

NEW COPY FOR INTERACTIVE COURSE PLANNER:

New goals:

- Copy needs to be a story unfolding
- Section titles are being changed to sound more interesting/personable
- Less words, more media
- Every title is the start of a new section with a transition

Title: Ball State's Media Department is like no other.

Transition: Here at Ball State, we emphasize passion, purpose, and progress.

Description: This is the official page for Ball State University's College of Communications and Media. Here you'll find information on our concentrations in sports broadcasting/production, news, film, and media promotion and a doorway of opportunities for you

Ball State has award-winning student media, experienced faculty, and notable alumni and partners. There are over 35 student-run organizations in CCIM that give students hands-on experience in writing, film, production, news, and more.

Specifics stats from their website that we might want to add via photos/graphics with text on them?: BSU CCIM is nationally recognized among the top 15 largest communication programs in the country, has 66 student regional Emmy awards, and is partners with organizations such as NCAA, ESPN, NBC, CBS, Olympics, NPR, and PBS that can help students stand out among their peers.

Student run-orgs: [told via photos, graphics, or video with text/labels over them]

1. Radio, News, and Journalism Clubs
 - a. UML (WCRD, Byte, Ball Bearings, Newslink, Sports Link, Daily News, Cardinal Weather, Cardinal Metrics)
2. Film clubs (Cardinal Filmworks, BSU Tonight, Reel Deal)
3. Digital Corps
4. Radio Television Digital News Association

Our students have produced award-winning projects in and out of the classroom and found career opportunities all over the country.

[INSERT examples of student work here] i.e: Frog Baby Film Festival, The Loading Zone, AAF/McKinley Ave. Agency work, Letterman Scholarship winners, types of internships people have gotten, **CCIM Digest...**)

<https://www.bsu.edu/academics/collegesanddepartments/media/activities-opportunities/student-work>

Transition: Let's get you ready for your first day!

Section Title: POV: You're a Media student!

[ILLUSTRATION or IMAGES of student backpack]

- External storage device – stores all your classwork (videos, photos, writing samples). Good to save work for your portfolio!
- Headphones – Vital for listening to music and videos for class
- Laptop – Can't go anywhere without this in modern day
- Planner – Chaos needs organizing somehow
- Chargers – Can't risk anything dying on you!
- Camera – As far as a media student is concerned, everything is a photo op!
- Editing Software – Don't worry! Ball State gives you free access to the Adobe Creative Cloud and Microsoft Suites ;)

[VIDEO]

No two Media students will have the same day-to-day life. Yes, you might have some of the same classes, but you ultimately get to choose the path you take and what creative projects you create. Here's a day in the life of [STUDENT].

Transition: Let's get real now and see what you can do post-college as a media student!

Section Title: The dilemma of a Media major.

Description: Thinking long-term can be scary, we're here to make it easy for you.

Specializations:

1. Film & Media

Career Fields: Screenwriter, Scriptwriter, Media Critic, Program Development, Directing, cinematographer, colorist, video editing, filmmaker....

2. Production, Sports Production

Career Fields: Audio/visual technician, broadcast engineer, audio engineer, content creation, motion graphics, animation, SFX, Production Assistant, Story producer, videographer...

3. News

Career Fields: announcer, columnist, commentator, copy editor, copywriter, investigative reporter, news director, news producer, on-air personality, photojournalist, public information officer, radio/TV newscaster, reporter/fill anchor, sports reporter/anchor, technical director, photojournalist, entertainment news...

4. Media Promotion & Management

Career Fields: account executive, account manager, client success specialist, communications director, copywriter, corporate trainer, digital sales associate, event coordinator and planner, personnel recruiter, market researcher, development director, market researcher, market coordinator, outreach coordinator, project manager, promotions specialist, sales representative, social media coordinator or manager, technology consultant.

Transition: [Hola! Bonjour! Hello!](#)

BA vs. BS

The only difference between a BA and a BS for a media major is the foreign language requirement for a BS. Taking a foreign language is a great skill to obtain and build up your resumé!

The various options you can take are: ASL, Spanish, French, Latin, Chinese, and German

Transition: [Sooooo, are you in, or are you IN!? Not convincing enough for you? Just listen to what some of our alumni have to say!](#)

Section Title: Alumni Stories: Survey Says....

You might recognize big names like David Letterman or Doug Jones, but there are hundreds of successful Media alumni who have travelled all over the world to use their knowledge and skills.

Andrew Quinn, Joe Vella: They are Media Production alumni and co-founded Bayonet Media together.

Cassandra Eiler: A Film and Media Studies alumni currently working at Netflix as an Assistant Editor.

Brian Harrington: A Media Production and Management alumni currently working for Circle City Broadcasting as the Director of Strategic Partnerships.

Transition: We know you must be dying to learn more. We have some other campus resources to help you get ready for an amazing and immersive learning experience!

Section Title: Be our guest, put our service(s) to the test! OR I'll take 'resources' for \$100!

Dept. Of media:

<https://www.bsu.edu/academics/collegesanddepartments/media>

Facilities:

<https://www.bsu.edu/academics/collegesanddepartments/media/facilities-equipment>

Career opportunities:

https://www.bsu.edu/academics/collegesanddepartments/media/careers-alumni#accordion_filmandmediastudies

Alumni stories:

<https://www.bsu.edu/academics/collegesanddepartments/media/alumni/alumni-stories>

Courses:

<https://bsu.smartcatalogiq.com/2022-2023/Undergraduate-Catalog/College-of-Communication-Information-and-Media/Media/Major-in-Media-BABS>

Technology requirements:

<https://www.bsu.edu/about/administrativeoffices/technology-store/students>

Clubs and Orgs:

<https://www.bsu.edu/academics/collegesanddepartments/media/activities-opportunities/studentorganizations>

Cost & Attendance:

<https://www.bsu.edu/admissions/tuition-and-fees>

Contact Form:

Want to chat?

Thank you for coming on this journey with us! Come back anytime.