

Electronic Media

PROGRAM OVERVIEW Electronic Media students select one of two tracks: Broadcast News or Radio-Television. Coursework during the first two years is similar. Specialization occurs during the last two years. All Electronic Media students learn techniques and disciplines of pre-production, studio and field production, and post-production, especially digital audio and video editing.

Students who study Radio-Television prepare for a broad spectrum of opportunities in traditional broadcasting, corporate video and cable television, and multi-media. The Drake program places a special emphasis on sports production.

Accredited by the Accrediting Council on Education in Journalism and Mass Communication, Drake is among 109 accredited programs nationwide. To win accreditation, schools meet 12 standards, which address such issues as class size, diversity within the faculty and curriculum. Accreditation reviews occur every six years. Drake's program has been continuously accredited, most recently in 2004.

FACULTY

John Lytle, Ellis and Nelle Levitt professor of journalism, holds degrees from Iowa State University in Telecommunicative Arts and Journalism and Mass Communication. Lytle coordinates the Broadcast News track and teaches other production and reporting courses. Lytle previously worked for the Extension Service broadcast media in Pennsylvania, for radio and television stations in Knoxville, Ames and Sioux City, IA, and for AFN-Stuttgart. He's a member of the Society of Professional Journalists, the Radio-Television News Directors Association, the Iowa Broadcast News Association, and the Northwest Broadcast News Association.

Todd Evans has taught every course offered in the Radio/TV track, and regularly teaches Popular Music and Culture classes, including seminars on the Lives and Times of Rock and Roll, The Sixties, and The Beatles. Evans is past-chair of the Communication Technology division, and past-chair of the Juried Faculty Production Competition, for the Broadcast Education Association. His research interests include digital audio for video production and post-production, the culture of popular music, and new media for distributed learning. He keeps professionally active in both audio and video production, and his work has been recognized by the Council for the Advancement and Support of Education, the Broadcast Education Association, and the American Cancer Society. Evans received his B.A. from Columbia College and his M.A. from Western Illinois University.

Dr. Gary Wade teaches courses in broadcast management, radio, continuity writing, television methods for advertising majors and introductory television. He also teaches graduate courses in social responsibility and the media. Wade is a member of the Broadcast Education Association and the International Television Association. His research areas of interest include television programming and its effects, children's television, multimedia development and sports

broadcasting. Wade received his B.A. and M.A. from the University of Iowa and his Ph.D. from Iowa State University

ACADEMIC PREPARATION Electronic Media requires no specific high school courses. However, successful students often bring experience in the performing arts, public speaking or the media. Students are also encouraged to take writing courses in high school. Writing and editing are important skills for all journalism majors.

REQUIREMENTS FOR MAJOR The Broadcast News major requires 34 journalism credit hours with three journalism elective hours (optional) and four non-journalism courses.

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DRAKE CURRICULUM The Drake Curriculum, required of all undergraduates, is designed to help students meet personal and professional goals as they acquire fundamental knowledge and abilities in ten Areas of Inquiry, including communication, critical thinking, artistic experience, historical consciousness, information and technology literacy, international and multicultural experiences, scientific and quantitative literacy, values and ethics and engaged citizenship. Students work closely with their academic advisers to craft a program of study in general education that prepares students for civic and professional leadership.

The Drake Curriculum also requires first-year seminars, which foster development of critical thinking and written and oral communication skills through a topical focus; and a Senior Capstone, in which students demonstrate the capacity to bring information, skills and ideas to bear on one project.

INTERNSHIPS & OPPORTUNITIES Students have multiple opportunities for traditional and corporate internships. E-media interns work at the ABC, CBS, NBC, Fox and public television affiliates in Des Moines and at several Des Moines' radio stations. Students also work in corporate internships, including producing for Meredith Corporation Web sites, at the Wells Fargo Arena, at the Iowa Cubs ballpark and at Prairie Meadows racetrack. Students work with the Drake Athletic Department to produce multimedia for the scoreboards at the Drake Knapp Center and Drake Stadium for Drake athletic events and for national athletic events held at Drake, such as the NCAA regional track meet.

In addition to fully equipped computer labs and electronic media studios, Drake students have use of the Kragie-Newell Interactive Media Lab, a new facility that allows classes to collaborate on projects across disciplines using the latest multimedia technology.

CAREER OPTIONS Drake's Broadcast News track serves students who desire careers in the news and public affairs departments of radio and television stations, cable television and news networks, bureaus and

services. Students gain the knowledge and hands-on experience necessary to be a successful producer, news anchor, videographer, tape editor or reporter.

E-media graduates work in traditional radio, television and cable production centers. Increasingly they find excellent opportunities with multimedia companies and, with Drake's emphasis on sports, in sports production.

HONORS Kappa Tau Alpha membership for qualifying top 10 percent of seniors (some juniors) who meet all requirements for membership.

STUDENT ORGANIZATIONS AND ACTIVITIES

- DBS: Drake Broadcasting System
- 94.1 FM "The Dog"
- Society of Professional Journalists (SPJ): Student chapter
- DrakeLine: Senior capstone broadcast news magazine
- The Coach's Show for Drake Athletics
- Times-Delphic: Student newspaper

HOW TO REACH US

WRITE

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