



SYLLABUS

MASS COMMUNICATION HISTORY

23041 MCOM3623 201 MASS COMMUNICATION HISTORY MWF0200PM-0250PM FAD101

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 1233.

Study of the development of mass communication beginning with early attempts at print media and continuing to present developments. Emphasis on connecting events of their time with events of today and understanding developments within their political, social, economic, and cultural contexts.

COURSE OBJECTIVES

To apply and expand upon skills learned in Introduction to Mass Communication as well as other Mass Communication courses. Upon successful completion of the class you should be able:

- To engage in class discussions both in person and using the online interface: Brightspace/D2L
- To recall key events in the history of media;
- To identify key individuals in the history of the media;
- To understand the major developments in media history including the people involved and the impact the events and people had on today's society;
- To understand and to discuss the impact on society over time;
- To apply knowledge of media history to contemporary projects;
- To participate in an original research project; and
- To present a research presentation on a significant event in mass communication history.

RECOMMENDED COURSE MATERIAL

- *The Associated Press Stylebook and Libel Manual* (recent edition), \$20.⁹⁵ or online version apstylebook.com/, \$26/year.

REQUIRED COURSE MATERIAL

- A public Twitter account.
- Something to write notes on and with; transcribe onto computer later.

NOTES

- Unless otherwise indicated, material is due at the beginning of class.
- Late work receives a grade of zero.
- 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.
- ANY material (and ALL material) you write for this class should be considered publishable material and may be published on the class website, in academic journals and other places.
- 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/>

GRADING

- 35% In-class and online assignments
- 30% Three online exams
- 10% Photojournalist presentation and reflection
- 10% Movie review
- 15% Poster presentation: A significant event (with reflection)

TENTATIVE SCHEDULE SPRING 2023

THE EVOLUTION OF LANGUAGE: SPEECH AND THE WRITTEN WORD

Jan. 13-16.....	Student registration
Jan. 16.....	NO CLASS Martin Luther King's Birthday observed
Jan. 17.....	Classes begin
Jan. 18.....	Syllabus; fundamentals of communication; Pictionary The evolution of language; write down sounds Watch: YouTube: Evolution of language, Macomi Kids Watch in class: "The Origins and Evolution of Language" a TedTalk by Michael Corballis
Jan. 20.....	Problems of language: Telephone game; solution: writing (from hieroglyphs to letters); design a letter Read: "The World's Oldest Writing" on archaeology.org
Jan. 23.....	Early printing; (YouTube: "Johannes Gutenberg and the Printing Press"); Why is Gutenberg given credit? What book is Gutenberg famous for printing? What book is printed the most often? Why? Read: This is the best (and simplest) world map of religions on bigthink.com Read: "So, Gutenberg Didn't Actually Invent the Printing Press" on lithub.com
Jan. 25.....	ONLINE CLASS: Fox's Book of Martyrs http://www.ccel.org/t/foxe/martyrs/home.html
Jan. 27.....	Early reporting in Fox's Book of Martyrs; the beginning of newspapers: your impressions; the role of women Read: "The Beginning of Newspapers" and "Colonial Women of the Press" as linked in D2L
Jan. 30.....	The creation of the First Amendment; the Federalist Papers; the Penny Press; Yellow Journalism; Muckrakers; Hearst and Pulitzer Read: The Federalist Paper No. 51 Read: "Yellow Journalism: The 'Fake News' of the 19th Century" on publicdomainreview.org Read: The First Amendment on history.com
Feb. 1.....	ONLINE CLASS: Yellow Journalism: "Fake News" Read: "The Great Moon Hoax of 1835" on hoaxes.org Read: "Yes, Virginia, there is a Santa Claus"
Feb. 2.....	Groundhog Day
Feb. 3.....	Print media so far; spotting fake news Read: "To Fix Fake News, Look To Yellow Journalism" on daily.jstor.org
Feb. 6.....	The telegraph and the transatlantic cable; the typewriter and the telephone Read: "Morse Code & the Telegraph" on history.com Watch: "Great History of First Transatlantic Cable - Connecting the World - Full Documentary" on YouTube.com Read: "History of the Typewriter" on j387mediahistory.weebly.com Read: "Telephone History" on http://j387mediahistory.weebly.com
Feb. 8.....	ONLINE CLASS: Exam 1

This schedule may change with little or no notice. Readings, assignments and online tasks are due at the BEGINNING OF CLASS on the day listed.

ONLINE CLASS

When a class is labeled as an "ONLINE CLASS," the class does NOT meet in person. There is an online activity scheduled in lieu of meeting in person for that class.

WORKDAY

Class will NOT meet in person on these days. However, they are specifically designed to give you time to work on the project indicated. The course instructor will ask for a progress report on the project after each workday.

FINAL EXAM

There is NO final exam in this class.

LAB CODES

D101 - Broadcast Lab:

54, 1
(press 5+4 at the same time)

For the student computers, please have them use the following credentials only.

User: masscommstudent

PW: Memphis13

D202 - Journalism Lab:

3, 5, 2
(each number pressed separately)

THE DAWN OF THE VISUAL AGE

Feb. 10.....	The world's first photograph Joseph Niépce (1826); Matthew Brady and the Civil War (1863); Jacob Riis and "How the Other Half Lives" (1890)
Feb. 12.....	Super Bowl LVII
Feb. 13.....	Famous photojournalists (sign-up available)
Feb. 14.....	Valentine's Day
Feb. 15.....	Famous photojournalists (sign-up available)
Feb. 17.....	Famous photojournalists (sign-up available)
Feb. 20.....	Presidents' Day
Feb. 20.....	The invention of advertising Online: Watch the first 12 minutes or so of "Sell & Spin A History of Advertising" on YouTube by LD Linguistics
Feb. 22.....	Radio; Read: "The Golden Age of American Radio" on britannica.com
Feb. 24.....	WORKDAY: Your poster presentation
Feb. 24-25.....	Association of Texas Photography Instructors
Feb. 24-25.....	AEJMC Midwinter Conference (University of Oklahoma)
Feb. 27.....	More on radio In class: "Orchestrated Hell" (December 1943)
March 1.....	Moving pictures: television, movies Read: "The Early History of Motion Pictures" on pbs.org Read: "The History of Movies" on saylordotorg.github.io Read: "The Farmboy Who Invented Television" on smithsonianmag.com
March 2.....	Texas Independence Day
March 3.....	More on movies — the best of all time
March 6.....	Evolution of television Read: "Television's Impact On American Society And Culture" on https://www.encyclopedia.com/arts/news-wires-white-papers-and-books/televisions-impact-american-society-and-culture Discuss: Longest-running TV programs and why
March 8.....	Review. WORKDAY: Your poster presentation
March 10.....	ONLINE CLASS: Exam 2

March 9-11 Associated Collegiate Press (San Francisco)

March 8-11 College Media Association (New York City)

March 12 Daylight saving time begins at 2 a.m.

March 13-18 NO CLASS Spring Break

THE DIGITAL AGE

March 20 Print media peak; Cold War and the internet; Watergate; Last day to drop with "W"
Read: "Watergate Scandal" on history.com
Read: "What was Watergate? Here are 14 facts that explain everything" on thejournal.ie

March 22 The business of media: Ben Bagdikian
Read: "A Summary of Ben Bagdikian's 'The Media Monopoly'" by Jeff Drake

March 24 History of the computer
Review "History of Computers: A Brief Timeline" on livescience.com
Review: "Timeline of Computer History" on computerhistory.org
"A Brief History of Computers" by Chris Woodford on explainthatstuff.com

March 27 Last Day for "W," 4 p.m.; drops after this date will receive grades of "F."

March 27 GROUP EDIT: Work on movie reviews. Submit at end of class

March 29 Desktop publishing revolution; Read: DTP Timeline on D2L

March 31 Digital cameras; Read: "Is Film Dead?" on D2L

March 31 Cesar Chavez Day

April 3 The internet and the World Wide Web, e-mail
Read: "A Brief History of the Internet" on sciencenode.org
Read: "Internet History Timeline: ARPANET to the World Wide Web" on livescience
Read: "A Brief History of the Internet" on internetociety.org

April 5 Black Press, Minority Press, Reform Press
Read: The Black Press: Past and Present on neimanreports.org
Read: another article as assigned from Journalism and Black America: Then and Now from <https://neimanreports.org/issues/fall-2003/>

April 6-7 NO CLASS Spring holiday break (April 7: Good Friday)

April 10 More on the Black Press

April 12 Advertising evolves: The best ads of all time, top brands
In class: "The 18 Best Advertisements of All Time" by Lindsay Kolowich on <https://blog.hubspot.com>
In class: Apple and Coca-Cola.

April 14 WORKDAY: Work on poster presentation.

April 14-16 Interscholastic League Press Conference (Austin)

April 15 Tax day

April 17 Social media creation
Read an assortment of articles on <https://www.pewresearch.org/topics/social-media/>

April 19 ONLINE CLASS: Fake news and social media

April 19-20 Celebration of Scholarship/UGRCA Forum

April 20-22 Journalism Education Association / National Scholastic Press Association (San Francisco)

April 21 San Jacinto Day

April 21 ONLINE CLASS: Exam 3

WHAT'S NEXT

April 24 State of the Media 2021
Read: "State of the News Media" on pewresearch.org
Read: "The State of Local News: The 2022 Report" on localnewsinitiative.northwestern.edu

April 26 State of the media; Last day of class; course evaluation
Read: "State of the News Media" on pewresearch.org
Discuss: Where do we go from here?

April 28 GROUP EDIT: Work on essay, "Where do we go from here?" Submit at end of class

May 1 Poster presentations

May 3 Poster presentations

May 5 Poster presentations

May 5 Last day of classes

May 5 Cinco de Mayo

May 12 MCOM senior documentary presentations

May 13 Commencement

May 14 Mother's Day

May 17-18 UIL Academic State Meet



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 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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FACEBOOK
Bradley Wilson



TWITTER
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INSTAGRAM:
wilsonbrad83



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.

VALUES

The faculty, staff, and students of Midwestern State University will strive to uphold our shared values. We seek to engage others with respect, empathy, and joy (**people-centered**), cultivate a diverse and inclusive campus environment (**community**), always do the right thing (**integrity**), adopt innovative ideas to pioneer new paths (**visionary**), and value relationships with broader communities (**connections**).

If you see anyone in class struggling to uphold these values, share your concerns with the course instructor.

[HTTPS://MSUTEXAS.EDU/ABOUT/VALUES-JOURNEY/](https://msutexas.edu/about/values-journey/).

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/FPCO/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.

The knowledge and skills you will gain in this course highly depend on your participating in class learning activities. Because of that, I expect you to attend all class sessions. Attendance helps students learn the course material. Absent students cannot contribute their unique perspectives to class discussion or other group work, negatively affecting other students' learning opportunities. Attendance promotes professionalism. However, we all realize that, as adults, students should learn to be responsible for their own education and for

managing their time. Therefore, after a warning, a student with more than four absences may be dropped from the course by the instructor or summarily given a failing grade. Students who are late to class will be counted as absent.

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 2023

MASKS

Students in this class will follow all university, state and federal guidelines regarding the use of facemasks.

STATION SANITIZATION

You should clean your 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 you have been in close contact with someone that tests positive for COVID-19, you should immediately notify the Vinson Health Center, who will direct you in quarantine procedures.

ATTENDANCE

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

ONLINE REQUIREMENTS

This class will use some online instruction, you should become familiar with the online learning management system Brightspace by D2L. As it has for more than 11 years, this course, as with all courses, will contain the minimum information in Brightspace:

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

You 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. 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.

Dr. Wilson's schedule

S P R I N G 2 0 2 3



OFFICE
FAIN D202

OFFICE HOURS
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MORE INFORMATION
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INSTAGRAM
wilsonbrad83



SNAPCHAT
wilsonbrad15

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8 a.m.					
9 a.m.	Research and Service	Research and Service		Research and Service	
10 a.m.	Mass Media & Society 21462 MW 10 - 10:50 a.m. D202	Mass Media & Society 21462 MW 10 - 10:50 a.m. D202	Mass Media & Society 21462 MW 10 - 10:50 a.m. D202		Mass Media & Society 21462 MW 10 - 10:50 a.m. D202
11 a.m.	Editing 21498 MW 11 a.m.-12:30 p.m. D202	Editing 21498 MW 11 a.m.-12:30 p.m. D202	Editing 21498 MW 11 a.m.-12:30 p.m. D202		
noon	Office D207, text or call me		Office D207, text or call me		
1 p.m.					
2 p.m.	MCOM History 23041 MW 2-2:50 p.m. D101	Publication Design 21994 TR 2-3:20 p.m. D202	MCOM History 23041 MW 2-2:50 p.m. D101	Publication Design 21994 TR 2-3:20 p.m. D202	MCOM History 23041 MW 2-2:50 p.m. D101
3 p.m.	Research and Service	Office D207, text or call me	Research and Service	Office D207, text or call me	Research and Service
4 p.m.					
5 p.m.					
6 p.m.					
7 p.m.					
8 p.m.					
9 p.m.					



Department of Mass Communication
Lamar D. Fain College of Fine Arts
3410 Taft Blvd. | Wichita Falls, TX 76308-2099
o: 940-397-4670
<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

