

Broadcast Journalism

Introduction

In the era of YouTube and podcasts, lots of people are passing themselves off as broadcast journalists. But there are certain traits that separate the pros from the amateurs ? and Delaware State is an outstanding place to learn them. Our broadcast journalism students have access to state-of-the-art radio and television broadcasting facilities, as well as the digital multimedia technologies of the future.

Our student-run television station (Channel 14) and radio station (WDSU) serve as educational laboratories where students can learn direct, practical lessons. In addition to developing excellent writing, reporting, and editing skills, broadcast journalism majors acquire the technical knowledge to work behind the camera or the soundboard. They gain professional experience during two off-campus internships at local news outlets such as WDOV (1410 AM) and WHYV (Channel 12).

Students graduate with job-ready skills, industry contacts, and a resume that reads like a pro's.

Professional Prep

Because they get so much hands-on experience, Broadcast Journalism majors cultivate various marketable, industry-specific skills. These include

- news writing and editing
- media research techniques
- media law and ethics
- video and audio production
- digital multimedia

In response to the rising popularity and significance of online journalism, our program emphasizes the digital convergence of mass communications media, preparing students for the jobs of the future. Our graduates go on to careers in all aspects of broadcast journalism, getting jobs as reporters, editors, production professionals, and front office managers.

Faculty

Delaware State's Mass Communications instructors teach from experience. All have spent years in the communications industry and are able to convey both the theoretical and practical concepts that students need to build their careers. Our faculty includes radio veterans such as Andy Harris (the general manager of Dover ratings leader WDOV-AM) and longtime radio and television personality Ava Perrine. The mass communications faculty also includes

documentary filmmakers, public relations professionals, online journalists, and veterans of the newspaper and television industries.

Research and Experience

All concentrations in the Mass Communications department emphasize experience-based learning, and the Broadcast Journalism degree is no different. Our students spend hundreds of hours producing reports for WDSU and Channel 15, and gain many additional hours in professional work settings during their two off-campus internships. Our program includes an in-depth focus on research, introducing students to the methods and tools involved in reporting.

In addition, our students can interact with professionals by getting involved in campus chapters of the Black Broadcasters Alliance, National Association of Black Journalists, and other organizations.

Some undergraduates from the Mass Communications department have participated in the McNair Program, winning research stipends and presenting their findings at national conferences. All Mass Communications students have the opportunity to present original research on campus every spring during Honors Day.

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