

MASS COMMUNICATION

Booth College of Business and Professional Studies

MASS COMMUNICATION

MAJORS

- Broadcasting (minor required)
- Journalism (minor required)
- Applied Advertising (minor required)
- Advertising
- Interactive Digital Media, New Media Concentration

MINORS

- Broadcasting
- Journalism
- Visual Journalism
- Advertising
- Interactive Digital Media

THE DEPARTMENT

Students involved in Northwest's Department of Mass Communication say they are confident they made the correct decision when it came to choosing the right college. The department has a small, friendly atmosphere and allows plenty of opportunities for hands-on experience. Many students begin working on the staff of Northwest's publications and broadcast outlets during their first year. Students say the friendly faculty members and unlimited opportunities for experience are what most attracted them to Northwest.

For those students interested in finding their own niche in the country's vast media environment, the Department of Mass Communication offers something for everyone. Northwest has two radio stations, a television station and a video production unit for students interested in broadcasting. In the print realm, Northwest offers a weekly newspaper, a yearbook and a regional online travel and leisure magazine. Northwest also offers opportunities in tune with the expanding technology now available to media organizations. This includes the daily online newspaper and the yearbook DVD supplement. These publications and broadcast outlets have a long history of award-winning coverage. See page 8 for Northwest's recent accomplishments.

Writing skills are emphasized throughout the curriculum. Students benefit from a coaching style of instruction in the classroom and from dedicated advisors at the student media outlets. For students on the fast track to a professional career, the department offers a three-year graduation plan for journalism and broadcasting majors. These plans take advantage of the University's summer trimester course offerings.

DEGREE PROGRAMS

Northwest offers both a Bachelor of Science and a Bachelor of Arts degree in broadcasting. The difference is that

a Bachelor of Arts degree has more requirements in the liberal arts. Courses in either degree program include writing, announcing, audio and video production, advertising sales, news reporting, programming, management, communication law, ethics and theory. A minor in broadcasting also is available.

In journalism, Northwest offers a Bachelor of Science and a Bachelor of Arts degree. Again, the difference is that a Bachelor of Arts has more course requirements in the liberal arts. Courses in either degree program include production, writing, editing, design, advertising, reporting, photography, law, ethics and theory. Minors in journalism and visual journalism also are available.

The Bachelor of Science degree in applied advertising offers students the opportunity to explore the creative side of advertising with courses in print and broadcast advertising, Web publishing, law and design. A minor in advertising also is available.

Two interdisciplinary programs enable students to learn from the combined knowledge and strengths of diverse University faculty. The Bachelor of Science degree in advertising is designed in conjunction with the Department of Marketing and Management. The major prepares students for careers in the mass media, corporate and agency settings. Courses include writing, promotion, advertising principles, marketing, design and more.

Another interdisciplinary offering is a major in Interactive Digital Media, offered in conjunction with the departments of Art and Computer Science/Information Systems. Here students learn to tap the vast potential of the Internet by mastering skills in Web publishing, multimedia production and media design. Three concentrations are available for this major, with New Media offered in the Department of Mass Communication. A minor in Interactive Digital Media also is available.

MAJORS

BROADCASTING

B.A. – minor required

Required Courses

Introduction to Broadcast Operations
 Introduction to Mass Media
 Professional Media Writing
 Reporting
 Principles of Broadcast Advertising
 Communication Law
 Media Criticism and Responsibility
 Theories of Mass Communication
 Media Leadership
 Comparative Mass Media Systems
 Senior Seminar

B.S. – minor required

Required Courses

Introduction to Broadcast Operations
 Introduction to Mass Media
 Professional Media Writing
 Radio Production
 Television Production
 Reporting
 Principles of Broadcast Advertising
 Communication Law
 Broadcast Journalism
 Media Criticism and Responsibility
 Theories of Mass Communication
 Media Leadership
 Senior Seminar

JOURNALISM

B.A. – minor required

Required Courses

Introduction to Mass Media
 Professional Media Writing
 Reporting
 Media Design
 Communication Law
 Broadcast Journalism
 Media Criticism and Responsibility
 Theories of Mass Communication
 Advanced Reporting
 Editing
 Senior Seminar

B.S. – minor required

Required Courses

Introduction to Mass Media
 Professional Media Writing
 Reporting
 Media Design
 Communication Law
 Broadcast Journalism
 Media Criticism and Responsibility
 Theories of Mass Communication
 Advanced Reporting
 Editing
 Feature Writing
 Senior Seminar

Three hours from the following:

Journalism Practicum (Yearbook)
 Journalism Practicum (Newspaper)
 Advanced Journalism Practicum
 (Yearbook OR Newspaper)

APPLIED ADVERTISING

B.S. – minor required

Required Courses

Introduction to Broadcast Operations
 Professional Media Writing
 Introduction to Media Advertising
 Media Design
 Introduction to Web Publishing
 Principles of Broadcast Advertising
 Communication Law
 Advanced Media Design
 Principles of Print Advertising
 Senior Seminar
 Advanced Advertising Strategies

Three hours of the following:

Journalism Practicum
 Advanced Journalism Practicum
 Practicum in Radio
 Advanced Practicum in Radio
 Practicum in Television
 Advanced Practicum in Television

Three hours of the following:

Media Criticism and Responsibility
 Media Leadership
 Internship

ADVERTISING

B.S. – no minor required

Directed General Education Courses

Survey of Economics OR General
 Economics I
 General Statistics I

Required Courses

Introduction to Broadcast Operations
 Professional Media Writing
 Journalism Practicum (Newspaper)
 Introduction to Media Advertising
 Media Design
 Principles of Broadcast Advertising
 Advanced Media Design
 Advanced Journalism Practicum
 (Newspaper)
 Principles of Print Advertising
 Senior Seminar
 Advanced Advertising Strategies
 Accounting I
 Accounting II
 Business Law I
 Fundamentals of Business Finance
 Principles of Management
 Principles of Marketing
 Promotion
 Consumer Behavior
 Sales and Sales Management
 Marketing Research
 International Business

INTERACTIVE DIGITAL MEDIA

B.S. – no minor required

Required Core Courses

Introduction to Design
 Digital Photography
 Introduction to Creative Electronic
 Imaging
 Letterforms and Graphic Design
 Introduction to Mass Media
 Media Design
 Introduction to Web Publishing
 Communication Law
 Script Programming I
 Multimedia and Web Development
 Script Programming II
 Principles of Marketing

Required Courses for New Media Concentration

Professional Media Writing
 Journalism Practicum (Yearbook OR Newspaper)
 Introduction to Media Advertising
 Multimedia Audio/Video Production
 Multimedia Production
 Advanced Media Design
 Online Magazine Practicum
 Advanced Web Publishing OR Advanced Advertising Strategies
 Media Leadership
 Interactive Digital Media Seminar

Choose one of the following:

Journalism Practicum (Yearbook)
 Journalism Practicum (Newspaper)
 Advanced Journalism Practicum (Yearbook OR Newspaper)
 Internship

MINORS**BROADCASTING****Required Courses**

Introduction to Broadcast Operations
 Introduction to Mass Media
 Radio Production
 Television Production
 Principles of Broadcast Advertising
 Communication Law
 Media Criticism and Responsibility
 Theories of Mass Communication

Journalism majors must also take 12 hours from the following courses if they choose this minor:

Introduction to Web Publishing
 Broadcast Journalism

Six hours from the following:

Advanced Audio Production
 Advanced Television Production
 Media Leadership
 Comparative Mass Media Systems

JOURNALISM**Required Courses**

Introduction to Mass Media
 Professional Media Writing
 Journalism Practicum (Yearbook)
 Journalism Practicum (Newspaper)
 Reporting
 Media Design
 Communication Law
 Theories of Mass Communication
 Advanced Journalism Practicum (Yearbook OR Newspaper)
 Principles of Print Advertising

Broadcasting majors must also take 12 hours from the following courses if they choose this minor:

Advanced Reporting
 Advanced Media Design
 Editing

Six hours from the following:

Introduction to Media Advertising
 Introduction to Web Publishing
 Photojournalism
 Feature Writing
 Editorial Writing

VISUAL JOURNALISM**Required Courses**

Media Design
 Introduction to Visual Journalism
 Introduction to Web Publishing
 Multimedia Production
 Advanced Media Design
 Photojournalism

Choose one beginning and one advanced practicum class from the following:

Journalism Practicum (Yearbook)
 Journalism Practicum (Newspaper)
 Advanced Journalism Practicum (Yearbook OR Newspaper)
 Online Magazine Practicum

Three hours from the following

Introduction to Media Advertising
 Multimedia Audio/Video Production
 Principles of Print Advertising
 Advanced Web Publishing
 Script Programming I
 Multimedia and Web Development

ADVERTISING**Required Courses**

Introduction to Broadcast Operations
 Professional Media Writing
 Introduction to Media Advertising
 Media Design
 Principles of Broadcast Advertising
 Communication Law
 Principles of Print Advertising
 Advanced Advertising Strategies

Broadcasting majors must also take the following courses if they choose this minor:

Introduction to Visual Journalism
 Multimedia Audio/Video Production
 Introduction to Web Publishing
 Multimedia Production
 Advanced Media Design

Journalism majors must also take the following courses if they choose this minor:

Introduction to Visual Journalism
 Introduction to Web Publishing
 Advanced Media Design

INTERACTIVE DIGITAL MEDIA**Required Courses**

Introduction to Design
 Introduction to Creative Electronic Imaging
 Media Design
 Introduction to Web Publishing
 Script Programming I
 Multimedia and Web Development

Six hours from the following:

Drawing
 Digital Photography
 Multimedia Audio/Video Production
 Multimedia Production
 Computer Programming I
 Script Programming II

COURSE DESCRIPTIONS

Introduction to Broadcast Operations

An introduction to the operation of radio and television equipment for professional broadcast situations. Includes control room procedures as well as a study of FCC rules and regulations.

Introduction to Mass Media

Overview of the history of the media, social responsibilities of the journalist and issues facing the media today.

Professional Media Writing

The course will prepare students for media writing, with special emphasis on AP style, news judgment and a thorough review of grammar.

Journalism Practicum (Yearbook)

Laboratory practice working on the Tower student yearbook.

Journalism Practicum (Newspaper)

Laboratory practice working on the Northwest Missourian student newspaper.

Practicum in Radio

Practical experience on the staff of campus station KZLX-LP/KDLX. Additionally, there are six areas of work: underwriting, production, promotions, sports, news and music.

Practicum in Television

Practical experience on the staff of campus station KNWT-TV. The areas of work include the use of television equipment and preparation of programs.

Ethnographic Film Study

A study of international cinema from a multicultural standpoint. The course will focus on some predominant themes common to many world cultures, themes such as war, liberation, immigration and racism.

Radio Production

A study of the basic theoretical and practical elements in radio production. Performance, equipment, program productions and editing are covered.

Television Production

Basic theory and practice in television production. Lighting, video cameras, picture aesthetics, television audio and post-production, including non-linear editing, are covered.

Reporting

Comprehensive preparation in identifying, gathering, structuring and styling news.

Introduction to Media Advertising

This introductory course will examine the foundations, concepts, strategies and operations of the advertising industry. This course will examine the real world of advertising and present the breadth as well as depth of the field.

Media Design

Study of newspapers, magazines and corporate publications with a concentration on production and design using computers.

Introduction to Visual Journalism

An introduction to visual journalism primarily through the use of still and video camera techniques and its application to various media formats. Includes sections on basic photojournalism techniques, caption writing, news judgment, ethics and basic design techniques.

Multimedia Audio/Video Production

Audio and video production techniques specifically aimed at multimedia distribution. Video cameras, video photography, videography, non-linear editing and editing aesthetics, multi-track audio and audio aesthetics, streaming signals, file types and interactivity between applications and hardware are covered.

Introduction to Web Publishing

An introduction to the concepts and strategies of using the Internet to communicate to an audience. Students will analyze different types of web sites and why they are built, and examine common site features and good site design and content practices.

Principles of Broadcast Advertising

A study of the techniques of selling, developing and maintaining sales accounts for broadcast stations. Also covers the psychology, ethics and criticism of broadcast advertising as well as practice in writing and research for commercial production.

Communication Law

A study of the legal aspects of the mass media, particularly libel and slander, obscenity, pornography, prior restraint, licensing, invasion of privacy, copyright, FCC regulations and First Amendment problems.

Broadcast Journalism

A study of journalism in the electronic media and the writing style for broadcast news. The use of audio and video in reporting the news is also studied.

Media Criticism and Responsibility

An examination of media ethics and responsibility. Topics for study include news coverage, politics and the media, the role of business, and media performance.

Theories of Mass Communication

Comprehensive examination of historical and contemporary theories of mass communication and the development of mass communication research.

Advanced Practicum in Radio

Advanced experience including leadership positions on the staff of campus station KZLX-LP/KDLX.

Advanced Practicum in Television

Advanced experience on the staff of campus station KNWT-TV. The work includes advanced production, directing and/or management.

Advanced Reporting

Theory and practice of reporting for a variety of media. Students will develop important skills in interviewing, computer-assisted reporting and in covering special beats. Students will continue to develop their ability to correctly use Associated Press broadcast and print style. Students will produce content for newspaper, television and online coverage.

Advanced Audio Production

A study of the advanced theoretical and practical elements in audio production. Mixing, processing, recording music and audio for video are covered.

Advanced Television Production

Advanced study and development of television production skills. Specific areas of study include electronic field production, post production, lighting and set design.

Multimedia Production

This course will examine the types, processes and applications of multimedia content. Emphasis will be on the production of interactive presentations.

Advanced Media Design

Study of advanced design techniques and principles used for print and multimedia design. Various software packages, design trends and readability issues will be examined.

Advanced Journalism Practicum (Yearbook)

Advanced laboratory practice working on the Tower student yearbook.

Advanced Journalism Practicum (Newspaper)

Advanced laboratory practice working on the Northwest Missourian student newspaper.

Editing

Theory and practice of news processing, i.e. copy editing, coaching, grammar and news structure.

Principles of Print Advertising

Emphasis on writing, designing and producing advertisements for newspapers and magazines, including study and application of current advertising techniques.

Online Magazine Practicum

This practicum offers students an opportunity to work in the areas of feature writing, magazine design, feature/documentary photography, circulation, advertising, sales and marketing.

Photojournalism

This course will provide the photographer the knowledge necessary to work as a news photographer. Darkroom work will give students the opportunity to improve and expand technical skills.

Feature Writing

Writing and revising articles for magazines, writing queries, personality sketches and educational features.

Editorial Writing

Editorial writing emphasizes writing and critical thinking in the development of institutional and personal editorials for newspapers and other print media. The mission, obligation and history of editorials and the editorial page will be covered, along with correct and effective use of the English language to produce persuasive, argumentative, explanatory and informational editorials. Current issues will serve as springboards for comment.

Advanced Web Publishing

Applying web publishing principles of content coordination, navigation and marketability to advanced web publishing projects.

Media Leadership

An examination of the organization, operation and policies of media organizations; news evaluation; planning and budgeting; federal legislation; and legal, ethical and censorship concerns from the perspective of the media manager.

Comparative Mass Media Systems

A study of foreign and international mass media systems in terms of structure, financing and content. Topics include the impact of political and cultural institutions on shaping media systems, international telecommunications organizations and mass media and developing nations.

Interactive Digital Media Seminar

A seminar dealing in issues faced by multimedia professionals and preparation for advanced study. Major emphasis will be placed on the development of a professional portfolio, resume writing and interviews for the field of multimedia.

Senior Seminar

Designed to be the capstone experience for broadcasting and journalism majors, this course examines media trends and practices and further prepares students for advanced study in the media field. Emphasis will be placed on portfolio/tape development and research, writing and presentation skills.

Television Directing

Practice in the planning, casting, rehearsing and production of a television program from the perspective of a television director. Attention will be given to advanced production techniques as well as to the aesthetic and persuasive capabilities of the medium.

Advanced Problems in Broadcasting—Independent Study

Research in an area of broadcasting which is of particular interest to the advanced student capable of individual, directed study.

Advanced Advertising Strategies

A capstone course which will apply advertising principles to an actual advertising campaign. Students will form an advertising agency to create a complete advertising campaign, including situational analysis, segment identification, campaign objectives and strategies, budgeting, and creative strategies. Campaign collateral, including print, broadcast and Internet advertisements will be developed by the students and presented to the client.

Internship

Individual mass communication interests of the student are addressed through practical application through a media outlet appropriate for the student's area of concentration.

Independent Study in Journalism

Research in the area of journalism which is of particular interest to the advanced student capable of individual, directed study.

CAREER OPPORTUNITIES

In today's exploding media environment, Northwest's Mass Communication programs prepare students for many career opportunities.

Broadcasting

- Broadcast Producer and Director
- Radio and Television Performer
- Broadcast Journalist
- Broadcast Advertising Sales
- Broadcast Manager
- Media Producer
- Disc Jockey
- Program Director
- Station Manager

Journalism

- Newspaper Reporter and Editor
- Photojournalist
- Corporate Publications Director
- Communications Specialist
- Public Relations Director
- Advertising Representative
- Publishing Representative
- Graphic Designer
- Art Director
- Copy Editor

Advertising

- Media Planner
- Copywriter
- Project Manager
- Sales Representative
- Account Executive
- Advertising Designer

Interactive Digital Media

- Web Designer
- Content Manager
- Usability Designer
- Online Advertising Manager
- Multimedia Designer
- Project Manager

INTERNSHIPS

The Department strongly encourages internships and students have been successful in obtaining them. Northwest students have interned at the following media organizations:

- American Cablevision, Kansas City
- Bernstein-Rein Advertising, Kansas City
- CNN, Washington, D.C.
- ESPN
- *Family Circle* magazine, New York
- *Field and Stream* magazine, New York
- *Home & Away* magazine, Omaha
- *Homes and Gardens* magazine, London
- Institute for Politics and Journalism, Washington, D.C.
- Iowa Public Television
- Iowa Public Television, Des Moines
- "The Jerry Springer Show," Chicago
- *Kansas City Business Journal*
- *Kansas City Live* magazine
- *The Kansas City Star*
- KCNC-TV, Denver
- KIIS-FM, Los Angeles
- KMBC-TV, Kansas City
- KQRC-FM, Kansas City
- KQTV, St. Joseph
- KSHE-FM, St. Louis
- KTNP-FM, Omaha
- KXKT-FM, Omaha
- KYYS-FM, Kansas City
- "The Late Show with David Letterman," CBS
- Meredith Corporation, Des Moines
- *Money* magazine, Washington, D.C.
- NBC Studios, New York City
- *Omaha World-Herald*
- *Parent* magazine, New York
- *Rocky Mountain News*, Denver
- *St. Petersburg Times*, St. Petersburg, Fla.
- Student Press Law Center, Washington, D.C.
- WHO-TV, Des Moines

STUDENT BROADCASTING

You can always find broadcasting students at work on the second floor of Wells Hall. Usually, students are involved in several projects at once. A typical student may have a shift on KZLX, produce a show for KXCV and edit videotape for KNWT-TV.

KZLX

KZLX is a campus radio station operated for and by students. Getting on the air requires only an introductory class, so you can easily be working on KZLX by the second semester of your first year. Opportunities at KZLX include on-air talent, promotions, news, sales and sports. Students also compete for paid positions on the station's executive board, the management team.

KXCV/KRNW

After gaining experience at KZLX, students have the opportunity to work at National Public Radio affiliate KXCV/KRNW. The station broadcasts in a 100-mile radius of Maryville. Because KXCV/KRNW has a classical/jazz format, a strong news emphasis and a different audience, students who work at both stations graduate with a broad range of experience.

KNWT-TV

Northwest also has a cable television station that gives students the opportunity to produce weekly newscasts, sports shows and a wide variety of other kinds of shows. The programs are aired throughout the community of Maryville, as well as the campus.

Bearcat Productions

Students find another opportunity in this semi-independent production company housed in the Department of Mass Communication. The company handles video project requests from a variety of corporations, which have included Heartland Hospital systems in St. Joseph, Kawasaki Manufacturing and the Red Cross. Students gain intensive hands-on experience in audio and video production, digital editing, camera work and graphics production through paid positions, contracted work and internships.

STUDENT PUBLICATIONS

The staffs of the *Northwest Missourian* newspaper, the *Tower* yearbook and *Heartland View* magazine have their offices in the lower level of Wells Hall. The area is complete with a Macintosh computer lab, multimedia and Web work stations, digital darkroom and a student lounge. Northwest is the only university in the nation with three All-American publications.

Northwest Missourian

This is a weekly newspaper covering both the city of Maryville and the Northwest campus. Students work on the *Missourian* in the areas of writing, photography, editing, advertising and design. The Columbia Scholastic Press Association has ranked the *Missourian* in the top 2 percent of all college newspapers in the country and awarded it a Silver Crown in 2005. The newspaper was inducted into the Associated Collegiate Press Hall of Fame in 2001. The newspaper also offers a daily online version, which won a Pacemaker Award in 2004 and was one of the first to go online.

Tower yearbook

The yearbook of Northwest, *Tower* has received an All-American rating from the Associated Collegiate Press for 23 straight years. The yearbook was honored by the Associated Collegiate Press in 1994 by being inducted into its Hall of Fame. This 300-page publication gives students the opportunity to plan the theme, write, edit, take photographs and design. In 2002, *Tower* broke new ground by being the first public university in the country to produce a DVD-ROM edition. In 2004, it received the national Pacemaker Award.

Heartland View

Heartland View is an online magazine about travel and leisure attractions in the four-state region of Kansas, Nebraska, Iowa and Missouri, capturing the spirit and style of the Midwest. Staff members are involved in traveling around the area to sell advertising and cover stories. *Heartland View* also provides designers and photographers with great opportunities to shoot and design color work. In 2004, the online magazine was named a finalist for the Pacemaker Award.

On the edge in multimedia

In keeping with industry trends, the department has developed a convergence lab which allows students the opportunity for multimedia storytelling using written, audio and video components. The lab allows students in journalism, broadcasting, interactive digital media and advertising to work together. The lab's online Web site can be found at: www.nwmissourinews.com.

STUDENT ORGANIZATIONS

Radio and Television News Directors Association (RTNDA)

RTNDA is the only national organization for broadcast journalists. The Northwest chapter produces a weekly television newscast and also is involved with producing documentaries. Past television documentaries have included topics such as AIDS and rape awareness.

Society of Professional Journalists (SPJ)

The Northwest student chapter of SPJ is active in national and regional convention activities and sponsors career-oriented programs throughout the year. Regular programs focus on media and the law, diversity in the newsroom and job-hunting skills. The chapter is open to both journalism and broadcasting students.

AdInk

AdInk, the University's advertising club, offers students the opportunity to learn more about advertising agencies and specific skills required to advance their career goals.

DigEM

The DigEM (Digital Electronic Media) club is available for IDM and related majors to network and exchange programming, design and Internet development ideas.

Professional Media Organizations

Northwest belongs to several media and collegiate organizations. Broadcast and journalism students attend annual conventions sponsored by these organizations in cities such as Atlanta, Dallas, New York, Chicago and New Orleans. Most of the organizations acknowledge superior achievements with awards. The department is a member of the following groups:

- Associated Collegiate Press
- College Newspaper Business and Advertising Managers
- Columbia Scholastic Press Association
- Missouri College Media Association
- National Press Photographers Association
- College Media Advisers
- Radio and Television News Directors Association
- Missouri Broadcast Educators Association
- Society for News Design
- Society of Professional Journalists
- Associated Press - Missouri Press Association

Professional Advisory Council

The Department of Mass Communication strives to keep on top of the industry. For this reason, the department has a Professional Advisory Council made up of alumni and professionals in the industry. This group meets once or twice a year with department faculty and students to discuss development and generate ideas.

AWARDS

Note: All-American and Medalist designate top 3 percent in the country. Pacemaker Finalist and Silver Crown designate top 2 percent in the country. Pacemaker and Gold Crown designate Top 1 percent in the country.

Heartland View e:zine

- ACP Pacemaker Finalist, 2002, 2004

Heartland View magazine

- ACP All-American, 1992-2000
- ACP Pacemaker Finalist, 2002
- CSPA Gold Medalist, 1992-2000

Northwest Missourian

- ACP All-American, 1984-1987, 1990-present
- ACP Newspaper Pacemaker winner, 1993, 1996, 1997, 2007
- ACP Newspaper Pacemaker Finalist, 2003, 2006, 2007
- CSPA Gold Medalist, 1984-1987, 1990-present
- CSPA Silver Crown winner, 1994, 1995, 1996, 2000, 2005, 2006
- CNBAM First Place Best Special Section, 2000
- CNBAM Second Place Best Special Section, 1996
- Missouri College Media Association, Journalist of the year 5 out of the past 7 years

Northwest Missourian Online

- ACP Online Newspaper Pacemaker winner, 2004
- ACP Online Newspaper Pacemaker Finalist, 2001, 2006
- U-wire Savy Award, 2000

Tower yearbook

- ACP All-American, 1984-present
- ACP Pacemaker winner, 1987, 1988, 1989, 1990, 1992, 1997, 2003, 2005, 2006
- ACP Pacemaker Finalist, 1993, 1994, 1996, 1998, 2001, 2002, 2007
- Gold Medalist from Columbia Scholastic Press Association, 1984-present
- CSPA Gold Crown winner, 1990, 1997, 1998, 1999, 2006
- CSPA Silver Crown winner, 1984, 1989, 1992, 1995, 2001, 2002, 2004

Tower CD-ROM yearbook

- ACP Pacemaker winner, 1999, 2000

KNWT

- CNN/College Media Advisers Broadcasting Awards
 - TV Editing
 - TV Special Program
 - Sports Reporting
 - News Programs
 - Documentary
- Missouri Broadcast Educators Award Documentary Writing, 2003

KZLX

- Des Moines Advertising Professionals Addy Awards Consumer or Trade Ad, 1997
- CNN/College Media Advisers Radio Awards Newscast, 1996; Radio Feature, 1996
- Missouri Broadcasters Association, First Place Audio Production, 1995; First Place On-Air Performance, 1995

KXCV/KRNW

- Missouri Broadcasters Association First Place, Sports, 1999
- Honorable Mention, News Series, Documentary, 1999
- Honorable Mention, Sports Play-by-play, 2000
- First Place, Feature Reporting, 2007
- Associated Press, Associated Press Story of the Year Award, 2002
- Missouri State Teachers Association, Media Award, 2007

DEPARTMENT OF MASS COMMUNICATION

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