



# Mass Media Student Advising Handbook

Department  
of  
Communication Arts

**DEPARTMENT OF COMMUNICATION ARTS  
MASS MEDIA AREA**

Dr. Carl Cates, Department Chair  
Mr. Frank Barnas, Area Head  
Mass Media Building

The Department of Communication Arts is a multidisciplinary department with programs that lead to a BFA degree with a major in mass media with emphases in audio, video, broadcast journalism, and international documentary production.

The programs in the department are designed to give the student knowledge, skills, and values that build upon the foundation provided by the University Core Curriculum and that are required for professional careers in the entertainment industries including: radio, television, film, the Internet and music industries. Moreover, the department's programs stress the importance of critical thinking skills, an appreciation for diverse cultural perspectives, and the application of knowledge to the specific areas found in the department. The Bachelor of Fine Arts is a professional degree, preparing students for immediate impact in their careers.

**GRADE POINT AVERAGE REQUIREMENT FOR THE BFA WITH A MAJOR IN MASS MEDIA**

Students entering the University directly from high school may declare a major in mass media. In order to continue as majors, students must maintain a GPA of 2.5 or higher on all course work undertaken. If a student's overall GPA falls below 2.5, the student will have one semester (fall or spring) to bring it back up to or above 2.5. If the overall GPA remains below 2.5 for two consecutive semesters, the student will be requested to change majors. Any student who fails to respond to that request will automatically be transferred to an undeclared major status.

Students who enter the University as transfer students who wish to declare a major in mass media must have a GPA of at least 2.5 on all course work undertaken. Upon acceptance as a major, a student must maintain an overall 2.5 GPA as described above. Students changing majors from another program within the University must also have at least a 2.5 overall GPA to transfer to the mass media major, and they will be subject to the same maintenance requirements already described.

**CAREER OPPORTUNITIES**

According to the latest marketing research, most technical positions requiring computer skills and related software applications are in high demand. The Mass Media area addresses such demands and offers courses that apply to all facets of computer technology pertaining to the media related markets. Media positions need not be solely in the entertainment field but are incorporated in departments within most industries.

With today's unyielding demand for both the technically trained and creative producers, each emphasis in Mass Media gives students the essential skills in hands-on experience in management, technical abilities, and the creative process.

Students are highly encouraged to participate in many of the productions and internships available in Valdosta and the surrounding area. It is an important component to the Mass Media program to offer students experiential learning in particular by working on VSU TV productions.

## MASS MEDIA FACULTY

**Mr. Frank Barnas, Professor**

MFA, University of Texas  
BJ, University of Missouri  
[fbarnas@valdosta.edu](mailto:fbarnas@valdosta.edu)  
Specialization: Broadcast Journalism

**Mr. Mike Savoie, Professor**

MFA, University of New Orleans  
BA, University of New Orleans  
[mpsavoie@valdosta.edu](mailto:mpsavoie@valdosta.edu)  
Specialization: Digital Media and Video Production

**Dr. Larry Etling, Associate Professor**

PhD, University of Georgia  
MA, University of North Dakota  
BA, University of Saskatchewan  
[letling@valdosta.edu](mailto:letling@valdosta.edu)  
Specialization: Audio Theory

**Mr. Brian Day, Assistant Professor**

MFA, University of New Orleans  
BA, Lock Haven State University  
[bjday@valdosta.edu](mailto:bjday@valdosta.edu)  
Specialization: Video Production, Post-Production,  
Screenwriting

**Mr. Dennis Conway, Assistant Professor**

MFA, New York University  
BA, Cornell University  
[dpeconway@valdosta.edu](mailto:dpeconway@valdosta.edu)  
Specialization: Video, Writing, Sports Broadcasting

**Dr. Frank Rybicki, Assistant Professor**

PhD, Duquesne University  
MA, University of Southern California  
BA, California State University  
[fjrybicki@valdosta.edu](mailto:fjrybicki@valdosta.edu)  
Specialization: Media Law

**Ms. Marie Elliott, Assistant Professor**

MFA, Georgia College and State University  
MFA, Ohio University  
BA, West Virginia State University  
[mmelliott@valdosta.edu](mailto:mmelliott@valdosta.edu)  
Specialization: Dramatic Writing, Film Production and  
Directing, Photography

**Mr. Michael Taylor, Instructor**

MA, Eastern Washington University  
BA, Eastern Washington University  
[mktaylor@valdosta.edu](mailto:mktaylor@valdosta.edu)  
Specialization: Audio Production and Radio

**Mr. Walter Rollenhagen, Technical Support**

BFA, Valdosta State University  
[wrollenh@valdosta.edu](mailto:wrollenh@valdosta.edu)

## **STUDENT RESPONSIBILITIES**

Read the following guidelines carefully as this information is important in distinguishing the differences in responsibilities of students, professors, and advisors.

### **CLASSES:**

1. It is your responsibility as a student at Valdosta State University to attend all meetings of classes for which you are enrolled and to arrive on time. The Department of Communication Arts adheres to VSU's policy on attendance as it appears on p. 79 of the Undergraduate Catalog that reads as follows: "A student who misses more than 20% of the scheduled classes of a course will be subject to receiving a failing grade in that course."
2. It is your responsibility to complete all assignments for classes in a timely manner and to submit them to your instructor in appropriate form.
3. It is your responsibility to contact your instructor when you are having difficulty with your work or meeting class requirements.

### **ADVISING:**

1. It is your responsibility to meet all VSU legislative and program of study requirements for graduation, NOT your advisor's.
2. It is your responsibility to set up appointments with your advisor for registration.
3. It is your responsibility to arrive on time for these appointments and to be prepared with a tentative schedule.
4. It is your responsibility to track your progress toward completion of your degree.
5. If you do not register for the classes you have been advised to take, it is your responsibility to notify your advisor.
6. If you withdraw from a class you have been advised to take, it is your responsibility to notify your advisor. This should be discussed with your advisor before you withdraw from any course.
7. It is your responsibility to maintain your GPA above a 2.5.
8. It is your responsibility to pick up a Graduation Application at the Registrars Office to be completed by your advisor. This should be done one year before your intended graduation. Upon completion of the Graduation Application, it is your responsibility to submit the completed form to the Registrar with applicable fees in a timely manner.

### **APPEALS:**

1. If you believe you have been unfairly treated by an instructor or an advisor, and you have been unable to resolve the issues, you may seek help in the following manner.
  - a. Beyond your instructor or advisor, you may appeal to the Chair of Communication Arts.
  - b. The next level of appeal is the Dean of the College of the Arts.

## GRADUATION REQUIREMENTS AND APPLICATION

Candidates for degrees must complete a minimum of 120 semester hours of academic work, with a cumulative grade point average of 2.00 or higher calculated from all work attempted at Valdosta State University. Transfer credit applied to degree requirements may be used to satisfy hours but is NOT included in the VSU cumulative GPA requirements for graduation. No person will be graduated with less than a 2.00 cumulative GPA. The academic work must include a minimum of 39 hours of upper division courses (that is, courses numbered 3000 or above), including at least 21 semester hours of upper division in the major field. A grade of “C” or better is required in major area courses and in the courses for the minor. Programs may specify other courses in which a grade of “C” or better is required.

Of the 40 semester hours immediately preceding graduation, at least 30 must be taken in residence at Valdosta State University. Any student admitted to the University for the final year must be in residence for two semesters and must complete in this time at least 30 semester hours in residence, including 21 hours of senior college work in the major.

Students who change their major or interrupt their college work for more than a year become subject to the requirements of the catalog in effect at the time of the change or re-enrollment to fulfill degree requirements. Approved Change of Major forms must be submitted to the Registrar.

No degree credit at Valdosta State University can be granted for work completed 30 years before the date of request for evaluation of credits for graduation. Credit for work in some programs older than six years in advance of an expected date of graduation may be invalidated.

**Prospective graduating seniors must apply to the Office of the Registrar for final evaluation of credits and programs two full semesters in advance of the expected graduation date.** A \$25 graduation fee must be paid at the Bursary prior to final evaluation. This fee is valid for one year beyond the initial term selected for completing degree requirements.

All financial obligations to the University must be cleared before an official diploma will be issued.

## REQUIREMENTS FOR THE BFA WITH A MAJOR IN MASS MEDIA

<b>Core Curriculum Areas A-E (VSU Core Curriculum)</b>	<b>42 hours</b>
<b>Core Curriculum Area F</b>	<b>18 hours</b>
<b>A minimum grade of "C" is required for all Area F courses in the Communication Arts Department.</b>	
COMM 1100, MDIA 2500	6 hours
MDIA 2000, MDIA 2050, MDIA 2100	9 hours
THEA 1000 or COMM 1110	3 hours
<b>Senior College Curriculum</b>	<b>60 hours</b>
Senior Core	16 hours
MDIA 3450, MDIA 4100	6 hours
MDIA 4400, MDIA 4800	6 hours
MDIA 4950	1 hour
MDIA 4270 or MDIA 4350 or MDIA 4450	3 hours
<b>Major Requirements</b>	<b>44 hours</b>
<b>General Skills</b>	
MDIA 3050 or MDIA 3060 or MDIA 3300 or MDIA 3350 or MDIA 3800 or MDIA 4030	6 hours
<b>Writing</b>	
MDIA 3400 or MDIA 3500	3 hours
<b>Digital Media</b>	
MDIA 4600 or MDIA 4650	4 hours
<b>Production (one course must be sequential)</b>	
MDIA 3120 or MDIA 4120 or MDIA 3150 or MDIA 4150 or MDIA 3130 or MDIA 4130 or MDIA 3110 or MDIA 4240	12 hours
<b>Workshops</b>	
MDIA 4964 or MDIA 4963 or MDIA 4962 or MDIA 4961	6 hours
<b>Guided Electives</b>	<b>13 hours</b>
<b>Total hours required for the degree</b>	<b>120 semester hours</b>

## **INTRODUCTION TO MASS MEDIA AREA F**

The courses in Area F are prerequisite courses for Senior Core and Mass Media Emphasis courses. You will not be allowed to take advanced courses until Area F is completed.

### **MDIA 2000 Introduction to Mass Media**

The study of the processes, elements, uses, and impacts of mass media, including history, development, operation, and cultural effects of books, newspapers, magazines, motion pictures, radio, television, sound recordings, and computer media.

### **MDIA 2050 Introduction to Electronic Media Production**

**Concurrent registration for MDIA 2000 is recommended.** An introduction to the processes of radio and television production. Designed to provide an understanding of the concepts and applications employed in production for radio and television and to teach the basic skills required to operate the audio and video equipment utilized for radio and television production.

### **MDIA 2100 Introduction to Broadcast Writing**

**Prerequisites: Major Status or consent of instructor.** An introduction to the variety of standard writing styles employed by media professionals. Topics include news writing, advertising copy, public service announcements, and an introduction to copy writing formats for television and radio. Basic television scripting for short and long-form programming is also introduced.

### **MDIA 2500 Computer Mediated Communication**

**Prerequisite: Restricted to MDIA majors or consent of instructor.** An introduction to the processes of mediated communication. Topics include the Internet, mass media and the Web, virtual communities, and how computer mediated communication affects privacy, interpersonal relationships and the global village.

### **COMM 1100 Human Communication**

A broad approach to oral communication skills including intrapersonal, interpersonal, small group, and public speaking.

### **THEA 1000 Voice and Diction**

Application of the International Phonetic Alphabet's vowel and consonant symbolization for production of Standard American Speech with emphasis on resonance, breath control, vocal relaxation, and posture using a variety of contemporary approaches to vocal training.

### **COMM 1110 Public Speaking**

The organization of materials and the vocal and physical aspects of delivery in various speaking situations.

## MASS MEDIA SENIOR CORE

### **MDIA 3450 Media Ethics**

**Prerequisites: Major status and completion of Area F, or consent of instructor.** A comprehensive overview of the major ethical philosophers and perspectives and how these works impact ethical decisions in today's media. Topics will be discussed and analyzed to help the mass media student form a foundation for decision making within an ethical framework.

### **MDIA 4100 Media Economics and Management**

**Prerequisites: Major status and completion of Area F or consent of instructor.**

An examination of the economic structure of the American radio and television systems focusing upon audience measurement and delivery, ownership consolidation, cross-media platforms, standard practices of achieving fiscal stability, community outreach and service, and personnel utilization.

### **MDIA 4400 Media Criticism**

**Prerequisites: Major Status and completion of Area F or consent of instructor.** An overview of the theoretical and practical study of the critical media examination. It includes describing, interpreting, and judging mediated messages utilizing critical methods. Students will examine various approaches to media criticism and how they are applied to the broadcast media.

### **MDIA 4800 Media Law**

**Prerequisites: Major Status and completion of Area F or consent of instructor.** A comprehensive overview of First Amendment principles, communication law, and the regulatory practices of the Federal Communications Commission. Topics include media regulation, libel issues, prior restraint, and copyright

### **MDIA 4950 Senior Seminar**

**Prerequisite: Restricted to student in their final semester of study in Mass Media.**

A seminar bringing together all second semester seniors, focusing on student contribution to discussion and critiques of his/her fellow student's portfolio presentation and defense of his/ her work in the program as evidenced by the materials placed into his/her portfolio during progress through the major. Examples of writing and creative endeavor will be presented and critically analyzed. The student will also successfully complete a comprehensive proficiency exit exam and/or interview.

## **Choice of one of the following courses:**

### **MDIA 4270 Diversity in Media**

**Prerequisites: Major Status and completion of Area F or consent of instructor.**

A critical examination of the relationships between the media and different races, classes, ethnicities, and genders. Topics include how the media represent various groups, how audiences are affected by these representations, how minorities are employed in the media industry, and alternative media.

### **MDIA 4350 Broadcasting and Culture**

**Prerequisites: Major Status and completion of Area F or consent of instructor.**

A critical examination of the broadcast media, with emphasis on the connections among the message, the medium, society, and culture. This synthesis will help the student develop a clearer understanding of uses and gratifications, society's relation to media, and how media may effect society.

### **MDIA 4450 International Media**

**Prerequisite: Major Status and completion of Area F or consent of instructor.** A critical examination of media systems around the world and the societies in which they function. The role of governmental regulation, cultural factors, and language will be studied. Students will be required to analyze global media, national identities, and the concept of international communication. A comparative analysis of various systems is also required.

## **MAJOR REQUIREMENTS COURSE DESCRIPTIONS**

### **GENERAL SKILLS (6 hours required)**

#### **MDIA 3050 Broadcast Performance and Announcing**

3 hours

Prerequisites: Major status, MDIA 2050, MDIA 2100, MDIA 2500, and THEA 1000; or consent of instructor.

Application of the fundamentals of voice and articulation for effective on-air performance on both radio and television. Topics include vocal techniques and delivery styles, appearance for on-camera performance in television, audience perceptions, station sound and image, and limited voice characterizations for “voice-over” media. Required of all majors in audio emphasis and broadcast journalism emphasis.

#### **MDIA 3060 Sports Announcing and Reporting**

3 hours

Prerequisites: Major status and completion of Area F, or consent of the instructor.

An introduction to the techniques of sports announcing for radio and television. Reporting, interviewing, and vocal performance skills, including play-by-play announcing, will be emphasized. On-camera appearance and performance will be included.

#### **MDIA 3300 The Music Industry**

3 hours

Prerequisites: Major status and MDIA 3110K or permission of instructor. Also offered as MUSC 3300.

Introduction to the music industry, including business aspects and the application of multitrack recording techniques. Topics include recording contracts, legal and copyright issues, music promotion and distribution channels, and technological developments affecting the industry. Students will learn music recording software, MIDI, the multitrack recording console, and microphone design and placement. Students will gain practical experience by recording music performances and producing them on compact disc.

#### **MDIA 3350 Aesthetics of Electronic Media**

3 hours

Prerequisite: MDIA 2000 or consent of instructor.

The study of the application of advanced film and video techniques. Topics include narrative structure, cinematography, directing technique, editing, sound design, and the language of production.

#### **MDIA 3800 Audio Theory**

3 hours

Prerequisites: Major status or consent of instructor.

This course provides a theoretical investigation into the properties of audio and sound. Topics include the physiology and psychology of hearing, acoustics, psychoacoustics, sound design, sound environments, ambience, sound theory, and audio’s relationship with radio, television, and film.

#### **MDIA 4030 Selected Topics in Mass Media**

1 to 3 hours credit

Prerequisites: MDIA 2050 and MDIA 2100, or consent of instructor.

Intensive study of a topic relevant to broadcast media. The introduction of alternative approaches to the study of media themes, applications, trends, and media issues. Provides an opportunity to explore other topics outside the prescribed curriculum of mass media. Offerings will reflect current issues relevant to those students interested in a specific area of interest.

## **MAJOR REQUIREMENTS COURSE DESCRIPTIONS**

### **WRITING (3 hours required)**

#### **MDIA 3400 Broadcast Script Writing**

3 hours

Prerequisite: MDIA 2100 or consent of instructor.

An advanced writing course building upon the skills acquired in MDIA 2100. The student will develop a full-length teleplay, screenplay, or radio drama. Topics include development of treatments, plotting, sequencing, character analysis, and synopsis. The techniques required for effective scene construction, plot twists, comedic slants, dramatic tones, and other advanced script writing techniques are also introduced.

#### **MDIA 3500 Broadcast News Writing**

3 hours

Prerequisite: MDIA 2100 or consent of instructor.

An advanced writing course building upon the skills learned in MDIA 2100. Students will develop their skills in researching, writing, and editing broadcast news. Interviewing techniques, in-depth study of Associated Press broadcast writing style, and scripting for both radio and television news will be emphasized.

### **DIGITAL MEDIA (4 hours required)**

#### **MDIA 4600 Digital Media Production**

4 hours

Prerequisite: MDIA 3150K.

Advanced applications of digital video editing, storage, and delivery systems. Areas to be covered include advanced editing on computer-based nonlinear systems, digitizing media, encoding, DVD authoring, CD video, streaming video, live web broadcasting and web page design. Students must complete a digital media presentation for their portfolio.

#### **MDIA 4650 Digital Media Journalism**

4 hours

Prerequisite: Major status and completion of Area F, or consent of instructor.

Advanced journalistic writing and media production for the Web and mobile-based entities. Areas to be covered include advanced writing for the Web, utilizing page design, rich media content, banner headlines, general page maintenance, audio, and video. Students must participate in the digital creation of an online news source for their portfolios.

## **MAJOR REQUIREMENTS COURSE DESCRIPTIONS**

### **PRODUCTION (12 hours required)**

#### **MDIA 3110K Audio Production I**

4 hours

Prerequisites: Major status, MDIA 2050, MDIA 2100, and MDIA 2500; or consent of instructor.  
Introduction to audio production techniques. Topics include editing and the incorporation of music, sound effects, and voice to produce effective commercial and public service announcements.

#### **MDIA 3120K Television Studio Production I**

4 hours

Prerequisites: Major status, MDIA 2050, MDIA 2100, and MDIA 2500; or consent of instructor.  
Intermediate television production focusing on the applied skills required for television production. Topics include studio operations, camera operation, control room competency, as well as scripting, producing, and directing. Pre-production, production, and post-production will also be addressed.

#### **MDIA 3130K Audio Production II**

4 hours

Prerequisites: MDIA 3110K or consent of instructor.  
Advanced course of audio production techniques for the radio and music industries. Topics include signal-processing effects, advanced editing techniques, and multi-track recording and mixing of music and voice.

#### **MDIA 3150K Electronic Field Production I**

4 hours

Prerequisites: Major status, MDIA 2050, MDIA 2100, and MDIA 2500; or consent of instructor.  
Introduction to electronic field and remote productions, including single and multiple camera operations. Basic field camera operations, tape to tape editing, editing techniques, single/multiple camera continuity, and scripting are all addressed.

#### **MDIA 4120K Television Studio Production II**

4 hours

Prerequisite: MDIA 3120K.  
Advanced television production focusing on the hands-on application of skills for the construction of television programs. Students are expected to enter with a working knowledge of the television studio since this is a rigorous and labor intensive course in which students are expected to produce broadcast quality programs.

#### **MDIA 4130K Audio Production for Video**

4 hours

Prerequisites: MDIA 3130K or consent of instructor.  
Advanced course of audio production techniques for video. Topics include advanced editing techniques and multi-track recording and mixing of sound for film and television soundtracks. Location recording, automated dialogue replacement, and Foley recording will also be included.

#### **MDIA 4150K Electronic Field Production II**

4 hours

Prerequisite: MDIA 3150K.  
Advanced field production involving field shoots, remote shoots, and editing. Advancing technologies in the area of post-production editing will be introduced, and students will be responsible for development of script ideas, scheduling, and project completions on deadline. The class is labor intensive.

#### **MDIA 4240K Directing and Acting for Film**

4 hours

Prerequisites: MDIA 3120K and MDIA 3150K, or THEA 3800 and THEA 3950, or consent of the instructor.  
Advanced directing and acting techniques for narrative production. The course will focus on the dynamic between the director and actor in a variety of narrative forms. Additional subject areas include genre, character development, and subtext. Students will be required to create narrative productions as part of this course.

## **MAJOR REQUIREMENTS COURSE DESCRIPTIONS**

### **WORKSHOPS (6 hours required)**

**MDIA 4961 Audio Workshop**

2 hours

Prerequisites: MDIA 3110K or MDIA 3130K, or consent of instructor.

Student participation in the production of audio and radio programming. May be repeated for credit.

**MDIA 4962 Video Workshop**

2 hours

Prerequisites: MDIA 3120K or MDIA 3150K, or consent of instructor.

Student participation in the production of programming for VSU-TV, the University-programmed cable-access channel. May be repeated for credit.

**MDIA 4963 International Documentary Production Workshop**

3 hours

Prerequisite: Consent of instructor.

Student participation in the production and postproduction of international video documentaries. May be repeated for credit.

**MDIA 4964 Sports Workshop**

2 hours

Prerequisite: MDIA 3120K or MDIA 3150K, or consent of instructor.

Student participation in the production of sports programming for VSU-TV, the University-programmed cable-access channel. May be repeated for credit.

**ACADEMIC CALENDAR  
2011-2012**

**August**

11 – Fall Registration Begins  
15 – First Day of Classes  
16 – Late Registration  
19 – Late Registration Ends

**September**

5 – Labor Day Holiday

**October**

6 – Fall Midterm – Last Day to Withdraw  
17-18 – Fall Break  
19-28 – Advising  
31 – Spring Registration (early)

**November**

1-4- Spring Registration (early)  
19 – Spring Registration Ends  
23-25– Thanksgiving Holiday

**December**

5 – Last Day of Classes  
6 – Exam Prep Day  
7-9 – Final Exams  
10 – Graduation

**January**

9 – First Day of Classes  
16 – Martin Luther King Holiday

**March**

2 – Last Day to Withdraw  
13-17 – Spring Break Holiday  
20-24- Advising  
27- 31 (Tentative) – Summer and Fall  
Registration

**May**

1 – Last Day of Classes  
2 – Exam Prep Day  
3 – 5 Final Exams  
6 – Graduation  
11 – First Day of Mayterm (Session I)  
22 – May Midterm  
29 – Memorial Day Holiday

**June**

1 – Last Day of Mayterm  
2 – Mayterm Final Exams  
8 – First Day of Classes (Session II and III)

**July**

4 – July 4<sup>th</sup> Holiday  
5 – First Day of Classes (Summer IV)  
13 – Midterm Session IV  
25 – Summer II Last Day of Classes  
25 – Summer IV Last Day of Classes  
26-28 – Summer II and IV Final Exams  
30 – Graduation

## **STUDENT ORGANIZATIONS**

Mass Media students are encouraged to join and participate in one or more of the following affiliated organizations.

### **SOCIETY OF COLLEGIATE JOURNALISTS (SCJ)**

The Society for Collegiate Journalists is a National Society of Collegiate Mass Communications. It is the nation's oldest organization designed solely to serve college journalists. SCJ was formed when Pi Delta Epsilon, which was founded in 1909, merged with Alpha Phi Gamma, which was founded in 1919. Today SCJ has approximately 80 active chapters nationwide and 800 members. The Mass Media program has won several SCJ awards including the McDonald Award for National Chapter of the Year.

### **VSU FILM AND VIDEO SOCIETY**

Faculty Advisor: Mr. Brian Day

The VSU Film and Video Society is a student run organization focusing on filmmaking and exhibition of media productions. The organization was developed as part of the video emphasis to facilitate production of narrative and documentary movies and offer a venue in the form of a Mass Media Film and Video Festival. Held annually, all students are encouraged to submit works to be juried and screened in a festival format.

### **BLAZE FM**

Faculty Advisor: Mr. Michael Taylor

WVVS-FM is Valdosta State University's student radio station. It receives funding from student activity fees, so the station is available to any currently enrolled VSU student. Its purpose is twofold: to provide alternative programming to Valdosta and the surrounding area and to provide all interested VSU students with training to work in the radio industry.

### **ASSOCIATION FOR WOMEN IN COMMUNICATION (AWC)**

AWC is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leaderships and positioning its members at the forefront of the evolving communications era.

### **BROADCAST EDUCATION ASSOCIATION (BEA)**

Website: [www.beaweb.org](http://www.beaweb.org)

The Broadcast Education Association is the professional association for professors, industry professionals and graduate students who are interested in teaching and research related to electronic media and multimedia enterprises. There are currently more than 1,400 individual and institutional members. The BEA has been responding to broadcast education since 1955. BEA offers many scholarships for undergraduates studying broadcast and media related disciplines.

### **UNIVERSITY FILM AND VIDEO ASSOCIATION (UFVA)**

Website: [www.ufva.org](http://www.ufva.org)

The University Film and Video Association welcomes all who share our interest in the making and teaching of film and video. Founded in 1947, UFVA has developed into an organization of professionals and institutions involved in the production, research, writing and education on film, video and digital media arts. The annual conference offers the chance to screen, present, mingle, learn and become inspired.

## **STUDENT SUCCESS CENTER**

**[www.valdosta.edu/ssc](http://www.valdosta.edu/ssc)**

Location: Langdale Hall  
Hours: Monday – Thursday 9am to 9pm  
Friday 9am to 3pm  
Saturday 4pm to 9pm  
Phone: 229-333-7570

The Student Success Center at Valdosta State University is designed to foster interactions with peers, faculty, and staff that lead to active learning and positive attitudes toward academic life. We do this by providing free professional academic advising, peer tutoring in core curriculum courses, and campus job information in one location. Our goal is to support good students who want to achieve excellence as well as those who feel they are struggling.

The Student Success Center directly supports the University goal of enrollment and retention in the following ways:

- Works to create a supportive environment in which students can work effectively one to one
- Works to use appropriate technologies to help students improve and to foster interaction
- Works to train tutors to become knowledgeable, effective readers of and responders to course materials from various disciplines
- Works to create a space for student and faculty research into learning behaviors and attitudes.

## **THE COUNSELING CENTER**

**[www.valdosta.edu/counseling](http://www.valdosta.edu/counseling)**

Location: Powell Hall East, Second Floor  
Phone: 229-333-5940

The mission of The Counseling Center is to provide a broad range of services to meet the personal, social, and educational needs of our students, faculty and staff. Our goal is to help each individual reach his/her optimal potential and receive the maximum benefits from the university experience. The Counseling Center Mission is consistent with the mission and goals of Valdosta State University, The University System of Georgia, and with the standards of the Council for the Advancement of Standards in Higher Education.