

# Academic Fact Sheet

# Wayne State College

## MASS COMMUNICATION: BROADCAST COMMUNICATION CONCENTRATION (36 Hours) or (48 Hours)

Broadcasting is administered by the Communication Arts Department.

### Facts about the Program

#### *Degrees Offered:*

B.A.  
B.S.

#### *Faculty:*

Maureen Carrigg, M.F.A.  
Max McElwain, Ph.D.  
Michael Marek, Ed.D.

### Career Opportunities

Broadcast Journalism (Radio and Television)  
Broadcast Production  
Broadcast Air Personality  
Broadcast Management (from Floor Manager to General Manager)  
Continuity (Ads, Promotional Announcements, etc.)  
Media Relations

### Program Description

The broadcasting aspect of the communication arts section provides students with opportunities to manage and operate actual broadcast facilities. The program, however, also underscores the importance of mass communication theories and their application to the broadcasting profession(s). Writing and creative skills are also emphasized. Some of the fundamental aspects of these skills and theories are taught through a core curriculum, which both journalism and broadcasting students take. Subsequent courses in the broadcasting major cover more specific areas, such as TV and radio production, script writing, broadcast journalism and broadcast management.

### Scholarships and Financial Aid

Wayne State College is committed to providing a quality, affordable education for its students. There are several types of financial assistance available for Wayne State students, including grants, loans, work-study and scholarships. The aid packages are composed of money from Pell grants, SEOG grants, SSIG grants, Perkins loans, Stafford student loans, PLUS loans and a variety of scholarships. Contact the Financial Aid Office at (402) 375-7230 for further information.

The following scholarships are available through the Communication Arts Department:

Special Abilities Scholarships are offered to outstanding majors  
Jack E. Backer Scholarship

### Special Offerings

CNA 220/420 -- The courses provide opportunities to gain first-hand experience in operating radio and TV stations. Students assume a variety of responsibilities in serving as management and staff of KWSC-FM (campus radio station, 91.9 MHz) and KWSC-TV (Channel 24 on Jones Intercable, Wayne).

Internships at radio and TV stations, or through other communication organizations are available. These internships can be credited toward the student's major.

Lambda Pi Eta - Communication honorary

### For more information contact:

Maureen Carrigg  
Communication Arts Department  
Wayne State College  
Wayne, Nebraska 68787  
(402) 375-7394 or 1-800-228-9972  
www.wsc.edu

**BROADCAST COMMUNICATION CONCENTRATION (36 Hours) or (48 Hours)**

**FRESHMAN YEAR**

	General Education - Block 1	6	CNA 263	Intro to Mass Communication	3
CNA 162	Radio Production I	3	ENG 102	Composition Skills	3
GST 110	Succeeding in College	2	HIS 120	World History	3
CNA 100	Principles of Human Communication	3		General Education - Block 3	6
		14			15

**SOPHOMORE YEAR**

CNA 220/320	Workshop	1-3		General Education - Block 2	3
CNA 262	Mass Media Writing	3	CNA 220/420	Communication Lab	3
CNA 373	Video Production I	3	CNA 390	Broadcast Journalism	3
	Life Sciences	3	CNA 473	Video Production II	3
	General Education - Block 2	3	MAT	by advisement	3

15-17 Hours each semester

**JUNIOR YEAR**

	General Education - Block 2	3		General Education - Block 3	3
CNA 272	Script Writing	3	CNA 379	Broadcast Management	3
CNA 372	Journalism Ethics	3		Courses toward second major or minor	
CNA 373	Video Production I	3		Select from other CNA course or one of the	
CNA 220/420	Communication Lab	3		following: BUS 370, POS 305, ART 330	3-6
CNA 471	Mass Media & Society	3			
	Select 6 hours from other CNA course or one of the following: BUS 370, POS 305, ART 330	3-6			

15-17 Hours each semester

**SENIOR YEAR**

EPS 300	Educated Perspective	3		* Broadcast communication elecctives	
CNA	Broadcast elective		CNA 475	Communication Law	3
	Second major or minor as needed				

15-17 Hours each semester

\* Students enrolled in 48 hour major must add 12 hours of Broadcast Communication electives. Choose from this list: CNA 223 Acting I (3), 340/440 Intercollegiate Forensics (1-3), 252 Public Address (3), 279/379/479 Internship in Broadcasting (3), 301 Advertising Copywriting (3), 374 Public Relations (3), 375 Intercultural Communication (3), 378 Television Performance (3), 378 Lighting (3), 389 Photojournalism (3), 391/491 Special Projects in Communication (3), 462 Worldwide Web Development (3), 450 Computer Layout & Presentation (3), 454 Advanced Web Development (3), 475 Special Topics in Mass Communication (3), BUS 370 Principles of Marketing (3), 374 Principles of Advertising (3), ENG 200 Expository Writing (3), GEO 305 Political Geography (3), ITE 362 Digital Photography (3), POS 300 State and Local Politics (3), 350 The American Presidency (3), 380 Public Policy, CNA 453 Integrated Marketing Communication (3). Broadcast concentration students may take up to four additional hours of workshop classes as electives in the 48-hour major.

Advisors should consult the course rotations on the WSC web page at: <http://www.wsc.edu/academic/>