

SYLLABUS

MEDIA MANAGEMENT

21524 MCOM 4313 201 MEDIA MANAGEMENT MWF 0900AM 0950AM FA D202

POSSIBLE BOOKS

- *Leadership and Self-Deception*
- *The Power of Ritual*
- *The 7 Communication Secrets of Highly Effective Leaders*
- *The 7 Habits of Highly Effective People*
- *Drive: The Surprising Truth About What Motivates Us*
- *Millennials' Guide to Management & Leadership*
- *The One-Minute Manager*
- *FISH: A Proven Way to Boost Morale and Improve Results*
- *The Cafe on the Edge of the World: A Story About the Meaning of Life*
- *Expect to Win: 10 Proven Strategies for Thriving in the Workplace*
- *How to Win Friends and Influence People, Less*
- *When: The Scientific Secrets of Perfect Timing*
- *Getting to Yes*
- *Leaders Eat Last: Why Some Teams Pull Together and Others Don't*
- *Make Your Bed*
- *The Power of Habit*
- *First Principles: What America's Founders Learned from the Greeks and Romans and How That Shaped Our Country*
- *Follow the Leader - a Collection of the Best Lectures on Leadership (audio)*
- *The Seven Spiritual Laws of Success*
- *Humanise : Why Human-Centred Leadership Is the Key to the 21st Century*
- *The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever*
- *The First-Time Manager*
- *FutureProofed: How to Navigate Disruptive Change, Find Calm in Chaos, and Succeed in Work & Life*
- *What I Know For Sure*
- *A Whole New Mind: Why Right-Brainers Will Rule the Future*
- *Time to Lead: Lessons for Today's Leaders from Bold Decisions that Changed History*
- *To Sell Is Human: The Surprising Truth About Moving Others*
- *Year of Yes: How to Dance It Out, Stand In the Sun and Be Your Own Person*
- *Black Leadership : Four Great American Leaders and the Struggle for Civil Rights*
- *Finding My Voice: My Journey to the West Wing and the Path Forward*
- *Sport Leadership in 21st Century*

A COMPLETE COPY OF THIS SYLLABUS IS AVAILABLE ONLINE UNDER MY PROFILE IN THE UNIVERSITY DIRECTORY, 24 HOURS A DAY, SEVEN DAYS A WEEK. ADA COMPLIANT.

COURSE DESCRIPTION

Prerequisite(s): MCOM 1243, MCOM 3313, and junior standing.

Study of the financial, legal, technical, operational, programming, production, and personnel aspects of managing a media organization.

COURSE OBJECTIVES

To apply and expand upon skills learned in Media Writing and Reporting I as well as other Mass Communication courses. Upon successful completion of the hybrid class you should be able:

- To use an online educational environment (D2L/Brightspace) to accent learning in a classroom environment;
- To use basic grammar, spelling and punctuation skills for producing content in a mass communication environment;
- To know and to apply Associated Press style to ensure consistency;
- To write a functional one-page memo that flows well and addresses the topic to the target audience;
- To discuss and to apply relevant digital and media management issues in a rapidly evolving media environment;
- To discuss and to apply management theories;
- To assess the leadership and decision-making skills of media managers;
- To generate solutions to problems in a rapidly evolving media environment; and
- To work successfully under deadline pressure.

REQUIRED COURSE MATERIAL

- A book on management of your choice for book review weeks 12-13. Possibilities include (but are not limited to) those listed on the left — sign up by Jan. 31 at Google Doc listed in D2L/Brightspace.
- *The Associated Press Stylebook and Libel Manual* (recent edition), \$20.⁹⁵.
Or online version <http://apstylebook.com/>, \$26/year
- Kahoot! app.
- A public Twitter account.
- Something to write notes on and with; transcribe onto computer later.

GRADING

80% One-page memos (10) due at beginning of class submitted in D2L/Brightspaced and one book review memo (one-page reflection on what you learned and presentation)

20% Attendance, participation, in-class assignments, speaker reflections; book review draft/topics

NOTES

- Late work receives a grade of zero. Memos are due submitted in D2L/Brightspace at the beginning of class.
- Any item submitted with a name misspelled in a final draft receives a grade of zero.
- I will not discuss grades in any fashion via electronic means. You must discuss grades in person.
- You may not submit material that has been (or will be) submitted for a grade in any other class unless you obtain my explicit written permission.
- Review and follow the Society for Professional Journalists Code of Ethics available online at <http://www.spj.org/ethicscode.asp> and the NPPA Code of Ethics available online at <https://nppa.org/code-ethics/>

TENTATIVE SCHEDULE

Jan. 10	Classes begin
Week 1 (Jan. 10-14)	Syllabus Expectations Maslow's Hierarchy of Needs; the one-page memo (<i>review</i> : Maslow's Hierarchy of Needs by Saul McLeod https://www.simplypsychology.org/maslow.html) take syllabus quiz; take personality test (https://www.truity.com/test/type-finder-personality-test-new) and print results
Jan. 17	NO CLASS Martin Luther King's Birthday observed
Jan. 21	Presidents' Day
Week 2 (Jan. 17-21)	Motivation: BF Skinner (<i>read</i> : Skinner - operant conditioning. Simply Psychology and watch "B.F. Skinner's Theories: Overview" before class) Functions of management; "What is management?" one-page memo due
Week 3 (Jan. 24-28)	Myers Brigg Types; "What motivates me?" one-page memo due Scientific Theory by Frederick Taylor Administrative Theory by Henri Fayol
Feb. 1.....	Deadline to sign up for book review in Google Sheet
Feb. 2	Groundhog Day
Week 4 (Jan. 31 - Feb. 4)	Bureaucratic Theory by Max Weber Human Relations Theory by Elton Mayo Systems Theory by Ludwig Von Bertalanffy
Week 5 (Feb. 7-11).....	X&Y Theory by Douglas McGregor; GroupThink Let's go back and look at all of those theories again "Here's how I would respond to each management style" one-page memo due
Feb. 13	Super Bowl LVI
Feb. 14	Valentine's Day
Week 6 (Feb. 14-18)	Dealing with conflict: role playing "Responding to a conflict" one-page memo First Amendment quiz — give up a right
Feb. 21	Presidents' Day
Feb. 25-26	Association of Texas Photography Instructors
Week 7 (Feb. 21-25).....	TQM, SWOT— the latest trends and assessment SWOT memo due March 25 Leadership Leadership case study one-page memo due
March 1	Primary Election Day
March 2	Texas Independence Day
March 3-5	Associated Collegiate Press (Long Beach)
March 4-5	AEJMC Midwinter Conference (University of Oklahoma)
Week 8 (Feb. 28-March 4).....	Leadership Exercises
March 8-13	College Media Association (New York City)
Week 9 (March 7-11).....	Review. Catch up. Diversity in the workplace. Title IX: What you need to know. "My ideal boss" one-page memo due
March 13	Daylight saving time begins at 2 a.m.
March 14-19	NO CLASS Spring Break
March 21	Last Day for "W," 4 p.m.; drops after this date will receive grades of "F."
Week 10 (March 21-25).....	Job interviews. "I want the job." "I want a raise." Accepting a job offer, a promotion, a raise "I want the job."
March 31	Cesar Chavez Day
Week 11 (March 28-April 1).....	Media ownership (read: <i>The Media Monopoly</i> summary before class) Problems of convergence, consolidation in the media industry Today's media industry one-page memo due
April 7-9	Journalism Education Association / National Scholastic Press Association (Los Angeles)
Week 12 (April 4-8).....	Book review 15-minute presentations/discussion one-page memo due on day of presentation
Week 13 (April 11-13)	Book review 15-minute presentations/discussion
April 14-15	NO CLASS Spring holiday break (April 15: Good Friday)
April 15	Tax day
April 20-21	Celebration of Scholarship/UGRCA Forum
April 21	San Jacinto Day
Week 14 (April 18-22)	Media law for managers (copyright, open meetings, privacy)
April 29	Last day of classes
Week 15 (April 25-29)	Media ethics cases one-page memo due April 22
May 5-8	UIL Academic State Meet; Interscholastic League Press Conference
May 5	Cinco de Mayo
May 6	MCOM senior documentary presentations
May 7	Commencement
May 8	Mother's Day

CONFIRMED GUEST SPEAKERS

Wednesday March 23 | *Guest speaker*: Team members from, Hoegger Communications, jackie@teamhoegger.com, taylor@teamhoegger.com

Wednesday, March 30 | *Guest speaker*: Claire Kowalick, editor, Times Record News, 940-882-5323, ckowalick@gannett.com, @KowalickNews

Wednesday, April 6 | *Guest speaker*: Henry Florsheim, president and CEO, Wichita Falls Chamber of Commerce, henry@wichitafallschamber.com, 940-723-2741

Wednesday, April 20 | *Guest speaker*: Wayne Reed, vice president and general manager, KFDX, wayne@kfdx.com



Part of working in the mass media is getting new experiences. These are some photos with students at MSU—Texas and with my dog, Koda.

INSTRUCTOR: BRADLEY WILSON, PHD

An associate professor at Midwestern State University, Bradley received his doctoral degree in public administration with research work in media agenda-setting and local governments. He teaches various reporting and other mass communication classes although his particular area of interest is visual communication.

He got his start working as a photojournalist for a weekly newspaper in Austin. Along the way, he has worked as an executive director, public information officer and director of marketing for various companies.

Dr. Wilson is the editor of the national magazine, *Communication: Journalism Education Today*, for the national Journalism Education Association and co-managing editor of *College Media Review* for the College Media Association.

In 2020, the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication gave him the David Adams Educator of the Year Award.

He has received the Gold Key from the Columbia Scholastic Press Association, the Pioneer Award from the National Scholastic Press Association, the Star of Texas from the Association of Texas Photography Instructors, the Trailblazer Award from the Texas Association of Journalism Educators and the Carl

Towley Award from the Journalism Education Association. In 2014, the National Press Photographers Association named him the Robin F. Garland Educator of the Year and the College Media Association named him a Distinguished Adviser for newspaper advising at a four-year college or university. In 2017, he received the Edith Fox King Award for contributions to scholastic journalism in Texas.

Publications he advised at North Carolina State University for a decade, including a yearbook, a daily newspaper, a literary magazine, a 25,000-watt radio station and video outlet won numerous awards including six Gold Crown awards from the Columbia Scholastic Press Association (four for yearbook and two for literary magazine) and nine Pacemaker from the Associated Collegiate Press (four for yearbook and five for literary magazine).

He worked for more than 20 years as an emergency medical technician – intermediate, the last 11 of them at Cary Area EMS where he was awarded that organization’s highest honor, Squadsperson of the Year, and life membership. He plays euphonium and other low-brass instruments and has been active in numerous community bands.

THOUGHTS TO LIVE BY

Lack of planning on your part does not constitute an emergency on my part | **Good publications are never finished; you only run out of time.** | Don’t think in terms of filling space or time. Think in terms of providing information. | **Web first. Get it online.** | Fair. Accurate. Then first. | **Don’t forget your primary audience. With every story you tell, remember who you’re working for.** | Respect is earned. | **Want to be a better writer? Read.**

CONTACT

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INSTAGRAM:
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SNAPCHAT
wilsonbrad15

STATEMENTS

As the instructor of record for this course, I reserve the right to change any part of this syllabus for any reason. The most current version of the syllabus will be maintained online. I reserve the right to drop — with an F — any students who have excessive absences, who miss assignments, who engage in disruptive behavior, have a poor attitude or who are not taking the class seriously.

ACADEMIC DISHONESTY

Academic honesty is expected of all students in all examinations, papers, classwork, academic transactions and records. The possible sanctions include, but are not limited to, appropriate grade penalties, course failure, loss of privileges, disqualification and/or dismissal.

Neither plagiarism, the use of someone else's thoughts, words, ideas, or lines of argument in your own work without appropriate documentation, nor copyright violation in any form will be tolerated whether intentional or not. Both plagiarism and copyright violation involve the theft of intellectual property and will be considered not only a violation of the Student Honor Creed as well as University policy and applicable laws. To avoid any instances of plagiarism or copyright violation, credit the sources of all information appropriately and obtain written permission for the use of copyrighted works when necessary.

Fabrication and falsification are unacceptable. Falsification is the changing or omission of research results including misquoting a source. Fabrication is the construction and/or addition of data, observations, or characterizations that never occurred including making up quotations from real or fictional sources.

Cheating and collusion are also unacceptable. Cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a member of the university faculty or staff. The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. The term "collusion" means collaboration with another person in preparing work offered for credit of that collaboration is not authorized by the faculty.

STUDENT HONOR CREED

"As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible

citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, We, the Students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters. We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student. We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

WRITTEN AND ADOPTED BY THE 2002-2003 MSU STUDENT SENATE.

STUDENT CONDUCT

Classroom behavior that interferes with either the instructor's ability to conduct the class or the ability of other students to profit from the instruction will result in the removal of that student from class. Such students may be referred to the appropriate university departments including, but not limited to, the University Police, Office of the Dean of Students, Vinson Health Center or the Counseling Center.

TITLE IX

Social justice is one of Midwestern State University's stated core values. The professor considers this classroom to be a place where everyone will be treated with respect as a human being — regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that ALL students consider the classroom a safe environment.

MSU officials strive to create and actively promote a welcoming and supportive environment in order to recruit, hire, retain, and support a culturally diverse faculty, staff, and student body. Midwestern State University officials are committed to providing an environment of nondiscrimination and equal opportunity. In accordance with federal and state law, the University prohibits unlawful discrimination, including harassment, on the basis of race, age, color, religion, sex, sexual orientation, gender identity, national or ethnic origin, veteran's status, disability, or citizenship. Retaliation against individuals who in good faith file a claim of discrimination or otherwise oppose discriminatory actions will not be tolerated.

At Midwestern State University, the Title IX Department conducts investigations into possible

violations of MSU's Sexual Misconduct Policy, as well as oversees the university's primary prevention and education programming related to sexual assault, interpersonal violence, and sexual harassment.

Effective Jan. 1, 2020 SB212 creates a Class B misdemeanor offense for a person who is required to make a report of an incident of sexual harassment, sexual assault, dating violence or stalking, to report it but knowingly fails to do so.

The crime must allegedly have been committed by or against a student or employee of the institution and it must be reported, promptly, to the institution's Title IX coordinator or deputy Title IX coordinator.

[HTTPS://MSUTEXAS.EDU/TITLEIX/](https://msutexas.edu/titleix/)

STUDENTS WITH DISABILITIES / SPECIAL NEEDS

The Americans with Disabilities Act is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Support Services.

Students that need course adaptations or accommodations because of a disability, that need to share emergency medical information, or students that require special accommodations in the event of an emergency should contact the instructor.

STUDENT PRIVACY STATEMENT

The Family Educational Rights and Privacy Act prohibits instructors from releasing information about students to certain parties outside of the university without the signed consent of the student. Thus, I will not discuss your academic progress or other matters with your parents or any other party. Do not have them call me.

[HTTP://WWW.ED.GOV/POLICY/GEN/GUID/FP/CO/FERPA/](http://www.ed.gov/policy/gen/guid/fpco/ferpa/)

PERSONAL TECHNOLOGY

Cell phones and tablet devices must be silenced and put away. The first time the instructor sees a device, the student will be warned about the use of the device. The instructor will ask the student to leave the class and to visit with the instructor.

In an emergency requiring the use of a cell phone — on vibrate, notify the instructor and leave the class to handle the emergency.

Research has shown that students retain material better when they write it down. Hence, personal computers are permitted in class only for the purpose of taking notes only if the instructor approves in advance.

Students should never use only technology to record an interview but should instead supplement it with written notes.

ATTENDANCE

Students are expected to be in class each and every time the class meets. Students will not be able to make

up unannounced quizzes given in classes they miss. E-mail Dr. Wilson prior to the absence as a courtesy. Students are responsible for making up any work missed on their own time, working with classmates.

Students who miss class due to University-sponsored events such as field trips or athletics, should visit with the course instructor in advance and will be required to complete the assigned work on or before the due date. Students should submit an official notification form before the absence.

Exams (all of which will be available in D2L/Brightspace for an extended period of time), projects and stories with advance deadlines will not be accepted late. Plan ahead.

After a warning, a student with more than four absences may be dropped from a course by the instructor or summarily given a failing grade.

GRADING

Grading is on a scale of:

≥90	A	Excellent
80-89	B	Good
70-79	C	Satisfactory
60-69	D	Passing
<60	F	Failing

Semester grading follows the same scale. Grading will be determined from specific assignments, projects, written exams, quizzes, a final exam, and class attendance. Assignments are due when announced and will not be accepted late. Any assignment turned in after the deadline receives a grade of zero. Written exams will include material covered in the class and may include, but may not be limited to, multiple choice, short answer and essay questions.

The instructor reserves the right to add, adjust, or cancel assignments as the course progresses. The method of obtaining the final grade will remain essentially the same: the total points achieved will be divided by the total points possible to obtain a percentage, and a grade will be assigned according to a percentage scale.

WRITING PROFICIENCY

All students seeking baccalaureate degrees must fulfill the Writing Proficiency Requirement in ONE of the following ways:

- Take and pass the Writing Proficiency Examination,
- Take and pass ENGL 2113 Intermediate Composition and Grammar, or
- Take and pass two courses designated as Writing Intensive. One of these WI courses may be a Texas Core Curriculum Course, but one of the courses must be outside of the core.

Once a student has passed both communication core courses and completed at least 60 credit hours, he or she is eligible to take the Writing Proficiency Exam or ENGL 2113. Writing Intensive courses may be completed at any time during a student's degree plan. If a student has not met the Writing Proficiency Requirement before completing 90 credit hours, a hold will be placed on the student's account.

[HTTPS://MSUTEXAS.EDU/ACADEMICS/WPR/](https://msutexas.edu/academics/wpr/)

COVID-19

in the spring of 2022

SPRING 2022

The structure of the course this spring has been modified in accordance with guidelines from university officials and the Centers for Disease Control and Prevention. The health, safety and well-being of the students, faculty and staff is the university's top priority.

MASKS

Masks or appropriate face coverings will be required of all faculty, staff and students while in class and in classroom buildings — at all times. If you do not have a mask or are not wearing it, you will be asked to leave.

HAND SANITIZER

Students should use hand sanitizer or should wash their hands before entering class and after leaving class.

STATION SANITIZATION

Students should clean their work area in the classroom before class begins AND before leaving the classroom. Disinfectant will be placed in classrooms along with paper towels for student use.

EXPOSURE TO COVID-19

In the event that a student has been in close contact with someone that tests positive for COVID-19, the student should immediately notify the Vinson Health Center, who will direct him or her in quarantine procedures.

CONFIRMED COVID-19

In the event that a student tests positive for COVID-19, the student should immediately notify his or her physician and Vinson Health Center. Self-isolation procedures will be directed by the appropriate county health department, who will assign a case manager. If a student is required to self-isolate due to a positive test, the student may be asked to temporarily vacate his or her current housing location and return to his or her permanent residence or to move to a different on-campus location to complete self-isolation until the student meets the CDC guidelines for return.

ATTENDANCE

Do NOT come to class if you are exhibiting any of the signs of the COVID-19 or the seasonal flu.

Because this class will use a face-to-face model, students will be required to attend class and will be assigned a seat so that contact with students can be tracked if necessary.

If course enrollment exceeds the maximum capacity for the room as allowed by university guidelines during the pandemic, students will be designed to attend class online or in person. That routine will be worked out with students during the first week of class. However, attendance will still be required and recorded.

After a warning, a student with more than four absences may be dropped from a course by the instructor. Absences due to official university functions or documented illness will be dealt with on an individual basis and should be discussed with the instructor outside of class time.

ONLINE REQUIREMENTS

This class will use some online instruction, students should become familiar with the online learning management system Brightspace by D2L. As it has for more than nine years, this course, as with all courses, will contain the minimum information in Brightspace:

- Syllabus
- Course communication
- Course schedule
- Gradebook
- Online faculty office hours

Students should have access to Brightspace, email and a webcam to complete the online components of the course.

TRANSITION TO ONLINE

If and when mandated by university or state officials, this course may move to an online model. Because some components of this course are already online, this transition should be relatively smooth. However, the class will continue to meet at the scheduled day/time as indicated in the course schedule. Attendance will still be required. After a warning, a student with more than four absences may be dropped from a course by the instructor. Absences due to official university functions or documented illness will be dealt with on an individual basis and should be discussed with the instructor outside of class time. There are no "excused" absences from regular class periods online or in person.

IMPACT

For updates on the impact of the coronavirus, visit <https://msutexas.edu/coronavirus/index.php>

Dr. Wilson's schedule

S P R I N G 2 0 2 2



LAST MODIFIED
JAN. 3, 2022

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INSTAGRAM
wilsonbrad83



SNAPCHAT
wilsonbrad15

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8 a.m.					
9 a.m.	Media Management 21524 MW 9-9:50 p.m. D202	Research & Service	Media Management 21524 MW 9-9:50 p.m. D202	Research & Service	Media Management 21524 MW 9-9:50 p.m. D202
10 a.m.	Office D207, text or call me	Office D207, text or call me	Office D207, text or call me	Office D207, text or call me	Research & Service
11 a.m.	Publication Design 21994 MW 11 a.m.-12:20 p.m. D202	Editing 21498 TH 11 a.m. - 12:20 p.m. FA D202	Publication Design 21994 MW 11 a.m.-12:20 p.m. D202	Editing 21498 TH 11 a.m. - 12:20 p.m. FA D202	
noon					
1 p.m.	Research & Service	Media Writing 22556 TH 12:30 - 2 p.m. FA D202	Research & Service	Media Writing 22556 TH 12:30 - 2 p.m. FA D202	
2 p.m.		Office D207, text or call me		Office D207, text or call me	
3 p.m.		Research & Service		Research & Service	
4 p.m.					
5 p.m.					
6 p.m.					
7 p.m.					
8 p.m.					
9 p.m.					



Department of Mass Communication
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<http://www.mwsu.edu/academics/finearts/masscomm/>

EQUIPMENT AGREEMENT

As the prices of replacement equipment and repairs continue to increase, it becomes more and more imperative that students exercise proper care in using the equipment. Before being allowed use of this equipment, each student agrees to handle the equipment with proper care and agrees to cover the cost of repairs and/or replacement if he/she is found to be negligent. The chair of the department will make the final determination regarding determination of negligence and any amount owed to the department. *Failure to sign and to return this form in a timely manner will result in the student being denied access to equipment.*

EQUIPMENT

By my signature below, I agree to be liable for all equipment in my care, including, but not limited to, computers, printers, keyboards, jump drives, scanners, cameras, tapes, video-editing equipment, carrying cases, digital recorders, microphones, and all peripherals that may be used. This agreement covers equipment used in the TV-2 Studio, Broadcast Lab, Journalism Lab, *The Wichitan* office and in connection to any class offered in the department. The total replacement cost of these items can run in the thousands of dollars and I may be held responsible for equipment replacement should any parts be damaged, stolen, lost or otherwise returned not working.

- Food and beverages must be kept away from the equipment.
- Smoking is prohibited in all campus buildings and can cause damage to equipment as well as jeopardize the health of others.
- In short, if I break it, I buy it.

I understand that any abuse or misuse of equipment may result in suspension of privileges to use the department's equipment, blocks on registration or graduation, and/or assessment of replacement/repair costs.

I understand that I am obtaining the above-mentioned equipment for the purpose of coursework or research associated with Midwestern State University.

AFTER HOURS ACCESS

I also understand that my ID card may allow me access to labs, offices, the TV-2 studio and/or the D-wing of Fain Fine Arts Center during non-business hours. I understand that anyone not specifically approved by the chair of the department is prohibited from using the facilities, and I agree not to grant such individuals access to any facility. As such, I agree not to prop open any outside doors, and I agree to follow all fire and police codes as well as applicable local, state and federal laws. I understand that I am responsible for any and all damages that might occur while on the premises and that university officials can track electronically who is on the premises and when if electronic ID card access is used. *I understand that failure to follow these rules may result in a permanent suspension of my privileges of access during non-business hours.*

I accept the terms of use of mass communication equipment.

PRINT NAME

SIGNATURE

DATE

M-NUMBER

