



GLOBAL CENTER FOR JOURNALISM AND DEMOCRACY

The Global Center for Journalism and Democracy (GCJD) is dedicated to promoting integrity and the sustainability of good journalism.

GCJD's mission is threefold: to train professional journalists, to work to create healthier relationships between the press and the entities it covers, and to raise awareness of complex issues. GCJD stands ready to work with journalists facing unique challenges, including gender bias, reporting in dangerous situations, and balancing activist and journalist roles.

GCJD provides opportunities for SHSU students and faculty to travel overseas for professional training. We also present students with workshop, internship and mentorship opportunities.

GCJD is committed to bringing international journalists and other experts to SHSU to share their experiences in hopes of not only educating, but inspiring young minds.

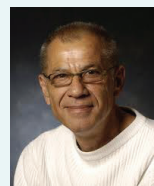


ASSISTANTSHIPS & SCHOLARSHIPS

The department offers Graduate Assistantships on a competitive basis. Teaching Assistantships are available on a competitive basis after the completion of 18 credit hours of coursework.

Scholarships are available through the Department of Mass Communication. To explore these scholarship opportunities, visit shsu.edu/scholarships.

MEET THE FACULTY



JEAN BODON

Worked as a feature film director and producer and as a director of documentaries and television commercials; films have screened at some of the world's most prominent film presentation organizations; other works have broadcast on HBO, Showtime, Cinemax, The Movie Channel, E!, TLC, and many others.

"We have great faculty members who do amazing research in video games, mass media law, social media, and a new form of teaching film, with digital equipment, so I think we will be able to educate students who have a new outlook on the power of the mass media system."

- Jean Bodon, PhD

JANET BRIDGES

Interested in media management, newspaper competition, public relations issues, and research methodology; work has appeared in several top journals in the field of mass communication; co-editor of the 2006 book *Newspaper Competition in the Millennium*, published by Nova Science.



TOM GARRETT

Producer of feature and documentary films; a founding partner of Circa Films; worked as line producer, unit production manager and executive producer for a number of noted directors and producers; former producer and director for prominent advertising agencies and public relations firms.



RUTH MASSINGILL

More than 20 years experience in public relations, advertising, and publications; owner of The Massingill Agency, specializing in social marketing and media relations for alternative health care organizations.

PETER ROUSSEL

Warner Endowed Chair; faculty advisor for Priority PR; author; television, and radio commentator and public relations consultant with over 45 years of business, government, political and media experience, including two tours of duty in the White House under Presidents Reagan and Ford.

DEBBI HATTON

Faculty advisor for KSHU 90.5 FM and Cable Channel 7.



ROBIN JOHNSON

Interested in social and symbolic connections among gender, technology, labor and digital media; the role of masculinity in video game production and culture.

CHRISTOPHER WHITE

Interested in broadcast television and the role of technology in university pedagogy; published in journals, such as the *Journal of Broadcasting* and the *Southwestern Mass Communication Journal*.



NAM YOUNG KIM

Interested in the effects of tailoring messages to youths' health-related interests well as the effect of new media technologies; recent research examines the Web interfaces' relevance to users' goals and how this influences advertising effectiveness.



ELISA HERRMANN

Award-winning filmmaker and video artist from Brazil; produced and directed short experimental films in 16mm narrative and experimental shorts in video format; experienced with documentaries, TV shows, and concerts; current interests combine art and social engagement.



KELLI ARENA

Executive Director of the Global Center for Journalism & Democracy; Dan Rather Chair of Journalism; globally recognized, award-winning journalist with decades of experience in national and international newsrooms; former Justice and Investigative Correspondent for CNN.

"Without a doubt, proficiency in digital media is no longer a preferred skill in this industry, but a minimum requirement. Companies like my former employer, CNN, expect new entrants in the field to easily master new media models."

- Kelli Arena

MEL STRAIT

Broadcast educator for almost three decades; former station manager of radio station KTAI in Kingsville, Texas; faculty advisor for Channel 7 Student News.

Explore more about our faculty: <http://www.shsu.edu/academics/mass-communication/faculty-staff/index.html>

THE DAN RATHER COMMUNICATIONS BUILDING

Named for famous SHSU Mass Communications Alumnus Dan Rather, this building houses two large television studios with state-of-the-art lighting equipment, up-to-date camera equipment, class rooms, offices, a conference room, and is the home to the student run newspaper, The Houstonian, Channel 7 television and a fully equipped radio station. In the planning stages is another bilingual radio station which will primarily be geared to our Hispanic population. The Priority I Public Relations Team operates from this building as a student agency with clients both on and off campus.



SHSU MEDIA

THE HOUSTONIAN is the award-winning student-run newspaper and online news site of SHSU. With four sections—news, opinion, sports, and entertainment—The Houstonian staff ensures that students and community members stay updated on the latest news and information from in and around the SHSU campus.

SUDDENLINK CABLE CHANNEL 7 offers locally-produced programs and local events during semesters at Sam Houston State University. Local programming is produced by the students of the Mass Communication Department along with select outside organizations.

KSHU 90.5 THE KAT is run entirely by Sam Houston State University students and offers Huntsville and the surrounding area a wide variety of music including: jazz, classical, college rock, classic rock and hip-hop. It also produces news, public affairs programs and play-by-play sports casts.

EL GATO EN ESPAÑOL is the only university Spanish-language television newscast in Texas.



APPLICATION REQUIREMENTS

To apply to the Digital Media, MA program, you will need to submit the following application materials:

1. Graduate Admissions Application (available online through ApplyTexas.org), along with the application fee
2. Official transcript from your bachelor degree granting institution
3. Personal Statement outlining your goals and objectives (500-word limit)
4. Digital Media Portfolio or provide a link to a virtual digital media portfolio (required only for Digital Media Production track)*

*Students without a portfolio or undergraduate coursework in digital media production may need to take additional undergraduate courses as determined by the faculty.

Note: International applicants must submit additional information. For International Admissions requirements, please visit shsu.edu/international.

For additional information, contact the Digital Media graduate academic advisor or visit the program website:

Dr. Robin Johnson
936.294.1499
robin.johnson@shsu.edu

<http://www.shsu.edu/programs/master-of-arts-in-digital-media/>



Sam Houston State University
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

Graduate Admissions
Box 2478
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DIGITAL MEDIA

Master of Arts



SAM HOUSTON STATE UNIVERSITY



SHAPING THE FACE OF MEDIA

Changes in communication, storytelling, and information technologies are reshaping not only ways in which audiences receive and interpret media, but also the construction and delivery of messages. The union of digital, print, and analog media challenges practitioners to create messages that can reach audiences in multiple ways on many platforms. These practical challenges in a dynamic and changing media landscape offer new opportunities for media education.

The **Master of Arts in Digital Media** offered through the Department of Mass Communication at Sam Houston State University will prepare its students to meet these challenges. This degree is a two year, 36 credit hour program offering two different emphases that students can choose from: digital media production and digital media studies.

Digital Media Production

Students explore the digital combination of text, graphics, audio and video into engaging stories and interactive environments. Students learn advanced production practices needed to work in executive management and upper-level reporter, producer, filmmaker and creative manager media positions.

Digital Media Studies

Students apply mass communication research methods and theories to the study of digital media. Students learn how to critically reflect on digital media practices, audiences, law, policy and products leading to continued studies at the PhD level or to teach at the college level.