further, many Mass Communication graduates find their work excellent preparation not only for Mass Communication but also for further education in graduate or law schools as well as for jobs.

Mass Communication professionals need more than journalistic skills. They also must be well educated in the arts and sciences. At least 65 hours of a Mass Communication major's course work must be in English, foreign language, literature, history, political science, economics, mathematics, humanities, fine arts and the natural sciences. Ninety-five hours must be completed outside the major.

To QUALIFY FOR GRADUATION STUDENTS MUST COMPLETE:

1. Total number of hours: 120/122 (depending on student placement in Freshman Studies course)
2. Total number of hours outside of MACO: 84
3. Total number of hours in the traditional arts & sciences: 65

Traditional Arts & Sciences defined:

- a. All courses in the College of Arts & Sciences except Computer Science courses
 - b. Psychology courses (College of Education)
 - c. Economics courses (College of Business)
4. 45 hours (15 courses) of 300-level or above courses

BASIC INFORMATION

MINIMUM GRADUATION REQUIREMENTS

1. To qualify for graduation, students must complete either 120 or 122 hours, depending on their placement in a Freshman Studies course. At least 45 hours must be in courses numbered 300 and above.
2. Mass Communication majors must earn grades of C or better in freshman English and in all required Mass Communication courses. They must also earn a C or better in Mathematics 101.
3. Mass Communication majors are limited in the maximum number of hours they may take in a semester. The total is determined by the overall grade-point average (GPA).
4. No more than 12 hours in MACO courses may be transferred from other schools.

GPA	Hrs. Per Semester	Summer Session	
Less than 2.0	13	6	
2.0-2.5	15	8	
2.6-3.0	18	9	
3.1-3.5	20*	10	
3.6-4.0	21*	12	* Requires approval of adviser & dept. head.

5. Courses required:

Arts: Completion of nine semester hours of arts electives from the following courses: ART 110 or 111, 280, APPLIED ART, ART HISTORY, MUS 105 or 107, 307, 319, 320, 341, APPLIED MUSIC, SPCH 300 as specified by the major/minor/concentration/certification .

Computer Literacy: Completion of MACO 322 or MACO 366.

English: Completion of freshman English courses with at least a C. Students are advised to take English courses taught in a computer lab. They must also complete 251/252 or 255/256 for a total of 12 hours of English credit. Students must complete English 101, 102 & Math 101 before they can enroll in 300-level courses.

Foreign Language: Completion of six semester hours in one language. Foreign language requirements may be satisfied by completing three-to-five-week study programs abroad in Belgium, Canada, France or Mexico.

Health and P.E.: Completion of one 2-hour activity course (which includes personal wellness requirement) from Lifetime Skills, Sport Skills, or Movement Arts Activity Courses. The 3-hour wellness course in the catalogue is for H&PE majors only.

Humanities: Completion of nine semester hours to include History 101/102, 105/106. or 150/151 and English Literature at the 200-level or above as specified by the major/concentration/certification.

Mathematics: Completion of at least six semester hours to include Mathematics 101 and 102 or 105. Students must complete English 101, 102 & Math 101 before they can enroll in 300-level courses.

Natural Sciences: Completion of nine semester hours from physical and biological sciences including a two-semester sequence. Biological sciences include biology; sequences include BIOL 105/106; BIOL 105/108; BIOL 114/116; BIOL 155/156. Physical sciences include astronomy, chemistry, geology, physical science, or physics; sequences include CHEM 101/102; 101/208; 105/106; 221/222. GEOL 101/102; 211/213. PHSC 101/102; 101/103; 102/103. PHYS 101/102; 201/202.

Social Sciences: Six semester hours from two of the following disciplines: ECON, GEOG, GOVT, PYSC, SOCI. Three hours of which must be at sophomore level or above.

Freshman Studies: One freshman seminar course from the following approved list: UNIV 101, UNIV 110, UNIV 151, UNIV 152, ACSU 115 and PSET 100.

MASS COMMUNICATION REQUIREMENTS

BROADCAST JOURNALISM, PRINT JOURNALISM, PUBLIC RELATIONS SPECIALTIES

The University awards the Bachelor of Arts degree in Mass Communication with a Mass Communication specialty in Broadcast Journalism, Print Journalism or Public Relations to a student who, in addition to satisfying the minimum requirements for graduation from the College of Arts and Sciences, meets the requirements listed below. A student majoring in Mass Communication must complete one of the three specialties to complete degree requirements. Grades of C or better must be earned in all Mass Communication courses. The program requires 84 hours of credit outside of Mass Communication with 65 of those hours being in basic liberal arts and sciences. Mass Communication majors must receive a C or better in both English 101 and 102.

FRESHMAN YEAR	Hrs.	SOPHOMORE YEAR	Hrs.
English 101,102 (GER)6	English 251/252 or 255/256 (3 hrs.GER)6
Foreign Language Elective3	Foreign Language Elective3
Freshman Studies Course(UR)1	Government 1013
History 101,102 (GER)6	Mass Communication 1013
Mathematics 101 & 102 or 105 (GER)6	Mass Communication 251 (GER)3
Natural Science Electives (GER)6	Speech 101 (OCR)3
Electives*	<u>.3</u>	Electives*6
	31	Required Concentration Course	<u>.3</u>
			30
JUNIOR YEAR	Hrs	SENIOR YEAR	Hrs.
Arts Electives6	Arts Elective (GER)3
MACO 355, 3706	H. & P.E. Personal Wellness Course2
Social Science Elective* (GER)3	Natural Science Elective (GER)3
Electives*.6	Social Science Elective (GER)3
MACO ELECTIVE3	Electives*6
Required Concentration Courses	<u>.6</u>	Maco Electives6
	30	Required Concentration Courses	<u>.6</u>
			29

*MACO courses may not be taken as general electives.

MASS COMMUNICATION CORE COURSES AND SPECIALTIES

REQUIRED OF ALL MAJORS

Every Mass Communication major at Nicholls State University must complete four basic core courses:

Mass Communication 101 -- Survey of Mass Communication

Mass Communication 251 -- News Writing

Mass Communication 355 -- History and Principles of Mass Communication

Mass Communication 370 -- Mass Communication Law and Ethics

In addition to these courses, every student must complete five additional courses related to his or her Mass Communication specialty. The three specialties are Broadcast Journalism, Print Journalism and Public Relations. The requirements for these specialties include the courses listed below and nine hours of mass communication electives.

BROADCAST JOURNALISM

Mass Communication 271 -- Broadcast News Writing

Mass Communication 361 -- Television Production

Mass Communication 364, 365, 366* -- Television Workshop (1 hr. each) (CLR)

Mass Communication 401 -- Broadcast Journalism

Mass Communication 402 -- Broadcast Journalism Workshop (Capstone course)

PRINT JOURNALISM

Mass Communication 252 -- Advanced News Writing

Mass Communication 322* -- Computers for Mass Communication (CLR)

Mass Communication 326 -- News Editing

Mass Communication 451 -- Feature Writing

Mass Communication 455 -- Public Affairs Reporting (Capstone course)

PUBLIC RELATIONS

Mass Communication 252-- Advanced News Writing

Mass Communication 322 -- Computers for Mass Communication (CLR)

Mass Communication 330 -- Public Relations

Mass Communication 430 -- Public Relations Practice and Case Studies

Mass Communication 440 -- Public Relations Campaigns (Capstone course)

* **MACO 322 or MACO 366 satisfies computer literacy requirements (CLR).**

MASS COMMUNICATION COURSES & PREREQUISITE

COURSE	TITLE	PREREQUISITE
MACO 101	Survey of Mass Communication	None
MACO 251	News Writing	Freshman English and keyboarding skill
MACO 252	Advanced News Writing	MACO 251
MACO 261	Photojournalism	None
MACO 271	Broadcast News Writing	MACO 251
MACO 317	Public Relations Writing	MACO 251 & SPCH 101
MACO 322*	Computers for MACO	None
MACO 326	News Editing	MACO 252 & Coreq. 322
MACO 330	Public Relations	None
MACO 355	History and Principles of MACO	None
MACO 361	Television Production	None
MACO 364/5/6*	Television Workshop	None
MACO 370	Law and Ethics of Mass Communication	None
MACO 380	Advertising Copy and Layout	MACO 322
MACO 390	Internship	MACO Senior
MACO 397/398/399	Independent Study	None
MACO 401	Broadcast Journalism	MACO 361
MACO 402	Broadcast Journalism Workshop	Credit for or registration in MACO 401
MACO 430	Public Relations Practice and Cases	MACO 252, 322 & 330
MACO 440	Public Relations Campaigns	MACO 430
MACO 451	Feature Writing	MACO 252 or 271
MACO 453	Media Research	MACO 101
MACO 455	Public Affairs Reporting	MACO 252 or 271
MACO 470	Retail Advertising	MACO 380
MACO 480	Advertising Concepts and Strategies	MACO 380
MACO 499	Seminar in Contemporary MACO	None

*** MACO 322 or MACO 366 satisfies computer literacy requirements.**

Broadcast

Broadcast							
Student:	Soc.	Sec.#					
	Sem.	Gr.	Hrs.		Sem.	Gr.	Hrs.
Freshman Year				Sophomore Year			
English 101				English 251/255			
English 102				English 252/256			
History 101				MACO 101			
History 102				MACO 251			
Mathematics 101				MACO 271			
Mathematics 102/105				Speech 101			
Freshman Studies				Foreign Language			
Foreign Language							
				Electives			
Natural Sciences							
				Government 101			
Elective							
	Sem.	Gr.	Hrs.		Sem.	Gr.	Hrs.
Junior Year				Senior Year			
MACO 355				MACO 401			
MACO 370				MACO 402			
MACO 361				MACO Electives			
MACO 364,365,366							
Art Electives				Art Elective			
MACO Elective				Electives			
Electives							
				Social Sciences			
Social Sciences							
				Natural Sciences			
				H. & P.E. (Activity)			

Print

Print							
Student:	Soc.	Sec.#					
	Sem.	Gr.	Hrs.		Sem.	Gr.	Hrs.
Freshman Year				Sophomore Year			
English 101				English 251/255			
English 102				English 252/256			
History 101				MACO 101			
History 102				MACO 251			
Mathematics 101				MACO 252			
Mathematics 102/105				Speech 101			
Freshman Studies				Foreign Language			
Foreign Language							
				Electives			
Natural Sciences							
				Government 101			
Elective							
	Sem.	Gr.	Hrs.		Sem.	Gr.	Hrs.
Junior Year				Senior Year			
MACO 355				MACO 451			
MACO 370				MACO 455			
MACO 322				MACO Electives			
MACO 326							
Art Electives				Art Elective			
MACO Elective				Electives			
Electives							
				Social Sciences			
Social Sciences							
				Natural Sciences			
				H. & P.E. (Activity)			

Public Relations

Public Relations										
Student:	Soc.	Sec.#								
	Sem.	Gr.	Hrs.				Sem.	Gr.	Hrs.	
Freshman Year				Sophomore Year						
English 101				English 251/255						
English 102				English 252/256						
History 101				MACO 101						
History 102				MACO 251						
Mathematics 101				MACO 252						
Mathematics 102/105				Speech 101						
Freshman Studies				Foreign Language						
Foreign Language										
				Electives						
Natural Sciences										
				Government 101						
Elective										
	Sem.	Gr.	Hrs.				Sem.	Gr.	Hrs.	
Junior Year				Senior Year						
MACO 355				MACO 430						
MACO 370				MACO 440						
MACO 322				MACO Electives						
MACO 330										
Art Electives										
				Art Elective						
MACO Elective				Electives						
Electives										
				Social Sciences						
Social Sciences										
				Natural Sciences						
				H. & P.E. (Activity)						

MASS COMMUNICATION COURSE DESCRIPTIONS

101. Survey of Mass Communication. 3-3-0. Print, broadcast, advertising and public relations and their roles in American society; the concept of freedom of the press; the relationship of press and government and of the press and the public; theory, criticisms, problems and ethical concerns of the media. Open to all students.
251. News Writing. 3-3-0. Prerequisites: Completion of freshman English and keyboarding skills. Researching, and writing news, with emphasis on accuracy, brevity, clarity.
252. Reporting. 3-3-0. Prerequisite: MACO 251. Advanced newsgathering, newswriting, and interviewing techniques.
261. Photojournalism. 3-0-6. Prerequisite: None. Camera techniques, darkroom procedures and picture editing for publication.
271. Broadcast News Writing. 3-3-0. Prerequisite: Completion of MACO 251. Lecture and practice in researching, gathering and writing broadcast news.
317. Public Relations Writing. 3-3-0. Prerequisites: MACO 251 & SPCH 101. Fundamentals of public relations writing including news releases, internal communications, and persuasive writing.
- 322* (CLR). Computers for Mass Communication. 3-0-3. Prerequisite: MACO 251. Emphasis on desktop publishing. Production of publications with a personal computer and laser printer using word processing, media graphics, spreadsheets and interactive page layouts. MACO 322 meets computer literacy requirements.
326. News Editing. 3-3-0. Prerequisite: MACO 252 and Prerequisite/Corequisite 322. Fundamentals of editing for newspapers and related publications; layout; copy reading and headline writing.
330. Public Relations. 3-3-0. Effective use of promotion, publicity, advertising, research techniques, internal and external publications and the news media. Open to all students.
355. History and Principles of Mass Communication. 3-3-0. The development in the United States of newspapers, magazines, radio, television, advertising and public relations; ethical principles of American journalism. Open to all students.
361. Television Production. 3-3-0. Basic procedures for coordinating cameras, microphones, sets, lights, and videotapes.
- 364-365-366* (CLR). Television Workshop. 1-0-2 each. Practical experience in production techniques and participation in campus television productions. MACO 366 meets computer literacy requirements.
370. Law and Ethics of Mass Communication. 3-3-0. Legal and ethical concerns affecting publishing, advertising, broadcasting and public relations. Open to all students.
380. Advertising Copy and Layout. 3-2-2. Prerequisite: MACO 322. Advertising fundamentals, copy, layout and production.
390. Internship. 3-0-10. Prerequisites: Mass Communication major and junior/senior standing. Students intern in a news, public relations or advertising capacity. Must be approved by the department head before registration. A grade of "S" or "U" is assigned upon completion.
- 397-398-399. Independent Study. 1-0-3. Study or project coordinated by instructor in conference with student. One, two, or all three courses may be taken. Must be approved by the adviser before registration. Can be repeated for credit.

401. Broadcast Journalism. 3-3-0. Prerequisites: MACO 271 & 361. Theory, research, concepts, skills and tools basic to radio and television journalism, including news department operation and news program production.
402. Broadcast Journalism Workshop. 3-0-3. Prerequisite: Credit for or registration in MACO 401. Practical experience in radio and television news writing, videotape news story production, and television news graphics production.
430. Public Relations Practice and Case Studies. 3-3-0. Prerequisites: MACO 252, 322 and 330. Theory, research, concepts, case studies, and the execution of regular and special projects.
440. Public Relations Campaigns. 3-3-0. Prerequisite: MACO 430. Planning, researching, developing, executing, analyzing, and evaluating public relations campaigns.
451. Feature Writing. 3-1-6. Prerequisite: MACO 252 or 271. Writing feature and special articles for newspapers and magazines.
452. Women and Minorities in the Media. 3-3-0. Representation and presentation of women and minorities in the mass media.
453. Media Research. 3-3-0. Prerequisite: MACO 101. Mass communication research methods, including focus groups; survey, content analysis; statistics; copy-testing; audience research; computer application; and evaluation.
455. Public Affairs Reporting. 3-2-3. Prerequisites: MACO 252 or 271. Practical application in researching, news gathering and news writing principles with emphasis on public affairs reporting.
480. Advertising Concepts and Strategies. 3-3-0. Prerequisite: MACO 380. Theory, research and analysis of campaigns and media outlets; the execution of regular and special projects.
499. Seminar in Contemporary Mass Communication. 3-3-0. Open to all students. Discussions on various aspects of mass communication. May be repeated for credit when content is different.

STUDENT PORTFOLIO

All students are required to submit a portfolio in their capstone course (MACO 402/Broadcast; MACO 440/Public Relations; MACO 451/Print). Students should be reminded that the department will retain these portfolios. They should retain a copy for their professional use.

Portfolios will be organized according to the following outline:

Resume

Published Work

Representative Work Within Specialty

Examples of Mass Media Writing

Representative Work Across Specialties

Where appropriate, Examples of Academic Research

These portfolios will be turned in during the second-to-last week of regular classes during the capstone course semester. The faculty as a whole will review each of the portfolios and complete an assessment form. Prior to the end of the semester the faculty will meet to discuss findings. The minutes of this meeting will constitute an assessment report, a portion of the department's overall program assessment process.

The portfolio is the best means by which the department and interviewers can assess the accomplishments and abilities of the "professional" experience in both laboratory and professional settings. The portfolio is the student's greatest tool in marketing himself or herself at the time of graduation.

DEPARTMENTAL ORGANIZATIONS

KAPPA TAU ALPHA

The Nicholls chapter of Kappa Tau Alpha invites into membership each fall juniors and seniors who rank in the top 10 percent of their classes academically. The national honor society promotes scholarship in journalism and mass communication. The initiation fee is \$20.

PUBLIC RELATIONS SOCIETY OF AMERICA

The Nicholls chapter of the Public Relations Society of America, a professional organization, cultivates a mutually advantageous relationship between students and professional public relations practitioners. Dues are \$50 a year.

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION (RTNDA)

The Radio-Television News Directors Association is the world's largest professional organization devoted exclusively to electronic journalism. RTNDA represents local and network news executives in broadcasting, cable and other electronic media in more than 30 countries. Dues are \$65.

SOCIETY OF PROFESSIONAL JOURNALISTS

The Society of Professional Journalists (SPJ), a professional journalism organization, works to improve and protect journalism. SPJ welcomes broadcast, print, and public relations students, as well as anyone interested in journalism and a free press. Dues are \$36 a year.

MACO SCHOLARSHIPS & AWARDS

In addition to the financial aid and scholarships programs available to the general student body, about \$14,000 in scholarships is awarded annually to full-time majors in Mass Communication. Most awards represent the interest on endowment funds totaling almost \$375,000.

AWARDS

BONNIE TOUPS WELLS FEATURE WRITING PRIZES of \$350 and \$150 are given each year by the Wells family of Houma to the Mass Communication students who submit the best feature stories of at least 1,000 words on any aspect of Louisiana French culture. Entries must have been published in a newspaper or magazine on or off campus during the year.

ALFRED DELAHAYE AWARD is presented each year to the outstanding Mass Communication graduate of the academic year. The recipient, chosen by the Mass Communication faculty, receives an engraved plaque and a prize of at least \$200.

CLARENCE DOUCET REPORTING AWARD (an engraved plaque and \$200) is presented each year to a Mass Communication major. A judge determines the winner on the basis of three stories published on or off campus between April 1 and March 30; an entry consists of one hard-news story, one feature and one story of the entrant's choice. Doucet was managing editor of the Houma Daily Courier in the 1970s. The award is sponsored by John Gravois, 1980 Mass Communication graduate and government editor of the Forth Worth Star-Telegram.

OUTSTANDING GRADUATING SENIOR IN EACH SPECIALTY. Every spring the faculty in each specialty names the outstanding graduating senior in Broadcast Journalism, Print Journalism and Public Relations.

SCHOLARSHIPS

CONGRESSMAN BILLY TAUZIN SCHOLARSHIP of \$625 a semester is awarded to a sophomore, junior, or senior in Mass Communication specializing in public relations. Applicants must have at least a 3.0 grade-point average, and a recipient must maintain that average for the scholarship to be renewed. The scholarship was established by the Propane Education and Research Council.

CLAUDIA BONVILLAIN SCHOLARSHIP of \$400 a semester is awarded to an outstanding Mass Communication major who can demonstrate an interest in advertising. It was established by the *Houma Courier*.

COMMUNITY BANK SCHOLARSHIP of \$1,000 a semester is awarded to an entering freshman from Louisiana majoring in Mass Communication. The scholarship is renewable as long as the recipient maintains at least a 2.75 grade-point average each semester.

WALLS SCHOLARSHIPS are awarded to Mass Communication students who are high school graduates from Lafourche, Terrebonne or St. Mary parishes, and who are pursuing courses of study in print journalism or advertising. Second priority is given to students of any parish or state. About seven scholarships of \$700 a semester are awarded and each is renewable if minimum requirements are met.

JOHN B. GORDON MEMORIAL SCHOLARSHIP is awarded to one or more full-time students specializing in print journalism. First priority goes to students planning newspaper careers and who live in Terrebonne Parish or who are graduates of Terrebonne Parish high schools. Second priority goes to high school graduates from anywhere. A 2.0 grade-point average is required. The scholarship pays about \$300 a year.

HOUMA COURIER JOURNALISM SCHOLARSHIP each year goes to a graduate of a public or parochial high school in Terrebonne Parish. The award is based on need, scholarship, and demonstrated interest in print journalism and consists of about \$400 a semester.

JENNIE & CO. FILM PRODUCTION SCHOLARSHIP is awarded to a minority student in Mass Communication with a concentration in broadcast journalism. It consists of about \$150 a year.

NEW YORK TIMES FOUNDATION SCHOLARSHIPS are awarded to deserving minority students in print journalism or advertising. The amount varies depending on interests rates and number of recipients.

BOB BLAZIER BROADCAST SCHOLARSHIP is awarded to a full-time Mass Communication junior or senior in broadcasting who has at least a 2.5 GPA. Applicants must demonstrate the hard work ethic exhibited by Bob Blazier.

LOWREY SCHOLARSHIP of about \$300 a year is awarded to a Mass Communication major on the basis of need, grade-point average and professional potential.

COMMUNITY BANK EXCELLENCE IN MASS COMMUNICATION ENDOWED SCHOLARSHIP recipient is chosen by the University Scholarship Committee after considering applications from entering freshmen who are graduates of a Louisiana high school. The four-year award pays about \$1,000 a semester as long as the recipient is a full-time student in mass communication and earns at least a 2.75 grade-point average each semester.

ACEJMC COMPLAINTS PROCESS

ACEJMC invites all students and other persons to report incidents in which they can present evidence that a unit has violated accreditation standards. The Council requires administrators of accredited units to inform all students of this invitation. The information must include the address and telephone number of ACEJMC.

Such reports must be made in writing and should be addressed to the president of ACEJMC. ACEJMC maintains records of all complaints it receives and their resolution.

Complaints must be accompanied by documentation showing that: there has been a specific, substantive, continuing violation of one or more standards; the complainant has exhausted all appropriate local channels for resolution; and there is no current litigation related to the complaint. The Council does not adjudicate, arbitrate or mediate individual faculty or student grievances against a program, nor does it act as a court of appeals in individual matters of admissions, appointment, promotion or dismissal of faculty, staff or students.

Within five (5) days of receipt of a complaint, the president will direct the executive director to invite a response to the complaint from the institution and to gather such other relevant information as the nature of the complaint indicates. No more than thirty (30) days will be allowed for this process. Within ten (10) days of receipt of the response and other information, the president will convene the Executive Committee. The Executive Committee may recommend that the Council: 1) dismiss the complaint; 2) find the unit out of compliance with one or more standards; or 3) find the unit in violation of one or more standards to a degree that requires a change in its accreditation status. The president of the Council will notify the unit and the complainant of the recommendation in writing within ten (10) days.

The Council will consider the complaint, the response, other information, and the recommendation of the Executive Committee at its next regularly scheduled meeting. Decisions of the Council are final. In considering complaints, the Council will give careful attention to due process for both the complainant and the unit. The president of the Council will notify the unit and the complainant in writing of the Council's decision within ten (10) days of the decision.

The Council also requires all units seeking accreditation to maintain records of student complaints and their resolution. As part of the site visit, a visiting team member examines the unit's record of student complaints. The Council expects this record to show timely, equitable and fair resolution of student complaints that are pertinent to the units; compliance with accreditation standards.

MASS COMMUNICATION FACULTY

CONTACT INFORMATION

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Co-CURRICULAR TRANSCRIPT PROGRAM

Nicholls State University has a Co-Curricular Transcript Program which reflects the student's involvement in extra curricular and co-curricular activities as well as honors and awards received each semester he/she is enrolled in the University. The Co-Curricular Transcript is an official university document with an appropriate verification stamp/seal.

The Co-Curricular Transcript program has been implemented at other institutions. The transcript may be submitted for consideration for awards, admission to graduate and professional schools and with employment applications. At Nicholls, it is used to consider students nominated for Hall of Fame, Who's Who, Mr/Ms Nicholls, and various scholarships.

Each student is responsible for reporting her/his involvement, awards received, etc. He/she must obtain the signature of the activity advisor in order to verify his/her involvement in the activity. Information will be accepted for the current and previous academic years.

Co-Curricular Activity Reporting Forms (see attached) will be distributed to students in the lobby of Bollinger Student Union beginning September 9-11, 2003. Completed forms should be turned into the Office of Student Affairs. Information will be processed on an as received basis. Additional copies of the form may be obtained from Student Affairs or Student Life. Copies of Co-Curricular Transcripts will be available 15 work days after receipt of Co-Curricular Activity Reporting Forms

Official copies of Co-Curricular Transcripts will be issued upon written request made to the Office of Records and Registrations. Transcript Request Forms are available in the office of Records and Registration, as well as on the Nicholls website. There is no charge for transcripts.

**STUDENT LIFE OFFICE
NICHOLLS STATE UNIVERSITY
CO-CURRICULAR ACTIVITY REPORTING INSTRUCTIONS**

The purpose of this report is to create a permanent record of student involvement and achievement outside the classroom. This record will become a transcript that can be requested in the Registrar's Office.

Co-Curricular Activity Reporting Forms are completed by the student. The student must obtain the signature of the activity advisor in order to verify his/her participation in the activity. List activities and awards **by semester** from the list presented below.

The University reserves the right to review this report for appropriateness and University relatedness, and may use the report to determine certain awards and honors.

Activities:

SGA:	President, Vice President, other members of Executive Board, Senator.
SPA:	President, Vice President, At-Large Member, other Executive Board member, Committee chairperson, Committee member.
Peer Assistance:	President, Vice President, Director of Insight Theatre, Team Coordinators, team members.
Judicial Board:	Chairperson, member.
Student Organizations:	President, officer, member.
IFC/Panhellenic:	President, officer, committee chair, delegate.
Fraternity/Sorority:	President, officer, member.
Student Media:	La Pirogue; Nicholls Worth; KNSU; Mosaic; Chez Nous. Editor/manager, Assistant Editor/manager, Business Manager, Staff.
Performing Arts:	Theater; Band; Vocal Ensembles; Dance; (student conductor, lead role, stage manager, officer, production staff, performers).
Visual Arts:	One Person, Group Show.
Intercollegiate Sports:	Athletic team captain, member, student trainer, manager. Cheerleaders, colonelettes: captain, member. Mascot.
Intramural Sports:	Participant in one major (flag football, volleyball, basketball, softball) or three minor sports.

Service to the University:

Student Support Staff:	Residence Hall Director, Assistant Director, Resident Assistant; Upward Bound staff; Orientation group leader; volunteer tutoring; new-student recruitment activities. Service on University/college/department committees.
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Awards/Honors:

Honor Societies:	President, officer, member.
Scholarships:	Academic, merit based.
Awards:	Honors and recognition on campus and off for University-related activities. (Mr/Ms Nicholls, Who's Who, Student Employee of Year; etc.
Academic Recognition:	University, college, department awards; selection to honor society; Author/co-author of publication in refereed journal.
Intramurals:	Campus, state, regional, or national championship.

