

## SCHOOL OF COMMUNICATION AND MEDIA

innovative programs. world-class faculty. the new state of the art.

**IT'S ALL HERE.**

**Montclair State University**



**HERE.**  
forge  
your  
path to  
success.

The School of Communication and Media offers interdisciplinary programs that will prepare you for the exciting future of media. Our core curriculum provides you with the knowledge and critical-thinking tools you need. Our relationships with the most important and creative business and civic organizations in the region provide access to the projects and internships essential to refining your talents.

Combine these programs with our technologically sophisticated multimedia facility and lively campus, and the result is a vibrant, exciting academic environment. You will graduate from the School ready to tackle a rapidly changing communication and media world.

“Our program in Audio/Sound Design is unique in its scope. We provide students with a depth and breadth of audio experiences that encompass a range of media that includes film, television, theater, radio and music recording. This diversity gives students multiple career directions.”

**David Sanders**

Professor, School of Communication and Media  
Featured in *Time* magazine's list of the most popular courses at U.S. universities  
“The Hottest Seats in Class” (2013)



**HERE.**  
real-world experience  
is part of the program.

**MAJORS**

Communication and Media Arts (BA)  
Communication Studies (BA)  
Filmmaking (BFA)  
Journalism (BA)  
Public Relations (BA)  
Television and Digital Media (BA)

**With concentrations in:**

Audio/Sound Design  
Documentary  
Sports Media and Journalism  
Television Production

**MINORS**

Communication Studies  
Journalism

**GRADUATE**

Arts and Health (Certificate)  
Public and Organizational Relations (MA)

## COMMUNICATION AND MEDIA ARTS

**HERE.**  
learn to navigate the  
new media landscape.

Our **COMMUNICATION AND MEDIA ARTS PROGRAM** is ideal if you want to develop a critical approach to media and culture and learn how to analyze and create media for traditional, digital and social media platforms. Through unique combinations of classes, the program provides opportunities to explore a variety of media formats and contemporary issues in both scholarly and applied contexts and develop a range of aesthetic, critical and technological competencies that are essential for future market demands. Our aim is to equip you with lifelong learning skills that will position you as a thought leader in the rapidly evolving communication and media industries and help you remain competitive throughout your career.



## COMMUNICATION STUDIES

**HERE.**  
you put theory  
into practice.

The **COMMUNICATION STUDIES PROGRAM** provides you with the theoretical lenses and practical skills you need to be a leader, collaborator, problem solver, and generator of innovative communication programs and strategies in corporate, government, media and nonprofit settings. Grounded in the liberal arts tradition, you will study how communication processes and functions vary across interpersonal, organizational, public, and cultural channels and contexts. You will develop strong communication skills and a cultural awareness that is vital in today's modern and global work environments. The program is designed with great flexibility so that you can pursue your own interests and focus on such areas as health, culture and diversity, and democracy.



A group of four students in a modern classroom. A young man in the foreground is looking down at a newspaper. Behind him, a young woman is writing in a notebook, and two other young men are looking at a laptop. The room has orange walls with white polka dots and large windows.

## JOURNALISM

**HERE.**  
you'll experience  
journalism at its best.

Our **JOURNALISM PROGRAM** teaches you how to create and deliver compelling news and other media content for television, radio, print, the Internet and mobile technologies. As a journalism major, you will learn how to find a story and cover it from every angle by developing your writing, research and production expertise in both traditional and emerging digital environments. There are opportunities to work on the development of multi-platform projects — including our campus radio station, WMSC-FM; the student newspaper and website, *The Montclarion*; our *Carpe Diem* television program; the online news site WiredJersey.com; and our Center for Cooperative Media. You will graduate with a contemporary and well-rounded skill set.

“At a time when anyone with a camera and an axe to grind can call themselves a journalist, it's critical that we train educated, ethical, responsible journalists to tell the stories that shape the world.”

**Mary Alice Williams**

NJTV News anchor and former anchor and news division VP at CNN

A group of four students gathered around a professional video camera mounted on a tripod. A young man in a grey hoodie and a black hat is looking through the viewfinder. A young woman in a blue jacket is looking at the camera's LCD screen. Two other students are looking on. They are outdoors in a casual setting.

## FILMMAKING

**HERE.**  
every picture  
tells a story.

Stories — and the art and craft of storytelling — are at the heart of our **FILMMAKING PROGRAM**. As a film student you will start making films from your first semester — exploring fiction, documentary and experimental filmmaking as you learn how to develop a film from script to screen. You will be trained in every aspect of filmmaking — lighting, camera, sound, editing, producing, screenwriting, directing, and even 2D and 3D animation — by a faculty of working professionals, as you acquire the skills necessary for a career in the entertainment industry.

## PUBLIC RELATIONS

**HERE.**  
learn to build  
and manage  
relationships.

Storytelling and building mutually beneficial relationships are at the heart of the **PUBLIC RELATIONS PROGRAM**. Clients seek top flight PR talent, and that's what you'll become, by acquiring the ability — through classroom work, unparalleled internship opportunities, and actual “real” client work — to research, write, master social media skills, develop campaigns and successfully present your client's story to its publics.

Our graduates can be found in executive positions at the very best companies: Disney, Fleishman-Hilliard, MWW PR Group, New Jersey Theatre, Ogilvy Public Relations, Proctor and Gamble, Rachael Ray Show, Time Inc., UNICEF and so many more.

## TELEVISION AND DIGITAL MEDIA


**HERE.**  
you learn by producing.

Our **TELEVISION AND DIGITAL MEDIA PROGRAM** provides you with practical experience in every facet of television, digital media and audio production. You will be challenged to think critically and creatively and master new technologies. This program allows students to select areas of focus including Television Production, Audio/Sound Design, Sports Media and Journalism, and Documentary.

Production classes take place in our modern high-definition digital media production facility where you will learn on the same equipment used by professionals.

“ We tape live and these students are so well prepared that we usually finish with a completed program. We call it controlled chaos because we run our shows as if they are ratings-driven, moneymaking operations — which they are not. But that sense of stress and the urgent need to actually perform in the moment are important for students because it prepares them for when they go out into internships or jobs. ”

**Patricia Piroh**  
Associate Director  
Broadcast and Media Operations



**PUBLIC AND  
ORGANIZATIONAL  
RELATIONS (MA)**

**HERE.**  
make an investment  
in your future.

The MA in **PUBLIC AND ORGANIZATIONAL RELATIONS** is carefully designed for early and mid-level professionals who have made the commitment to expand their career opportunities.

The program provides you with the expertise to become a highly desirable organizational asset. Its innovative multidisciplinary curriculum will more effectively tap into your potential and enable you to confront and overcome challenges from different perspectives. The coursework focuses on strategic thinking, leadership skills, sophisticated communication techniques and advanced media skills, all of which are honed in myriad ways through applied projects, internships and independent studies.

“ The two interns I’ve received from Montclair State University were simply top-notch. One student has helped research numerous stories that made air; the other former intern earned an entry-level job within our organization. I couldn’t be prouder. ”

**Steve Livingstone**  
Producer, *7 On Your Side*,  
WABC-TV New York

## INTERNSHIPS

**HERE.**  
refine your  
career aspirations.

Every aspect of your academic experience is designed to provide you with as much practical experience as possible. Through our proximity and connections in New York City and the Center for Cooperative Media located on campus, you can network with professionals and participate in a thriving internship program. Student placements include top communication and media companies, such as:

ABC Network

Allied Integrated  
Marketing

Brooklyn Nets

Condé Nast  
Publications

Disney Worldwide  
Services, Inc.

Johnson & Johnson  
Innovation

Madison Square  
Garden

MSNBC

NBC Universal

Saturday Night Live

Sony Music  
Entertainment

Spanish Broadcasting  
Systems

Viacom/MTV

Weber Shandwick

Yves Saint Laurent

5W Public Relations

THE CENTER FOR  
COOPERATIVE MEDIA

**HERE.**  
your industry  
comes to you.

Montclair State University's **CENTER FOR COOPERATIVE MEDIA** is one of the few university-based media cooperatives in the country. Its mission is to strengthen new and existing media voices in New Jersey while providing on-campus work-study and internship opportunities that span the media landscape. By leveraging the talents and resources of the School of Communication and Media, the Center brings media professionals to campus and provides you with marketable experiences. It also serves as a national hub for industry forums and guest lectures, as well as research into the future of journalism and the dynamic media landscape.

A Town Hall Discussion  
**RENAISSANCE OR  
GENTRIFICATION**

HOW DO WE DISCUSS  
REDEVELOPMENT IN  
NEWARK?



CENTER FOR COOPERATIVE MEDIA  
Montclair State University  
IT'S ALL HERE



ACTIVITIES

**HERE.**  
find and hone your voice.

Your academic experience includes opportunities to work on award-winning, student-run media outlets and participate in scholarly communities that will help you find your voice. Whether it's conducting research and presenting at conferences, or trying your hand at being a reporter, producer, on-air talent, camera operator, or an audio or video editor, you're given unparalleled opportunities to graduate with a set of impressive credentials and highly marketable job skills. Opportunities include:

**Carpe Diem** – Weekly half-hour, magazine show

**The Montclarion** – University newspaper

**Lambda Pi Eta** – Communication honor society

**Public Relations Student Society of America** – Professional organization for PR students

**Video Club** – Forum for film critique and video projects

**WiredJersey.com** – Online media collective

**WMSC 90.3** – Radio station

## EVENTS

# HERE.

share ideas with influential scholars and industry leaders.

Your School of Communication and Media experience will include an abundance of opportunities to discuss today's important issues with some of the media's most influential communicators. Our *Colloquium Series* hosts such elites as NBC Senior VP Karen Horne and former CBS News President Andrew Heyward, while our *Terhune Lectures* offers a chance to hear from top journalists like Fox Business reporter Maria Bartiromo or *The New Yorker's* Ken Auletta. *SCM Special Projects* include panel discussions with top sports journalists, executives, players and commentators. And, our *Films and Filmmakers Series* provides a forum for students to hear from some of the industry's most innovative filmmakers.



# HERE.

big things are coming.

Opening in early 2017, the School's new, 105,000-square-foot facility will provide new opportunities for our students and include dozens of collaborative learning spaces, new teaching environments and world-class production facilities. A theater will bring together our students and the regional community and a state-of-the-art newsroom will broaden students' journalism skills and fully engage them in expanded coverage of the campus and our region.

“Our new School building will provide the setting for innovative academic and multimedia programs and will create the most technologically advanced learning opportunity available on any North American campus.”

Merrill Brown  
Director, School of Communication and Media





## MONTCLAIR STATE UNIVERSITY

Undergraduate Admissions  
1 Normal Ave  
Montclair, NJ 07043

NON-PROFIT ORG.  
US POSTAGE  
PAID  
NEWARK, NJ  
PERMIT NO. 6846

## HOW TO APPLY

To explore the programs of the School of Communication and Media, complete your application and schedule an interview, visit:  
[montclair.edu/communication-media](http://montclair.edu/communication-media)

## CONTACT

**CALL:** 973-655-4444

**EMAIL:** [scmcontactus@montclair.edu](mailto:scmcontactus@montclair.edu)

**APPLY:** [montclair.edu/admissions](http://montclair.edu/admissions)



YouTube