

Morningside College

MASS COMMUNICATION TALENT ACHIEVEMENT AWARD

Mass Communications is a program that introduces students to major media of print, radio, television and the Web. The program offers:

- An emphasis on ethics, contemporary issues, and professional standards.
- Excellent preparation for a career or for graduate work.
- Faculty with years of professional experience.
- Issue-oriented curriculum that encourages students to examine the role of mass communication in society.

Mass Communications Talent Achievement Awards are up to \$4,000 per year and are renewable for up to four years while you are a full-time student at Morningside. All students wishing to apply for a Mass Communications Talent Achievement Award should choose one of the following in preparation for an evaluation:

1. Print (Newspaper, Photojournalism, Yearbook, Journalism)
2. Audio (Radio, Audio for Video, Music Recording)
3. Video (Television Production, Film Production)

You may choose more than one area for your evaluation. Therefore, in each area, your options for evaluation should include at least one of the following:

- Provide examples of work. (preferred)
- Complete an essay (at least two pages) and prepare a verbal presentation on a concept/project that you are interested in pursuing while in college.

Applicants are encouraged to complete their evaluation on one of the Celebration of Excellence Scholar Weekends. Individual evaluations will be held on Friday afternoon or Saturday morning in conjunction with any applicable academic or co-curricular scholarship interviews. Contact the Admissions Office if your schedule will not allow you to attend a scholarship weekend.

What makes the Morningside Mass Communication program special?

- Hands-on learning happens through classroom activities, internships, production projects and practical experience.
- Sioux City is home to four network television stations and nine radio stations and Morningside mass communication students have completed internships or paid positions with all of them.
- Professors incorporate their real-world experience into their coursework.
- Students learn the real power of media is "behind the scenes."
- The department's small size gives professors time to advise students, work with them on independent projects and help them develop programs of study to meet their academic and career goals.
- An emphasis on First Amendment issues and connections with political science make mass communication a strong foundation for law school.

How will I benefit?

As a mass communication major or minor you will develop:

- Strong writing skills, accuracy, and professional standards.
- Technical knowledge of print, video, radio and multimedia production.
- Broad-based exposure to many disciplines in the liberal arts, essential for understanding and interpreting contemporary communication issues.
- Leadership skills, accountability, and maturity.
- Awareness of the ethical responsibilities involved in communicating with the public.

What happens inside the classroom?

- Courses examine the role of mass communication at both the local and global levels.
- Students learn to produce and process information in various media-television, radio, print and Web. Plus, students learn to adapt to new technologies.
- Courses are taught within the context of the liberal arts. Students learn the role mass communication plays in society and how it is connected with other subjects such as business, art, theatre, science, and political science.
- All courses promote clear, concise writing, which is central to all human communication.

What happens outside the classroom?

Internships recently completed by mass communication students include:

- NOW, National Organization of Women, Washington, DC
- Cass County Memorial Hospital, Atlantic, IA
- Mapleton Press, Mapleton, IA
- St Luke's Regional Medical Center, Sioux City, IA
- WOWT- TV, Omaha, NE
- Northwest Iowa Review, Sheldon, IA
- KGGO, Des Moines, IA
- South Dakota Public Television
- The Globe, Newspaper for the Sioux City Catholic Diocese
- The Weekender and Siouxland.net, Sioux City, IA
- Westwood One, Los Angeles, CA
- Monsanto, St. Louis
- WCCO- TV, Minneapolis, MN
- Sioux City Explorers
- KOA Radio sports, Denver, CO
- ABC, CBS and NBC affiliates, Sioux City, IA
- KSCJ Sports, Sioux City, IA
- KSUX/KOOL, Sioux City, IA

Hands-on experience includes:

- **KMSC-FM**, the student-run radio station heard throughout the Sioux City area and the radio home of Mustang sports.
- **MCTV**, the student-run campus television outlet has a daily time slot on local cable and features state-of-the-art digital production and computer editing equipment, digital cameras and studios.
- **The Collegian Reporter**, the weekly campus newspaper, written and produced entirely by students.