MASS COMMUNICATIONS DEPARTMENT AND CENTER FOR NEW MEDIA

Department Chair: Sam Lovato
Faculty: Cowden, Ebersole, Gula, Viall
Station Manager: Jenna Mangino

The Mass Communications Department and Center for New Media supports the mission of the University by offering an applied major that integrates technological innovation with a traditional humanities and social sciences curriculum. Students are prepared for careers in the media and related disciplines while also being given the ethical and aesthetic foundations to make those careers meaningful.

The 42 credit major in Mass Communications leads to the degrees of Bachelor of Arts (BA) and Bachelor of Science (BS). Candidates for the Bachelor of Arts degree must satisfy the world language requirement while candidates for the Bachelor of Science degree must complete MATH 156 Introduction to Statistics (3 c.h.). A degree in Mass Communications leads to careers in print and online journalism reporting and editing for news, features and sports; advertising copywriting, design and sales; digital video and audio production for radio, television, and the Internet; interactive multi-media application for the Internet; and strategic public relations for government, nonprofits, and business.

An 18 credit core is the foundation of the major with emphasis areas that require 15 additional credit hours and applied coursework that requires 9 additional credit hours.

The TODAY online news website and magazine are published as laboratory tools of the Mass Communications Department to serve the students, faculty and staff of CSU-Pueblo in addition to the Pueblo community. Editorial and management positions are awarded each semester after review of all applications from qualified students. The newspaper is funded through advertising revenue. The newspaper’s adviser is a member of the Mass Communications faculty. Prerequisites: MCCNM 201 Introduction to Journalism (3 c.h.) and declared major or minor in Mass Communications.

KTSC-FM is licensed to CSU-Pueblo as an educational radio station by the Federal Communications Commission. Operated by the Mass Communications Department, the 8,000-watt station serves the surrounding region. Advanced Mass Communications students are involved in daily programming, production, and news. Prerequisites: MCCNM 101 Media and Society (3 c.h.) and MCCNM 140 Radio Station Operation (1 c.h.) and declared major or minor in Mass Communications.

KTSC-TV, a full-power television station affiliated with Rocky Mountain Public Broadcasting and CPB, provides laboratory training and on-campus opportunities for television students in the KTSC Studio. Prerequisites: MCCNM 101 Media and Society (3 c.h.) and MCCNM 245 Digital Media Production (3 c.h.) and declared major or minor in Mass Communications.

Department Mission
The mission of the Mass Communications Department and Center for New Media is to offer a pragmatic and professionally oriented program designed to prepare majors for successful careers in the media and related areas and to prepare students for graduate study.

Department Goals
1. Offer a marketable and professionally credible program.
   • Provide a comprehensive foundation of media-oriented theory and practice.
   • Emphasize writing as strategic and professional communication.
   • Emphasize personal ethics and professional ethics codes.
   • Ensure curriculum meets standards of the professions represented.

2. Provide a student-centered experience for learning and advising.
   • Create a proactive student-faculty advising experience.
   • Create a collaborative department culture.
   • Recognize student accomplishments and outstanding performance.

3. Create an applied learning environment with cutting-edge technology.
   • Provide media laboratory opportunities for all Mass Communication majors.
   • Offer a full range of internships at the junior and senior level.
   • Provide technology for pedagogical and professional purposes.
   • Create course content that is interactive, applied, and project-oriented.

4. Maintain a reputation for excellence.
   • Maintain alumni relationships through an online database, guest speakers, and professional networking.
   • Conduct graduating senior surveys every semester and alumni surveys every five years.
   • Serve as mentors and role models for current students and alumni.

   • Mass Communications and Center for New Media, Bachelor of Arts: Journalism Emphasis (https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/mass-communications-center-new-media/mass-communications-center-new-media-ba-journalism-emphasis)
   • Mass Communications and Center for New Media, Bachelor of Science: Journalism Emphasis (https://catalog.csupueblo.edu/college-of-humanities-arts-and-social-sciences/mass-communications-center-new-media/mass-communications-center-new-media-bs-journalism-emphasis)
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