SCHOOL of COMMUNICATION and MEDIA

primetime ready.

Montclair State University
IT'S ALL HERE.
THE SCHOOL OF COMMUNICATION AND MEDIA offers cutting-edge, interdisciplinary programs that will prepare you for an exciting future in communication and media. Our core curriculum provides you essential knowledge and critical-thinking tools, while our major and elective coursework gives you the deep skills and knowledge to excel and stand out. And our ties to the top creative media, corporate and civic organizations in the New York/New Jersey metropolitan region provide access to internships and projects essential to refining your talents and building your portfolio.

Combine these programs with our world-class, multimedia learning facility and our rapidly expanding Montclair State University campus, and you have an academic environment at the forefront of our discipline. You will graduate from the School ready to thrive in a rapidly changing communication and media world.
“Our new Center for Sports Communication and Media is uniquely positioned to be a leader in the field. Students learn to critically analyze the role of sports in society, especially in areas such as gender and race, produce sports-related content for any screen, and acquire practical experience in their field of interest. Our program prepares students for diverse careers in sports media, from public relations to journalism, in television and digital media.”

KELLY WHITESIDE
Assistant Professor
COMMUNICATION
and MEDIA ARTS

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 develops 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.

digital ready.
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.
EXPERIENCE REPORTING AT ITS BEST.

In our JOURNALISM PROGRAM, learn how to create and deliver compelling news and allied media content for the broad range of formats — television, radio, print, the Internet, mobile technologies, social media and beyond. 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 countless award-winning, multiplatform projects — including our campus radio station WMSC-FM, the student newspaper and website The Montclarion, our public affairs television program Carpe Diem, the online news site WiredJersey.com and with our Center for Cooperative Media. You will graduate with a contemporary and well-rounded skill set — and ready for what’s next.

“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
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 make films starting your first semester, exploring fiction, documentary and experimental filmmaking as you learn 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. Led by a faculty of accomplished professionals, you’ll gain the skills you need for a thriving career in the film and entertainment industries.
BUILD AND MANAGE REPUTATION.

In our PUBLIC RELATIONS PROGRAM, you’ll master the art of strategic communication, using multimedia storytelling and thoughtful analysis to craft, aim and amplify your message. You’ll use traditional media and social media platforms to effectively and strategically frame public perception. You’ll study the critical importance of public opinion and analytics, and you’ll master the art of relationship building with critical publics. Through classroom work, unparalleled internship opportunities and actual “real” client work, you’ll learn to research, write, master social media skills, develop campaigns and successfully tell your client’s story.

Our graduates can be found in executive positions at top global agencies and companies: Disney, Fleishman-Hillard, NJ Theatre Alliance, Rachael Ray, MWW Public Relations, Time Inc., Procter & Gamble, Ogilvy Public Relations, UNICEF and many more.
Build and manage reputation. In our Public Relations Program, you’ll master the art of strategic communication, using multimedia storytelling and thoughtful analysis to craft, aim and amplify your message. You’ll use traditional media and social media platforms to effectively and strategically frame public perception. You’ll study the critical importance of public opinion and analytics, and you’ll master the art of relationship building with critical publics. Through classroom work, unparalleled internship opportunities and actual “real” client work, you’ll learn to research, write, master social media skills, develop campaigns and successfully tell your client’s story. Our graduates can be found in executive positions at top global agencies and companies: Disney, Fleishman-Hillard, NJ Theatre Alliance, Rachael Ray, MWW Public Relations, Time Inc., Procter & Gamble, Ogilvy Public Relations, UNICEF and many more.

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 to master new technologies in the evolving landscape of digital production and consumption. You’ll build skills to work in the expansive media landscape that drives our daily lives, including sports, news, entertainment and beyond. From the large screen in your living room to the smart screen in your hand, you will create, conceptualize and produce across platforms that engage us from morning until night. In this program, students can select distinct areas of focus, including Television Production, Audio/Sound Design, and Sports Media and Journalism. Production classes take place in our world-class digital media production facility, where you will learn on equipment that meets and exceeds industry norms.
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.
REFINE YOUR CAREER ASPIRATIONS.

Our academic programs are designed to provide you with critical practical experience and ties to top industry professionals. Through a confluence of our location, strong strategic relationships in New York City and our Center for Cooperative Media located on campus, you can network with professionals and participate in our thriving internship program. Student placements include the following leading organizations:

5W Public Relations  
ABC Network  
Allied Integrated Marketing  
BBC Worldwide  
Bray Entertainment  
Cumulus Media  
Disney Worldwide Services, Inc.  
iHeartMedia  
Johnson & Johnson Innovation  
Live with Kelly and Ryan  
Madison Square Garden  
Michael Kors  
MSNBC  
NBC Universal  
New York Jets  
People’s Revolution  
Saturday Night Live  
SIRIUS XM Radio  
Sony Music Entertainment  
Spanish Broadcasting Systems  
The Daily Show with Trevor Noah  
The Late Show with Stephen Colbert  
Viacom, Nickelodeon  
Viacom/MTV

“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
FIND 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. Perhaps it’s conducting research and presenting at conferences. Or maybe you’ll cut your teeth on the work of a reporter, producer, on-air talent, camera operator, or an audio or video editor. Or perhaps you’ll work with real clients to build a PR campaign across platforms. Whatever your interests and goals, you’ll have unparalleled opportunities to graduate with a set of impressive credentials and highly marketable job skills. Opportunities include:

**CARPE DIEM** Weekly half-hour, magazine show
**HAWK COMMUNICATIONS** Student-run PR agency
**THE MONTCLARION** Student newspaper
**LAMBDAR PI ETA** Communication honor society
**PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA** Professional organization for PR students
**STUDENT AMBASSADOR PROGRAM** School organization
**VIDEO CLUB** Forum for film critique and video projects
**WIREDJERSEY.COM** Online media collective
**WMSC 90.3** Radio station
SHARE IDEAS WITH SCHOLARS AND INDUSTRY LEADERS.

School of Communication and Media students have abundant opportunities to discuss important issues with some of the media’s most influential communicators. Our Colloquium Series brings notable voices such as ESPN’s Jeremy Schaap and WNYC’s Brooke Gladstone to campus. Our Terhune Journalism Lecture Series offers a chance to hear from top journalists like Fox Business reporter Maria Bartiromo and NBC’s Willie Geist. Additional SCM special events include discussions with top PR and advertising professionals, media executives, sports reporters and communication scholars. And our Films and Filmmakers Series provides a forum for students to hear from some of the industry’s most innovative filmmakers.
The mission of the CENTER FOR COOPERATIVE MEDIA at Montclair State University is to grow and strengthen local journalism for the benefit of New Jersey residents. It does that through the use of partnerships, networking, communication, training and research. The Center’s flagship project, the NJ News Commons, is a network of more than 200 media organizations. The Center is also an international leader in the study of collaborative journalism.

By leveraging the talents and resources of the School of Communication and Media, the Center frequently brings media professionals to campus for training events, collaborative projects and an annual national conference, all of which helps to provide students with hands-on, marketable experiences.
BIG THINGS HAPPEN HERE.

Our 105,000-square-foot facility creates a real-time newsroom environment, complemented by five state-of-the-art production studios and audio production studios. The building also houses a 4K television suite and a Foley stage, because the boundaries between traditional and new media have blurred.

So, whether you want to make experimental films, produce television programs, shape public opinion, or report breaking news on multiple platforms, you will find the resources you need to succeed.

“From our spectacular state-of-the-art facility to our exceptional faculty to our countless student productions and clubs, the School of Communication and Media provides a world-class education that prepares leaders in our expansive and evolving industry. Students graduate with expertise across the converged media landscape, ready for successful and meaningful lives and careers in the dynamic world of communication and media.”

KEITH STRUDLER
Director, School of Communication and Media
HOW TO APPLY
To explore the programs of the School of Communication and Media, complete your application and schedule an interview, visit: montclair.edu/scm

CONTACT
CALL: 973-655-5214
EMAIL: scmcontactus@montclair.edu
APPLY: montclair.edu/admissions