



SYLLABUS

MEDIA ARTS ENTREPRENEURSHIP

13671 MCOM4313 101 MEDIA ARTS ENTREPRENEURSHIP MW 0900AM1020AM 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*
- *The Unicorn's Shadow*
- *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*
- *Jerks at Work*
- *The Lean Startup*
- *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*
- *Competing with Giants*
- *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): junior standing.

Introduction to business, marketing and financial aspects of media and fine arts organizations, covering for-profit, non-profit and individual ventures.

COURSE OBJECTIVES

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 discuss and to apply various aspects of entrepreneurship;
- To assess the leadership and decision-making skills of media stakeholders;
- 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 Sept. 11 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.
- 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/Brightspace 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

Aug. 28..... Classes begin

Week 1 (Aug. 28-Sept. 1)..... Syllabus
Expectations
Maslow's Hierarchy of Needs; the one-page memo (*review*: 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

Sept. 4..... NO CLASS — Labor Day

Week 2 (Sept. 5-8)..... Motivation: BF Skinner (*read*: 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](#)

Sept. 10 Grandparents Day

Sept. 11..... Deadline to sign up for book review in Google Sheet

Sept. 14 Friesens photography workshop (Dallas)

Week 3 (Sept. 11-15)..... Myers Brigg Types; "What motivates me?" [one-page memo due](#)

Scientific Theory by Frederick Taylor

Administrative Theory by Henri Fayol

Sept. 17..... Constitution Day

Week 4 (Sept. 18-22)..... Bureaucratic Theory by Max Weber
Human Relations Theory by Elton Mayo
Systems Theory by Ludwig Von Bertalanffy
X&Y Theory by Douglas McGregor
GroupThink

Sept. 24-25..... Yom Kippur

Sept. 28 Friesens photography workshop (Minneapolis)

Week 5 (Sept. 25-29)..... Let's go back and look at all of those theories again
Different business structures: for profit, not-for-profit, non-profit, governmental
"Here's how I would respond to each management style" [one-page memo due](#)

Oct. 1-7 Banned Books Week

Week 6 (Oct. 2-6)..... Dealing with conflict: role playing
"Responding to a conflict" [one-page memo](#)
First Amendment quiz — give up a right

Oct. 7-9 Texas Association of Journalism Educators

Oct. 9..... Columbus Day; Indigenous Peoples' Day

Week 7 (Oct. 9-13)..... TQM, SWOT— the latest trends and assessment [SWOT memo due Oct. 18](#)

Leadership

Leadership case study [one-page memo due](#)

Oct. 9..... ONLINE CLASS: Work on SWOT memo

Week 8 (Oct. 16-20)..... Leadership Exercises

Oct. 22-28..... Homecoming

Week 9 (Oct. 23-27)..... Review. Catch up.
Diversity in the workplace.
Title IX: What you need to know.
"My ideal boss" [one-page memo due](#)

Oct. 31 Halloween

Nov. 2-5..... Journalism Education Association / National Scholastic Press Association National High School Journalism Convention (Boston)

Week 10 (Oct. 30-Nov. 3)..... Job interviews. "I want the job." "I want a raise."
Accepting a job offer, a promotion, a raise
"I want the job."

Nov. 1..... ONLINE CLASS: Work on book review presentations

Nov. 5 Daylight Saving Time ends at 2 a.m.

Nov. 7 Election Day

Week 11 (Nov. 6-10)..... Media ownership (read: *The Media Monopoly* summary before class)
Problems of convergence, consolidation in the media industry
Today's media industry [one-page memo due](#)

Nov. 11 Veterans Day

Nov. 16..... Celebration of Scholarship

Week 12 (Nov. 13-17)..... Book review 15-minute presentations/discussion [one-page memo due on day of presentation](#)

Nov. 22-26..... NO CLASS — Thanksgiving

Week 13 (Nov. 20-24)..... Book review 15-minute presentations/discussion

Week 14 (Nov. 27-Dec. 1)..... Media law for managers (copyright, open meetings, privacy)

Dec. 7 Pearl Harbor Remembrance Day

Week 15 (Dec. 4-8)..... Media ethics cases [one-page memo due April 22](#)

Dec. 8 Last day of classes

Dec. 11..... 8 - 10 a.m. Final exam scheduled

Dec. 15..... Senior documentary presentations

Dec. 16..... Commencement

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.

FINAL EXAM

There is NO final exam in this class.

LAB CODES

D101 - Broadcast Lab:

2, 1, 5
(press each number separately)

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

User: masscommstudent

PW: Memphis13

D202 - Journalism Lab:

12, 4
(press 1 + 2 at the same time, then 4)

CONFIRMED

GUEST SPEAKERS

Wednesday, Sept. 13 |

Guest speaker: Ann Arnold-Ogden, executive director, The Wichita Falls Alliance for Arts and Culture, aogden@wichitafallsarts.org

Wednesday, Oct. 4 | *Guest*

speaker: Wayne Reed, vice president and general manager KFDX, wayne@kfdx.com; Michael Snuffer, news director, KFDX, MSnuffer@kfdx.com

Wednesday, Oct. 11 | *Guest*

speaker: Claire Kowalick, editor, Times Record News, 940-882-5323, ckowalick@gannett.com, @KowalickNews

Wednesday, Oct. 24 | *Guest*

speaker: Jessica Edwards, owner, Frank & Joes, jessica@frankandjoescoffee.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 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

OFFICE
FAIN D207

OFFICE HOURS
MW 10:20 - 11 a.m.
MW 12:30 - 2 p.m.
TH 11 a.m. - noon
Or by appointment.

PHONE
W: 940/397-4797
M: 919/264-6768

E-MAIL
bradley.wilson@
msutexas.edu

MORE INFORMATION
bradleywilsononline.net



FACEBOOK
Bradley Wilson



TWITTER
@bradleywilson09



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.

ARTIFICIAL INTELLIGENCE

Since writing, photojournalism, analytical, and critical thinking skills are part of the learning outcomes of this course, all writing assignments should be prepared by the student. Developing strong competencies in this area will prepare you for a competitive workplace. Therefore, AI-generated submissions, while they have a place in the academic environment and the workplace, are not permitted in this course and will be treated as plagiarism.

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

The knowledge and skills students will gain in this course highly depend on participating in class learning activities. Because of that, I expect students 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 to manage their time.

In the event of a planned absence, students should 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 will NOT be able to make up unannounced quizzes given in classes they miss. Students will NOT be able to make up any material missed for being late.

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 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 fall of 2024

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.



Department of Mass Communication
Lamar D. Fain College of Fine Arts
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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

