

# DUQUESNE

## MEDIA DEPARTMENT

A Promotional Magazine

### INSIDE: WHO ARE WE?

Multilayered Instruction  
*Rooted in a*  
Practice Based  
Curriculum  
(pg. 3)

Degrees & Programs  
(pg. 6)

Tools of  
Today's  
Professionals  
(pg. 16)



# CONTENTS

3	FACES OF THE DEPARTMENT
4	ABOUT US
5	MISSION STATEMENT
MAJORS	
6-7	DIGITAL MEDIA ARTS
8-9	MULTIPLATFORM JOURNALISM
10-11	STRATEGIC PR & ADVERTISING
12-13	SPORTS INFORMATION & MEDIA
14-15	GRADUATE PROGRAMS

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## RESOURCES

16	EQUIPMENT
17	LABS
18-19	STUDENT ORGANIZATIONS
IMPACT	
20-21	STUDENT TESTIMONALS
22-23	NOTABLE ALUMNI

## CONNECT

24	SOCIAL MEDIA
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# FACES OF THE DEPARTMENT

*The Media department is grounded on its professor-student relationship and aims to connect each and every student with a line of communication and support that best fits their needs. Here are some of the full-time Media department faculty students will be working closely with.*



**MR. JIM VOTA**  
Chair, Undergraduate Director

Mr. James Vota has been an instructor in the Journalism and Multimedia Arts Department since 2000. Prior to his arrival at Duquesne University, Mr. Vota acted as a process management consultant for many corporations, media production houses and government agencies.

Mr. Vota has won five International Telly Awards for his production work on various media projects and was selected as one of Pittsburgh's "Top 40 Under 40" by Pittsburgh Magazine in 2010.

Mr. Vota began serving as Media department chair in 2018. He teaches visual design and video recording courses.



**DR. MIKE DILLON**  
Professor of Multiplatform Journalism

Dr. Mike Dillon teaches in the areas of print journalism and mass media. He received both Bachelor's and Master's degree from Bloomsburg State before receiving his Ph.D. from Pennsylvania State University. He has authored or co-authored two books and numerous scholarly articles and book chapters.

Prior to his academic career, he was a newspaper reporter and won 15 awards for journalistic excellence in five separate reporting and writing categories.

Dr. Dillon oversees the publication *Off the Bluff* magazine and directs an internship program that sends two Media students to work at "Tribute", a museum and visitor center at Ground Zero.



**DR. ZEYNEP TANES-EHLE**  
Professor of PR & Advertising,  
Graduate Director

Dr. Z. joined Duquesne University in 2011 after receiving her Ph.D. in Media, Technology and Society from Purdue University. She teaches a range of courses in Advertising, Interactive Media Marketing, as well as Media Research Methods.

Her research focuses on the cognitive and behavioral effects of interactive media on the individual. She was involved in designing and testing various serious games. Her research has been presented at national and international conferences, and has been published in numerous prestigious academic outlets including the Handbook of Research on Trends in Gamification, Computers in Human Behavior, and Computers and Education.



## ABOUT US

*A Multilayered Instruction  
Rooted in a Practice Based  
Curriculum.*

The Duquesne Media department (formerly known as the Journalism and Multimedia Arts Department) is home to majors in Digital Media Arts, Multiplatform Journalism, Sports Information and Media, and Strategic Public Relations and Advertising.

Our students are thinkers and doers. They are strategists and storytellers. Our department is portfolio-oriented, and students venture into the professional world with tangible proof of their accomplishments, skills and potential, not just a transcript.

Our students have worked as interns with every major media organization in western Pennsylvania, including the Pittsburgh Post-Gazette, Pittsburgh Magazine, all four network affiliate broadcast stations, leading

companies in strategic communication, such as Brunner and Elias/Savion Advertising, as well as the Pittsburgh Penguins, Steelers, Pirates and Riverhounds.

A student who completes a degree in the Duquesne Media department understands strategic thinking and can apply what he or she knows across a variety of platforms, from print to broadcast and from social media to video.

### MEDIA MENTORS

Each Media department major — and prospective major — must schedule a face-to-face meeting with his or her Media faculty mentor prior to registering for classes each semester. Before meeting their College of Liberal Arts advisers for scheduling, students must meet with their Media mentors, who will help ensure that students are meeting major requirements and progressing sensibly through the Media curriculum.

Each student requires a signed form from his or her mentor before he or she will be allowed to register for Media classes.

# MISSION STATEMENT

The Media Department acts in concert with the mission of Duquesne University to nurture the individual talents of our students; harness their innate creativity; inspire their passion for innovation; foster their analytical and critical thinking; and encourage their ethical and professional leadership. The department reflects the interdisciplinary nature of the field and the

growing synergies between journalism and media innovations while remaining grounded in Catholic values and democratic ideals.

“A journalist today doesn’t just write a story. We are really focused on the idea of multiplatform content.”

- Dr. Mike Dillon: Media Dept. Instructor ”

“Professionals from this department leave like Swiss army knives.”

- Jim Vota: Media Dept. Chair ”





# DIGITAL MEDIA ARTS

*The media industry is constantly changing, and so our students must learn to adapt to the best ways to meet audience needs.*

Multimedia is the skillful merging of creative thinking, design, information management, development, interactive environments, and visual communication through technology.

Students apply these concepts and processes to create robust multimedia experiences in a variety of disciplines and industries.

Students will be able to:

- Edit digital photographs.
- Create and manipulate images for a variety of platforms.
- Create digital videos for web and mobile devices.
- Create and design websites.
- Apply graphic design principles.
- Create and manipulate digital sound.

*DSLR cameras are important tools for any visual storyteller, and a Digital Media Arts degree from Duquesne's Media department teaches students just how to utilize them.*

The Web concentration allows students to pursue a design and usability approach to web development or a more technical programming approach. The design approach is the study of graphic design and interface usability for the development of attractive and functional web pages. The technical approach focuses on programming languages for the web, database applications and other server technologies to build web-based applications.

Graduates find employment in web design, web-based training, website management, multimedia-based internet applications, and many other technology-related positions.

Students will be able to:

- Evaluate website usability.
- Optimize media for web delivery.
- Understand and apply web design standards.
- Create database driven dynamic websites.
- Create sites that incorporate evolving web capabilities.
- Develop interactive client-side interfaces.

*Media dept. graduate student Aamin Withrow-Davis edits a video project*





# MULTIPLATFORM JOURNALISM

*We are Building Modern-Day Journalists.*

Duquesne University's Multiplatform Journalism curriculum prepares students to work as multimedia journalists across a wide variety of platforms, from online news sites to traditional print and broadcast outlets. Today's journalist must be multifaceted. A reporter at an online news outlet might, in a single day, shoot video, produce an audio story and write several iterations of a story for a website and social media sites such as Facebook and Twitter.

Conversely, a reporter at a broadcast station or cable outlet might produce both visual and written versions of a story. Multiplatform Journalism equips students with the knowledge and skills to produce content for any platform and allows them to seize opportunities as new platforms emerge. In this program, you'll learn to interview, research, report, write, shoot and edit audio and video, create graphics, and master social media.

Students will be able to:

- Understand the importance of news and the role it plays in our civic and political culture.

- Develop the ability to evaluate the newsworthiness of events.
- Study and internalize the public service functions and ethical obligations of journalism.
- Develop and apply a variety of reporting techniques, including interviewing, database research and use of public records.
- Produce multiplatform stories for news, sports, entertainment and various niche genres.
- Learn and practice narrative, video, audio and graphical storytelling techniques that are applicable across a wide variety of platforms, including print, broadcast, web, social media and emerging web-based and mobile platforms.
- Learn within an ethos of adaptability so that, as media platforms and techniques change, students are able to change with them — and possess the theoretical knowledge and practical flexibility to lead that change.

*The Duquesne Duke - the student run newspaper - serves as the basis for news writing experience.*



*Duquesne students receive internships at premiere news stations in the region (top); Magazine Journalism is a strong course to hone a student's ability to write feature stories (bottom left); students learn the proper microphone for each reporting situation (bottom right).*



MAJORS



# STRATEGIC PUBLIC RELATIONS & ADVERTISING

*We Create Content and Send Messages for Multiple Audiences.*

Public relations and advertising serves as a lucrative and unique field for professionals. They must balance the requests of their clients and organizations as well as present their content in a proper manner for their publics. Duquesne Media students receive firsthand experience and knowledge on how to accomplish these challenging tasks.

Course work in these areas provides students with a thorough grounding in the fundamental skills and practices of public relations and advertising along with a theoretical understanding of their cultural importance as the primary means of persuasion in modern life. Students explore the differences, similarities and integration of public relations and advertising, a critical evaluation of industry content, and hands-on production skills.

As students move through the program, they can gain professional experience with on-campus and metro-area media and agencies. Working with a departmental mentor, students may emphasize either public relations or advertising or choose an integrated approach to both.

Students can concentrate on PR or Advertising, or consult with their mentor to study in an interdisciplinary fashion.

Students will be able to:

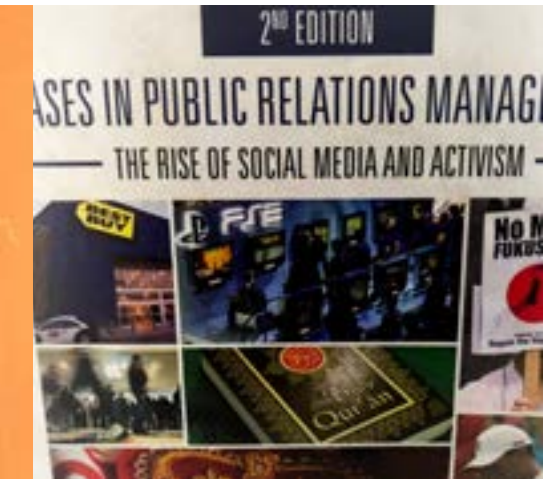
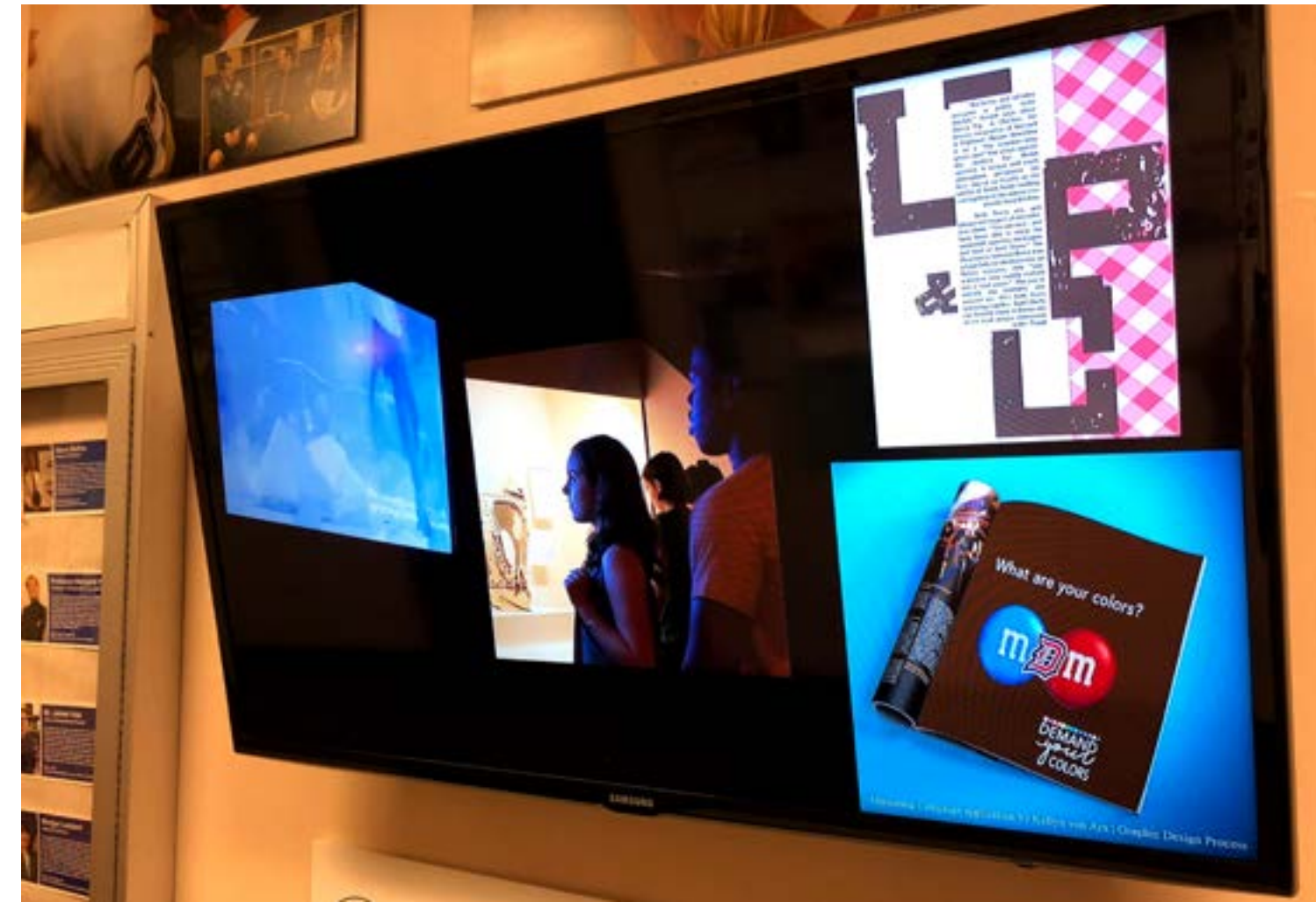
- Create a wide variety of advertisements for magazines, newspapers and TV.
- Manage advertising and public relations campaigns.
- Create campaigns for nonprofit institutions.
- Plan events.
- Understand and apply international advertising and public relations media needs.
- Account for cultural differences and how they impact advertising or public relations.



“Students look at different clients and different environments in order to choose what kind of interactive public relations and advertising strategies to employ.”

- Dr. Zeynep Tanes-Ehle: Media Depart. Instructor

*Student showcased graphic design work and advertising campaign in College Hall (left); students use case studies to better recognize the good and bad public relations techniques (top right); Adobe InDesign - a professional tool for publication layouts (bottom right).*



MAJORS





# SPORTS INFORMATION & MEDIA

MAJORS

*Sports, Society, Media: Our Students Learn How to Integrate All Three.*

Sports are an integral component of everyday life. As a result, many media consumers are dependent on sports journalists and sports information specialists to give them the latest updates and news on their favorite teams and players. Duquesne University Media students are provided the skills and resources to best answer the growing demands and needs of their audience.

This Duquesne Media undergraduate program is a 45-credit major (or an 18-credit minor) that prepares students for careers in sports media and/or public relations, including the sportswriting, sportscasting and job-rich “sports information” fields, among others. This is an ideal program for a university with NCAA Division I programs inside a major league sports city.

“Sports information” is the term most commonly used to refer to public-relations work done on behalf of college athletics departments nationwide. At the professional-sports level, the term is also known as “content,” “media relations,” “communications” and/or “public affairs,” among other names. Students in this program would be prepared to work under those titles, as well.

This major requires students to have an internship with Duquesne Athletics, to which they will receive academic credit. The idea behind this internship is to provide students with crucial hands-on experience in order to better prepare themselves as future sports information professionals. While classroom discussions and learning the theories about the industry are needed for groundwork, students also need a means to learn practically and by experience (in addition to have the opportunity to add tangible content to portfolios and online websites). The Duquesne Athletics internship will offer them just that.

Students will be able to:

- Cover sporting events
- Utilize video and audio tools during a sports broadcast
- Practice production skills
- Create a wide variety of visual and written content from both a sports journalist and media relations standpoint
- Understand the necessary standards of a sports information specialist

*For information on the Sports Information and Media program, please contact Mr. Robert Healy; [healy971@duq.edu](mailto:healy971@duq.edu).*





# GRADUATE PROGRAMS

*Learn to Become a More Unique and Skillful Media Professional.*

Obtaining a Master’s degree will boost any resume and give students the opportunity to develop necessary tools.

The Master’s degree in Media Arts and Technology enables students to navigate technological, cultural and economic opportunities in the fields of multimedia design, development, and management. Students can immerse themselves in the production aspects of these fields or choose a course of study that emphasizes management and strategy in this 36-credit program. Our three program concentrations include Digital Media, Web Design and Development, and Media Management.

Some of our M.S. students are recent college graduates seeking to enhance their career options, others are in mid-career seeking to advance in their chosen fields or prepare themselves to cross over into new fields. Our instructors are leading scholars in media but also possess significant professional credentials and provide real-world, hands-on learning environments so that students understand the larger contexts of their work, possess the technical proficiency to excel at that work, and are positioned to seize opportunities as media technologies and industries evolve and change.

The Media department also offers graduate assistantships on a limited basis. Our GAs work closely with professors and faculty, as well as undergraduate students to better improve their learning and professional building experience.

Duties of our GAs include, but are not limited to:

- Assisting professors with classwork by way of teaching, grading and other daily duties
- Conducting research with professors
- Working in the department’s equipment room
- Department marketing and promotions, primarily through social media

*Students can learn information about graduate programs at the department’s day of celebration, also known as Media Day (bottom left); Graduate Assistant Adam Mihyak demonstrates how to use a DSLR camera at Media Day 2017 (top right); Mr. Vota teaches a Principles of Audio and Video course for graduate students (bottom right).*



## Graduate Concentrations Course Listings

Media Managment	Digital Media	Web Design & Development
Inro. to Multimedia Technology	Intro to Multimedai Technology	Into to Multimedia Technology
Media Managment Ethics	Media Management Ethics	Media Management Ethics
Media Research Methods	Media Research Methods	Media Research Methods
Media Law & Intellectual Property	Media Law & Intellectual Property	Media Law & Intellectual Property
Media Project Management	Media Project Management	Media Project Management
Media Writing	Media Writing	Web Design
Visual Design & Layout	Visual Design & Layout	Client Side Scripting I
Critical Studies in Media	Graphic Design Process	Interface Design
Media Management & Entrepreneurship	Interaction Design	Database for Web Development
Three Electives	Ditial Video Production	Interface Design II
	Two Electives	Two Electives



# EQUIPMENT

*The Right Tools Equal the Right Level of Professional Work.*

The Media department has a variety of equipment available for students to check out for projects, including video cameras (XC-15s and JVCs), still cameras (DSLRs), audio-recording equipment (Tascam), multiple types of microphones (lavalier, handheld, boom), XLR cables, and stabilizing pieces (tripods and monopods).

All department equipment serves as a strong example of why the Duquesne Me-

dia department strives for portfolio work. Hands on experience with industry standard equipment allow students will become use to functionality and understand which instrument of storytelling is best for each story. They will also be able to maximize the capabilities of these professional tools to create mesmerizing content.

*Tripods and boom microphone (bottom left); Tascam (bottom middle); DSLR camera (bottom right); JVC recorder (top middle); XC-15 video camera (top right).*



# LABS

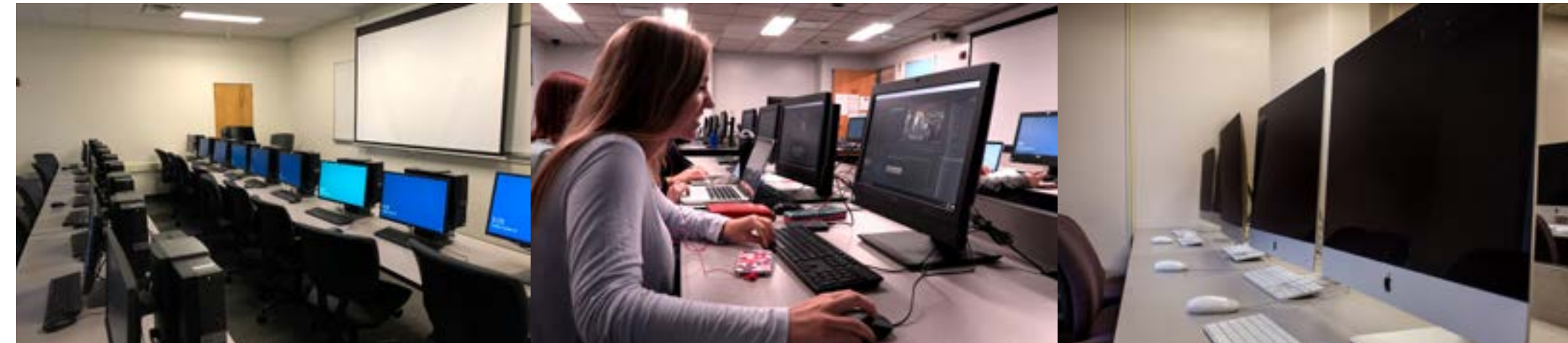
*Computer Labs: An Integral Part of the Media Learning Experience.*

The department has three primary labs available for use: 205 College Hall and 345 College Hall for PC software and 336 College Hall for Mac software.

The labs can be accessed on a 24-hour basis (except during posted class times) by using your ID card to swipe into the rooms. Cards are activated at the beginning of each semester. It usually takes two weeks for your card to become activated.

These labs are frequently used for Media department classes. The 205 lab makes use of a MediaSite recording system, allowing users to view class sessions live or later - a helpful resource for missed class sessions.

All three computer labs give students free access to the Adobe Creative Cloud – a platform suite utilized by professionals in the industry for video and photo editing, web development, design illustrations and layouts and much more. The 205 lab also features Axure RP – a prototyping and design platform allowing students to create functional and interactive wireframes.



*Images from left to right: PC lab located on the second floor of College Hall, PC lab located on the third floor of College Hall, Mac lab located on the third floor of College Hall.*



# STUDENT ORGANIZATIONS

*Going Beyond the Classroom: Student Organizations and Clubs Add an Extra Layer of Guidance and Experience.*

## The Duquesne Duke:

This award-winning student newspaper covers news, sports and arts in campus and in the city. Student editors oversee the following sections: News, Features, Opinion, Arts and Entertainment, and Sports. In 2010, the national Society of Professional Journalists voted the Duke the top paper in Region 4. In addition to covering breaking news, students write stories about campus events, trends and personalities, and opinion columns. Students also shoot photos and execute the design and production of the newspaper each week.

The Duke offers students an opportunity to build a multimedia portfolio as the paper has both a print edition and a web edition that features graphics, audio and video. Many Duke reporters and editors have gone on to work for local and national media, including The Wall Street Journal, National Public Radio, the Pittsburgh Tribune-Review, the Pittsburgh Post-Gazette, Pittsburgh City Paper, Fox Sports and a variety of other news and public relations firms.



*A new issue of the Duquesne Duke comes out every Thursday during the academic year.*



## Duquesne Student Television (DSTV)

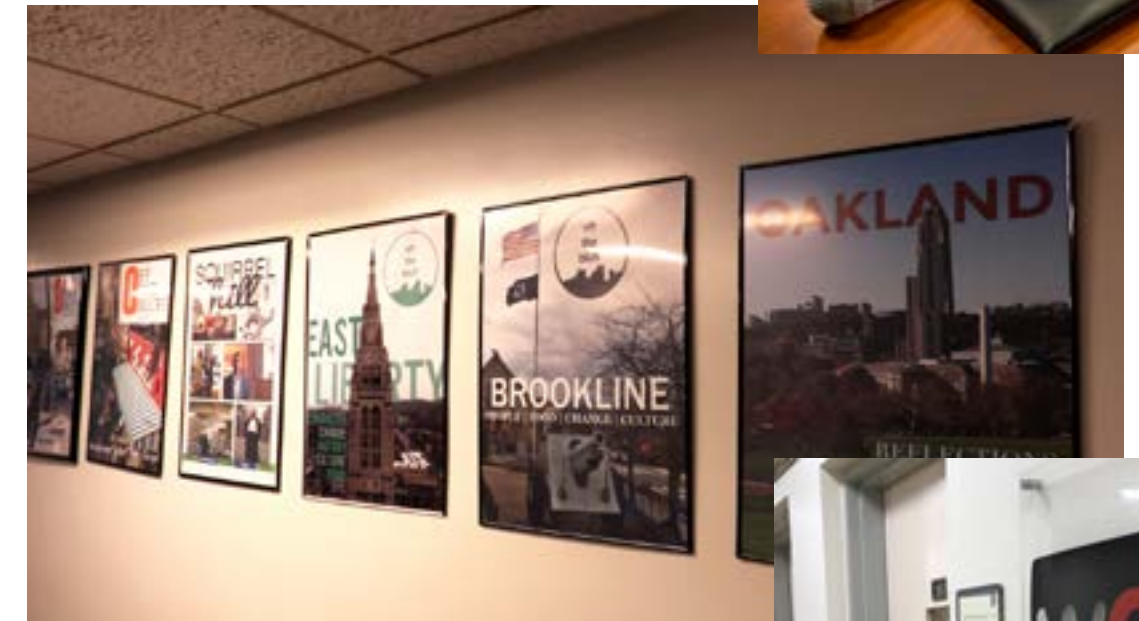
Duquesne Media students and other Duquesne students produce programming for Duquesne Student TV. This programming is often independent of the programming produced in the classroom. Students have produced news, sports, game shows and informational programs. Students do not need to be proficient in broadcasting procedures in order to participate. Each meeting contains training sessions, production and planning.



## Off the Bluff Magazine

Off the Bluff magazine is student-written, -edited, -designed and -produced. The focal point has been the Pittsburgh Neighborhoods Project, which since 2006, has explored Pittsburgh's rich and varied neighborhoods. Recently, the focus has shifted to themes within the Pittsburgh area such minority voices and the changing face of immigration.

Off the Bluff also goes beyond a printed piece – its website features video content and more detailed photography which also reinforce the magazine's yearly themes.



## WDSR

WDSR is Duquesne University's student-run and -operated radio station broadcasting at [www.duquesnestudentradio.com](http://www.duquesnestudentradio.com). WDSR is open to all Duquesne students looking to gain valuable experience in media whether it be in front of the microphone or in production behind the scenes.

Other student organizations include the Duquesne chapter of the Society for Professional Journalists, the Public Relations Student Society of America and the Ad Club.

*Images from top to bottom: one of three mobile cameras in student television studio, microphones for different interviews, covers of the latest Off the Bluff magazines, WDSR sign on the first floor of College Hall.*





# STUDENT TESTIMONIALS

*Students who have come and gone from the Media department reflect on their experiences and provide a brief snapshot of what it is like to be student here.*

## JULIE

I came to the Duquesne Media department wanting to gain skills for a career as a journalist, and I'm leaving with so much more. I have found my second family within the classrooms of College Hall. The professors took the time out to get to know me and worked with me to make me a better writer, storyteller and journalist. The experienced professors, smaller class sizes, access to top-of-the-line programs and equipment, and urban setting made Duquesne University the best choice.

I've interned at WHIRL Magazine, PPG Industries, the 9/11 Tribute Museum and Pittsburgh Magazine, all thanks

to the Media department. I've expanded my knowledge, honed my skills, diversified my résumé and had experiences I'll carry with me always.

One privilege I've had is planning the annual Duquesne University Media department 'Celebration of Excellence' Day (Media Day). During this event, student work is showcased, scholarship winners and KTA (Kappa Tau Alpha) inductees are honored, and students learn from industry professionals at the panel discussion. It has been an amazing six years with the Media department.



## MORGAN

I chose the Duquesne University Media department because I wanted to advance my career opportunities. I had worked in my field several years before I decided to apply to graduate school. The Media department has many courses that have helped further my overall knowledge in graphic design, motion graphics, script writing, audio production and videography.

The Media department at Duquesne has helped me so much that I have been able to obtain a media internship at NASA's Johnson Space Center in Houston for the spring 2018 semester. My core internship role is that I use my skills to edit videos of/from astronauts from the International Space Station. I apply what I have learned from the Media department in almost everything I do and continue to be successful!

## JACQUES

Digital Media is an emerging field in the small island developing states. Aside from entertainment, the tools are useful for education, health, electronic commerce and digital marketing. The latter is integral to the tourism industry in my home country, Saint Lucia. The tourism industry is one of the largest employers on the tropical island.

I have a background in communication and media, but I wanted to hone my technical skills in the field of digital media to be at the forefront of the emerging sector. As a Fulbright Scholar, I had the option of attending various schools

throughout the United States to help me achieve my goals. I chose Duquesne University's Media department because they had some of the best instructors in my chosen field to help me develop the skills I needed.

The department has leading academic minds as well as instructors with years of professional experience. In addition to all of this, the idea of living in Pittsburgh was a selling point, as I believe the city is at the center of technical innovation. I believe my time at Duquesne will be integral to the success of my future endeavors.



IMPACT



# NOTABLE ALUMNI

*Duquesne Media alumni go above and beyond the mission of the department. Once students leave the Media department, they showcase their skills and teachings as demonstrated by the work they will produce as professionals.*

Duquesne Media Digital Media Arts Multimedia alumni are videographers, photographers and digital storytellers throughout the country. Web alumni design and develop web strategy and web applications for firms such as American Eagle. Multiplatform Journalism alumni work as reporters and editors at leading local news organizations, including National Public Radio. Media Sports Information and Media alumni work for a variety of professional and amateur sports

teams and leagues, as well as in multiplatform sports journalism. Strategic Public Relations and Advertising alumni oversee media strategy and production for the Pittsburgh Penguins, UPMC Healthcare, the National Football League Players Association and Edelman Worldwide.

Here is a sample of some of our notable alumni.

## CHRIS DALEY

- Graduate Certificate, Multimedia Technology, 2005
- Senior Manager, Digital Media, UPMC Health Plan
- Co-Organizer, TEDx Pittsburgh
- Pittsburgh's Magazine's "40 under 40," 2016
- Adjunct Instructor, Duquesne University



## JOHN CLAYTON

- Journalism Major, Class of 1976
- Senior NFL Writer and Commentator, ESPN
- Pro Football Writers of America and Pro Football Hall of Fame Dick McCann Award Winner, 2007
- Pittsburgh Steelers Beat Writer, Pittsburgh Press, 1978 - 1986



## JOSH TAYLOR

- Journalism Major, Class of 2008
- Sports Anchor and Reporter, KDKA-TV
- Host, Pittsburgh's Sportsradio 93.7 The Fan
- Author, "Unlucky 21", "PiratesGuide"
- Sports Anchor and Reporter, KHBS/KHOG-TV Arkansas



## SHELBY CASSESSE

- Double Major, Public Relations and Advertising; Journalism, Class of 2015
- News, Sports and Traffic Reporter, Newsradio 1020 KDKA
- Sports Reporter and Anchor, WDTV, 2015 - 2017

IMPACT



# SOCIAL MEDIA

*Follow these accounts for all of the latest news, events and happenings in the Duquesne Media department.*



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Duquesne  
University  
Media



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## WANT MORE?

Want to see some of the professional level work our students make?

Check out: [duq.edu/media-department/student-work](http://duq.edu/media-department/student-work)