

DEPARTMENT OF
Mass Communication

NICHOLLS
STATE UNIVERSITY

STUDENT HANDBOOK

2023 - 2024 Catalog

ACEJMC accredited

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INTRODUCTION

Mission Statement

The Department's mission, reflected in its focus on a broad-based education, is to prepare students for careers in industries requiring mass communication skills and engaged citizens.

Diversity Statement

Nicholls State University's Mass Communication Department faculty recognizes the value of an education that embraces a wide spectrum of human experience. Such diversity, it is believed, helps develop a broader perspective on issues and facilitates more meaningful social interaction. We strive to create an environment that involves the perspectives of groups that have been historically marginalized based on differences including culture, gender, gender identity, physical differences or race. This includes not only recruiting and retaining a diverse population of faculty, staff and students, but also creating course content and other learning opportunities for addressing media issues relevant to these groups.

Welcome

The transition from high school to college can be difficult. 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 many of those questions.

What is a University Degree?

Nicholls has 5 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'S DEGREE	Generally require two years of full-time course work to complete.
BACHELOR'S DEGREE	Generally take four years of full-time work to complete.
MASTER'S DEGREE	Generally require two years of work beyond the bachelor's level.
DOCTORAL DEGREE	Require about three years of graduate-level work beyond the master's degree.

Mass Communication students at Nicholls work toward 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 Catalog (at <http://www.nicholls.edu/catalog/> and then click the current catalog). It contains a wealth of information, and consulting it is a must for those who want to make their journey through college as smooth as possible. Not only does it include information on financial aid, course descriptions and important university regulations (including student rights and responsibilities), but it also describes in detail the requirements of the university, college and department for receiving a degree in your chosen area. Students should study and become familiar with these requirements. Pay special attention to those advanced courses that require completion of prerequisite classes. For example, MACO 251 must be taken before MACO 252.

Also, it is important that students stay in touch with their 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 when problems arise.

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 students must accept responsibility in selecting their courses. This booklet has been published to help majors understand the necessary steps in completing the 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, a degree can be earned. There are people and programs in the department and in the university to help students meet the challenge.

General Tips

1. Independent study and internships must be arranged before registration.
2. Freshman English and mathematics courses should be taken in the freshman and sophomore years.
3. Never approach an adviser at the last minute before a registration deadline.
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 mission statement, 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 believe 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, interviewing, writing and understanding the role of the media in a complex, modern society.

The emphasis on fundamentals is supported by hands-on laboratory instruction that provides students with situations, experiences and equipment much like those they 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. Many Mass Communication graduates find their studies excellent preparation not only for Mass Communication careers but also for further education in graduate and professional schools, as well as for employment in the world of industry, business, government and communication.

Mass Communication professionals need more than journalistic skills. They must have a broad-based education. Seventy two hours must be completed outside the major, from areas such as English, foreign language, literature, history, political science, economics, mathematics, humanities, fine arts and the natural sciences.

TO QUALIFY FOR GRADUATION, STUDENTS MUST COMPLETE

1. Total number of hours: **120**
2. Total number of hours outside of MACO: **72**
3. **45** hours (15 courses) of courses at the 300-level or above

BASIC INFORMATION

Minimum Graduation Requirements

1. To qualify for graduation, majors must complete 120 hours. 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 100 or 101 or 117.
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).

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 * <i>Requires approval of adviser & dept. head</i>

4. No more than 12 hours in MACO courses may be transferred in from other institutions.
 5. Courses required:
 - Fine Arts:** Completion of three semester hours of arts electives from the following courses:
Any ART or MUS course, FNAR 105, 301, 302, or SPCH 210, 300 as specified by the major/minor/concentration/certification.
 - 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 a literature course at 200-level or above as well as a writing intensive at 300-level or above.
 - Computer Literacy:** Completion of MACO 322 or MACO 362.
 - Humanities:** Three hours GEAC applicable Humanities.
 - Mathematics:** Completion of six semester hours including Math 214 and three additional hours.
 - Natural Sciences:** Courses from both the biological and physical sciences must be taken to fulfill the natural science requirement. Six hours shall be earned in a single biological or physical science, and three hours must be earned in a natural science area other than that selected to fulfill the six-hour requirement, as specified by the major/minor/concentration/certification.
 - Social Sciences:** Six semester hours including GOVT 101 or GOVT 252 and three additional hours at 200-level or above.
- University Studies:** UNIV 101.

MASS COMMUNICATION REQUIREMENTS

Journalism and Public Relations Specialties

The University awards the Bachelor of Arts degree in Mass Communication with a Mass Communication specialty in Journalism or Public Relations to a student who, in addition to satisfying the minimum requirements for graduation from the university, meets the requirements listed below. A student majoring in Mass Communication must complete one of the two specialties to meet degree requirements. Grades of C or better must be earned in all Mass Communication courses. The program requires 72 hours of credit outside of Mass Communication. Mass Communication majors must receive a C or better in both English 101 and 102. GER means General Education Requirements; UR means University Requirement.

***NOTE:** MACO students must complete a minor in another academic discipline or take 26 hours from a list of approved general electives that must include at least 12 hours at the 300 level or higher.

FRESHMAN YEAR	Hrs.	SOPHOMORE YEAR	Hrs.
MACO 101	3	MACO 230	3
Freshman Studies Course(UR)	1	MACO 251 (GER)	3
ENGL 101,102 (GER)	6	MACO 252	3
HIST (GER)	3	MACO Elective	3
MATH ** (GER)	3	Government 101 or 252.....	3
MATH 214	3	ENGL Literature 200+ (GER)	3
Natural Science Electives (GER)	6	Natural Science Elective (GER)	3
SPCH 101 (OCR).....	3	Minor or Approved Electives*	9
Minor or Approved Electives*	3		
	<u>31</u>		<u>30</u>

JUNIOR YEAR	Hrs.	SENIOR YEAR	Hrs.
MACO 321, 370.....	6	MACO 490	3
MACO Concentration Courses	9	MACO 390	3
ENGL Writing Intensive 300+ (GER) ..	3	MACO Concentration Courses	6
HIST 300+ (GER).....	3	MACO Electives	6
Social Science Elective (GER)	3	ART Elective (GER).....	3
Minor or Approved Electives*	6	Minor or Approved Electives*	8
	<u>31</u>		<u>31</u>

*MACO courses may not be taken as general electives and MACO students must take a minor in another academic discipline or take 26 hours from a list of approved general electives that must include at least 12 hours at the 300 level or higher.

** Math, at the freshman level or above.

MASS COMMUNICATION CORE COURSES AND SPECIALTIES

REQUIRED OF ALL MAJORS

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

- MACO 101 — Survey of Mass Communication
- MACO 230 — Visual Communication
- MACO 251 — News Writing
- MACO 252 — Reporting
- MACO 321 — Information Technologies for Mass Communication
- MACO 322 — Publication Design for Mass Communication
- MACO 370 — Law and Ethics of Mass Communication
- MACO 390 — Internship OR MACO 388 Practicum
- MACO 490 — Digital Media Convergence (Capstone course)

In addition to these courses, every student must complete three additional courses related to his or her Mass Communication specialty. The two specialties are Journalism and Public Relations. The requirements for these specialties include the courses listed below and 9 hours of mass communication electives.

JOURNALISM

- MACO 326 — News Editing (*only taught in spring semester*)
- MACO 362 — Broadcast Media Workshop (*only taught in spring semester*)
- MACO 451 — Feature Writing (*only taught in fall semester*)
- OR
- MACO 401 — Broadcast Journalism (*only taught in fall semester*)
- MACO 455 — Public Affairs Reporting (*only taught in spring semester*)
- 9 hours of MACO electives

PUBLIC RELATIONS*

- MACO 317 — Public Relations Writing
- MACO 330 — Public Relations
- MACO 430 — Public Relations Practice and Case Studies (*only taught in fall semester*)
- MACO 440 — Public Relations Campaigns (*only taught in spring semester*)
- *MACO 330, 430 and 440 MUST be taken in sequence.
- 9 hours of MACO electives

MINOR

- MACO 101 — Survey of Mass Communication
- MACO 251 — News Writing
- MACO 370 — Law and Ethics of Mass Communication
- 9 hours of MACO electives

ALL MAJORS MUST COMPLETE 26 HOURS OUTSIDE OF THE MAJOR AS EITHER A MINOR OR ELECTIVES: *note: At least 12 hours must be at the 300-level or above*

MASS COMMUNICATION COURSES & PREREQUISITES

COURSE	TITLE	PREREQUISITE
MACO 101	Survey of Mass Communication	None
MACO 230	Visual Communication	None
MACO 251	News Writing	Freshman English
MACO 252	Reporting	MACO 251
MACO 261	Photojournalism	None
MACO 271	Broadcast News Writing	MACO 251
MACO 317	Public Relations Writing	MACO 252 & SPCH 101
MACO 321*	Information Technologies for Mass Communication	None
MACO 322	Publication Design for Mass Communication	None
MACO 326	News Editing	MACO 230, 252 & 322
MACO 330	Public Relations	None
MACO 340	Audio in Media	None
MACO 350	Web Design for Mass Communication	None
MACO 355	History and Principles of Mass Communication	None
MACO 361	Television Production	None
MACO 362	Broadcast Media Workshop	None
MACO 370	Law and Ethics of Mass Communication	None
MACO 380	Advertising Copy and Layout	MACO 322
MACO 388	Practicum	Junior Standing
MACO 390	Internship	Senior Standing
MACO 397/398/399	Independent Study	None
MACO 401	Broadcast Journalism	None
MACO 402	Broadcast Journalism Workshop	MACO 401 (or concurrent)
MACO 430	Public Relations Practice and Case Studies	MACO 252, 230/322 & 330
MACO 440	Public Relations Campaigns	MACO 430
MACO 451	Feature Writing	MACO 252 or 271
MACO 452	Women and Minorities in the Media	Junior Standing
MACO 453	Media Research	MACO 101
MACO 455	Public Affairs Reporting	MACO 252 or 271
MACO 471	Communication Theory	Senior Standing
MACO 480	Advertising Concepts and Strategies	MACO 380
MACO 481	Environmental Journalism	Senior Standing
MACO 485	Environmental Communication	Instructor Permission
MACO 490	Digital Media Convergence (capstone)	Final Semester
MACO 491	Digital Media Convergence Lab	Final Semester
MACO 499	Seminar in Contemporary Mass Communication	None

***MACO 321 satisfies computer literacy requirements.**

MASS COMMUNICATION COURSE DESCRIPTIONS

Students must earn a C or better in each MACO course that serves as a prerequisite for a higher-level MACO course in order to be eligible to take the higher-level course.

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. (09.0101)
230. Visual Communication. 3-3-0. Familiarize students with processes for conveying meaning through the use of images and in conjunction with text.
251. News Writing. 3-3-0. Prerequisites: Completion of freshman English and keyboarding skills. Researching and writing news, with emphasis on accuracy, brevity, clarity. (09.0401)
252. Reporting. 3-3-0. Prerequisite: MACO 251. Advanced newsgathering, news writing and interviewing techniques. (09.0401)
261. Photojournalism. 3-0-6. Camera techniques and picture editing for publication. (09.0401)
271. Broadcast News Writing. 3-3-0. Prerequisite: Completion of MACO 251. Lecture and practice in researching, gathering and writing broadcast news. (09.0402)
317. Public Relations Writing. 3-3-0. Prerequisites: Completion of MACO 251 and MACO 252 or MACO 271, and SPCH 101. Fundamentals of public relations writing including news releases, internal communications, and persuasive writing. (09.0902)
321. Multimedia Storytelling for Mass Communication. 3-3-0. Prerequisites: C or better in ENGL 102 and Junior standing. Information gathering and production technologies for new media with emphasis on theoretical underpinnings. Software technologies including social media, desktop publishing, photojournalism, web development and video production and their application in mass communication strategies. Meets computer literacy requirement. (09.0401)
322. Publication Design for Mass Communication. 3-0-3. Emphasis on desktop publishing. Production of publications with a personal computer and laser printer using word processing, media graphics, spreadsheets and interactive page layout. (09.0401)
326. News Editing. 3-3-0. Prerequisite: MACO 252. Prerequisite or Co-requisite: MACO 322. Fundamentals of editing for newspapers and related publications; layout; copy reading and headline writing. (09.0401)
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. (09.0902)
340. Audio in Media. 3-3-0. Theory, research, concepts, skills and tools basic to audio production, including podcasting, radio production, commercial production, and audio journalism. (09.0701)
350. Web Design for Mass Communication. 3-3-0. Explores the fundamentals of design for the Web, working with online content management systems and the computer-based tools used for Web design. The course integrates elements of design with specialized software packages. (09.9999)
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. (09.9999)
361. Television Production. 3-3-0. Basic procedures for coordinating cameras, microphones, sets, lights and videotapes. (09.0402)
362. Broadcast Media Workshop. 3-1-4. Practical experience in electronic newsgathering and production techniques. (09.0402)
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. (09.0101)
380. Advertising Copy and Layout. 3-2-2. Prerequisite: MACO 322. Advertising fundamentals, copy, layout and production. (09.0903)
388. Practicum. 3-0-10. Prerequisites: Mass Communication major, Junior standing and permission of department head. Students will intern in a news, public relations or advertising capacity with an on-campus entity. S or U is assigned upon completion. (09.9999)
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. S or U is assigned upon completion. (09.9999)
- 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. (09.0401)
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. (09.0402)
402. Broadcast Journalism Workshop. 3-0-3. Prerequisite: Credit or registration in MACO 401. Practical experience in radio and television news writing, videotape news story production, and television news graphics production. (09.0402)
430. Public Relations Practice and Case Studies. 3-3-0. Prerequisites: MACO 252, 230 or 322, and 330. Theory, research, concepts, case studies, and the execution of regular and special projects. (09.0902)
440. Public Relations Campaigns. 3-3-0. Prerequisite: MACO 430. Planning, researching, developing, executing, analyzing, and evaluating public relations campaigns. (09.0902)
451. Feature Writing. 3-1-6. Prerequisite: MACO 252 or 271. Writing feature and special articles for newspapers and magazines. (09.0401)
452. Women and Minorities in the Media. 3-3-0. Prerequisite: Junior Standing. Representation and presentation of women and minorities in the mass media. (09.0902)
453. Media Research. 3-3-0. Prerequisite: MACO 101. Mass communication research methods, including focus groups, surveys, content analysis, statistics, copy testing, audience research, computer application and evaluation. (09.0902)
455. Public Affairs Reporting. 3-2-3. Prerequisite: MACO 252 or 271. Practical application in researching, news gathering and news writing principles with emphasis on public affairs reporting. (09.0401)
471. Communication Theory. 3-3-0. Prerequisites: C or better in ENGL 102 and Senior standing. Introduction to the development of significant communication theories, including basic concepts in social science research methodologies, the history of major theoretical models and prevailing theories and approaches. There will be intensive writing in this course. (09.0102)
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. (09.0903)
481. Environmental Journalism. 3-3-0. Prerequisites: C or better in ENGL 102 and Senior standing. Introduction to processes involved in reporting on environmental concerns, including basic news gathering and reporting skills, digital journalism techniques, and critical evaluation of scientific methodologies. (09.0401)
485. Environmental Communication. 3-3-0. Prerequisites: C or better in ENGL 102 and Senior standing. Researching, creating, and disseminating content on environmental issues; may include journalism, public relations, and other elements of science communication; includes the execution of regular and special projects. (09.0702)
490. Digital Media Convergence. 3-3-0. Theoretical and practical instruction incorporating audio, video, and graphics in a multimedia environment. (09.0102)
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 if content differs. (09.0902)

MASS COMMUNICATION HONOR CODE

With a deep appreciation for the potential impact of our work on others and for our special role within a free society, as mass media practitioners we readily accept our responsibility to conduct our professional lives according the highest standards of ethical conduct. Likewise, a core objective of the Department of Mass Communication is to instill within its students a passion for this philosophy. Accordingly, the Department requires all majors to sign the following pledge:

I _____ (Print Name) promise to commit myself to constantly acting as a champion of ethical academic and professional behavior.

I promise to be fair to all constituencies and to make every reasonable effort to insure that messages with which I am associated are accurate.

I promise to never represent the work of others as my own, always citing sources as appropriate and expressing ideas whenever possible in my own words or images.

I promise to never knowingly participate in academic dishonesty, such as cheating on class assignments and plagiarism, nor to tolerate such actions by others.

I understand that should I fail to adhere to this pledge I will be subject to review by the Department's Honors Code Committee comprised of three faculty members (excluding the Department Head and the faculty member bringing the charge, if such is the case), two Mass Communication majors who are at least juniors and one faculty member from outside of the Department appointed by the dean of our college. This review may result in a recommendation for sanctions to the Department Head or University disciplinary system. These sanctions may include expulsion from the University or program.

Signed

Dated

MACO SCHOLARSHIPS AND AWARDS

In addition to the financial aid and scholarships programs available to the general student body, about \$18,000 in scholarships and prizes is awarded annually to full-time majors in Mass Communication. Most awards represent the interest on endowment funds totaling about \$400,000 in the custody of the University and the Nicholls Foundation.

AWARDS

BONNIE TOUPS WELLS FEATURE WRITING PRIZE of \$350 is presented each year by the Wells family of Houma to the Mass Communication student who submits the best feature story of at least 1,000 words on any aspect of Louisiana French or Cajun culture. Entries must have been published in a newspaper or magazine on or off campus in the year before Dec. 1.

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 at least \$200.

CLARENCE DOUCET REPORTING AWARD is presented each year to a Mass Communication major. The award consists of at least \$200 and an engraved plaque. A judge determines the winner on the basis of three stories published on or off campus in the year before April 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 Journalism and Public Relations.

SCHOLARSHIPS

CONGRESSMAN BILLY TAUZIN SCHOLARSHIP of about \$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 at least that average for the scholarship to be renewed. The scholarship was established by the National Propane Education and Research Council.

CLAUDIA BONVILLAIN SCHOLARSHIP of about \$150 a semester is awarded to an outstanding Mass Communication major who can demonstrate an interest in advertising. It was established by the Houma Courier and Daily Comet.

WALLS SCHOLARSHIPS are awarded to Mass Communication students who are high school graduates from Assumption, Lafourche, St. James, St. Mary or Terrebonne 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 about \$700 a semester are awarded each semester and each is renewable if minimum requirements are met.

JOHN B. GORDON MEMORIAL SCHOLARSHIP is awarded to a full-time student 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 \$200 a year.

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 is usually about \$400 a semester depending on interest rates.

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

LOWREY SCHOLARSHIP of about \$150 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 is awarded to a Mass Communication major chosen by the University Scholarships 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.

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.

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.

RADIO TELEVISION DIGITAL NEWS ASSOCIATION (RTDNA)

The Radio Television Digital News Association is the world's largest professional organization devoted exclusively to electronic journalism. RTDNA represents local and network news executives in broadcasting, cable and other electronic media in more than 30 countries.

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.

STUDENT PORTFOLIO

All Mass Communication majors are required to submit an online portfolio in the capstone course (MACO 490). They should maintain their site 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 490 course and submitted to the faculty at the end of the capstone course semester. The faculty as a whole will review each portfolio 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.

ACEJMC COMPLAINTS PROCESS

Students, faculty, staff, administrators and other persons may report incidents in which they can present evidence an accredited unit or ACEJMC has violated accreditation standards, policies or procedures. The Council requires administrators of accredited units to inform their units of this policy.

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.

Complaints must be made in writing and should be addressed to the president of ACEJMC. Complaints must be accompanied by documentation showing a specific, substantive violation of one or more standards, policies or procedures.

After receipt of a complaint against an accredited unit, the president will convene the Executive Committee to determine the validity of the complaint. If further action is warranted, the president will invite a response to the complaint from the institution, including other relevant information as the nature of the complaint indicates. The Executive Committee may then: 1) dismiss the complaint or 2) find the unit in violation of one or more standards. The Executive Committee could then find the violation to a degree that requires a change in the unit's accreditation status.

After receipt of a complaint against ACEJMC, the president will convene the Executive Committee to determine the validity of the complaint. If further action is warranted, the president will direct the executive director to gather relevant information and provide a response to the complaint. The Executive Committee may then: 1) dismiss the complaint; 2) determine that an individual representing or employed by ACEJMC may have violated a standard, policy or procedure, and counsel the individual; or 3) take further action as circumstances warrant, up to and including termination.

In the case of a complaint against a member of the Executive Committee, the president will direct the complaint to the Appeals Board.

The president of the Council will notify the complainant and unit or individual of the decision in

writing. Decisions of the Executive Committee or Appeals Board may be appealed to the Council for consideration at the Council's next regularly scheduled meeting.

The Council requires all units seeking accreditation to maintain records of student complaints and their resolution. As part of the site visit, a visit 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 unit's compliance with accreditation standards.

ACEJMC maintains records of all complaints it receives and their resolution.

MASS COMMUNICATION FACULTY AND STAFF

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CO-CURRICULAR TRANSCRIPT PROGRAM

Presence is an automated campus engagement platform. It provides student organizations with roster management and event registration management (replaces GOLD Forms) and provides a co-curricular point system and transcripts for individuals.

Co-curricular transcripts and the points earned are used in the selection process for scholarships and awards given by the University such as: Colonel Leaders and Scholars, Hall of Fame, Homecoming Court, Mr. and Ms. Nicholls, etc. It can also be a helpful reference document for employers as you apply for jobs.

In order to be considered for awards and scholarships, simply log into Presence and enter any experiences that are not listed through a roster of an organization you are in by following the instructions below before the deadline date.

An experience is any activity/position that is not automatically entered from an organization roster. President, Vice President, Secretary, Treasurer, or Chair are pulled from organizational rosters. All other activities are considered “Experiences” which can be browsed and applied for under the “Opportunity” tab.

Apply for the opportunity in order for the experiences to be added to your co-curricular and to receive points. Click the “Apply to Earn” button, attach your proof, and submit for approval. Examples of experiences include: visual and performing arts like band or Nicholls Worth, athletics/intramurals, awards and scholarships, specific titles such as a public relations/marketing chair, student employment positions, etc. You can browse the full list at nicholls.presence.io/experience All co-curricular points that have been submitted to the Office of Student Affairs prior to 8-1-22 have already been added to Presence. If you are a member of an organization those rosters have already been entered beginning with the Spring 2022 semester. If you have a special position you may have to enter them as an experience by applying for an opportunity and upload your supporting documentation to receive your points by following the directions below and/or watching the video.

Please see the Presence tutorial video: <https://youtu.be/SES3Q9fgw1Y>

HOW TO GET TO PRESENCE

1. Log onto my.nicholls.edu/home
 2. Sign in with your moodle username and password
 3. Click the “Presence” tile at the bottom of the page
- **If you have trouble logging in, please go directory to Presence.

HOW TO FIND UPCOMING EVENTS

1. Follow the “How to Get to Presence” steps above
2. Click on the “Events” tab at the top of the page
3. The Experience page allows you to browse upcoming events for all organizations on campus as well as search for specific events.

HOW TO SEARCH UP NICHOLLS ORGANIZATIONS

1. Follow the “How to Get to Presence” steps above
2. Click on the “Organizations” tab at the top of the page
3. The Organizations page lists out all of the campus organizations and allows you to search for specific organizations.
4. Additional tips:
 - The organizations tab allows you to browse the new directory of campus organizations. Each org has

their own tile which opens their own page.

- You can also filter organizations by categories and different options.
- You can also change between tile view and list view.
- The forward and backward buttons allow you to navigate through the directory.
- You can also search for specific organizations like the Student Programming Association.
- You can view details like their meeting times and locations, about and purpose, their social media accounts, and membership qualifications.
- You can also send the organization a message to request more information.

HOW TO VIEW INDIVIDUAL CO-CURRICULAR TRANSCRIPT

Follow the “How to Get to Presence” steps above

- Click the arrow next to the profile icon at the top right of the screen.
- Click the “Profile” link.
- This page will break down your club memberships and detail your timeline of memberships and experiences.
- Go to “Share”
- Click “Download PDF” to download and view your “Co-Curricular Transcript”
- The PDF can be printed or emailed for scholarships, award considerations, or other uses.

Additional tips:

- Co-Curricular transcripts are now automated through Presence, so you no longer need to make trips to the Office of Student Affairs or get signatures on paper forms.
- All club memberships are now added by rosters and will automatically transfer to your SmartTranscript.
- Be sure you are a member of your organization by asking your advisor or club president.
- Any points from the past have already been uploaded into Presence. You may not see these on your SmartTranscript, but your points are uploaded and will be used to calculate different university awards and honors.
- You can now access your Co-Curricular SmartTranscript at any time!

HOW TO APPLY FOR EXPERIENCES

Follow the “How to Get to Presence” steps above

- Click on “Opportunities” on the top bar of the page
- Select “Experiences”
- Select/Search/Browse for the experience you would like to apply for
- Click on the Experience you would like to apply for
- When on the experience page, click on the “Apply to Earn” button.
- The Application to Earn will pop-up
- The Opportunity Menu will autofill the event information for you.
- Be sure to check that the information is correct.
- Upload proof of documentation in the “Upload Supporting Documentation” area.
- Examples of documentation include:
 - Screenshot from Banner or Moodle
 - Calendar event
 - Picture from a conference or event
 - Group Page
 - Emails
 - Event Programs
 - Etc.
- When finished, click the green “Submit for Approval” button at the top of the page

If you have any questions regarding Co-Curriculars and Points in Presence, please contact Mrs. Amanda Fremin

at amanda.fremin@nicholls.edu or Mrs. Carolanne Moore at carolanne.moore@nicholls.edu in regards to registering student organizations and event registration.

Example of 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.
SEALS:	President, Vice President, Director of Insight Theatre, Team Coordinators, team members.
Student Supreme Court:	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, 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

GENERAL EDUCATION (GER)

CORE CURRICULUM REQUIREMENTS FOR THE BACCALAUREATE DEGREE

A. CORE PROFICIENCIES

• EFFECTIVE COMMUNICATION: WRITING

9 HOURS

ENGL 101 or ENGL 111

3 hours

ENGL 102 or ENGL 112. Each student shall fulfill English competency requirements by earning a C or better in 102.

3 hours

WRITING-INTENSIVE COURSE: From ENGL 264, 266, 310, 366, 368, 468; BSAD 310; MACO 251 as specified by the major/minor/concentration/certification. These courses teach effective writing within a discipline with primary emphasis on the further development of essential writing and reasoning skills necessary for success in students' academic, personal and professional lives.

3 hours

• QUANTITATIVE REASONING: MATHEMATICS

6 HOURS

From MATH 100 or MATH 101, or MATH 117, and a mathematics course specified by the major/minor/ concentration/certification. MATH 101/117, or MATH 117/101, or MATH 117/214 will satisfy general education requirements. Each student must earn a grade of C or better in MATH 100 or 101 or 117 or earn credit in calculus as part of the fulfillment of the math competency requirement. Math 117 serves as a prerequisite to MATH 214 only.

6 hours

B. BREADTH OF KNOWLEDGE AREAS

• FINE ARTS

3 HOURS

3 hours (1 course) from ART, FNAR, MUS, SPCH 300 as specified by the major/minor/ concentration/certification

3 hours

• HUMANITIES

9 HOURS

6 hours from HIST 101, 102, 105, 106, 150, 151,160, 161, 255, or 256 and 3 hours from Literature or Philosophy at the 200-level or above as specified by the major/minor/ concentration/certification. (Literature classes include ENGL 210, 211, 212, 253, 254, 255, 256, 300-301-302, 305, 306, 315, 316, 321, 322, 332, 361, 363, 410, 411, 424, 427, 451, 455, 460, 463, 471, 475, 482, 483; FREN 316, 403; SPAN 351, 355, 401, 402, 405.)

9 hours

• NATURAL SCIENCES

9 HOURS

Courses from both the biological and physical sciences must be taken to fulfill the natural science requirement. 6 hours in a single biological or physical science.

6 hours

3 hours must be earned in a natural science area other than that selected to fulfill the six-hour requirement, as specified by the major/minor/concentration/ certification.

3 hours

• SOCIAL AND BEHAVIORAL SCIENCES

6 HOURS

6 hours from the following disciplines: ECON, GEOG, GOVT, PSYC, SOCI. 3 hours must be at sophomore level or above as specified by the major/minor/concentration/ certification.

6 hours