NEW ENGLAND



SCHOOL OF COMMUNICATIONS

On the campus of Husson College

1997 - 1998 Catalog & Handbook

One College Circle, Bangor, Maine 04401
Tel 207-947-6083

NEW ENGLAND
SCHOOL OF COMMUNICATIONS



The New England School of Communications is accredited by the Accrediting Commission of Career Schools and Colleges of Technology.

The School is also licensed by the Maine Department of Education and Cultural Services. The New England School of Communications is approved by the Division of Military and Veterans Education, Maine Department of Education, State House Station #23, Augusta, Maine 04333.

The School reserves the right to change the content of this catalog without prior notice.

1997-1998
STUDENT CATALOG & HANDBOOK

NEW ENGLAND
SCHOOL OF COMMUNICATIONS

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of Communications
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The School

The New England School of Communications is a two year co-educational institution offering an Associate of Science degree in Communications. Students may choose concentrations in Radio, Television, Advertising/Public Relations, Multimedia or General Communications. The School has been granted authority to award the Associate Degree by the State of Maine, and is accredited nationally, by the Accrediting Association of Career Schools and Colleges of Technology. The School also awards a Certificate in Broadcasting for completion in one year.

History

The New England School of Communications began as the New England School of Broadcasting in 1981, to train students for positions in the broadcasting and allied fields. From a downtown location the School purchased "Broadcast House" in 1983, and an up to date facility was built. The move proved to be temporary as the School grew rapidly. In 1985, NESB moved to a facility on the Husson College campus, and continued to grow. With the move, we were able to add housing, dining, a gymnasium and other campus amenities. The 140 acre campus at Husson College is an attractive setting for the School program.

Mission

The purpose of the New England School of Communications is to train students for entry level positions in Communication related industries. These would include radio, television, public relations, advertising, marketing and other media. The training is a combination of a hands-on nature using real world techniques, together with classroom instruction. Qualified communicators, with media experience, instruct students.

Students may choose from an Associate of Science Degree in Communications or a Certificate in Broadcasting.

The Program

The New England School of Communications offers the Associate of Science in Communications degree, with the following concentrations: Radio, Television, Advertising/Public Relations, Multimedia, General Communications

Also offered is the Certificate in Broadcasting with a concentration in Radio or Television.

Each student is prepared for positions in Media and related fields. Such positions include: Announcer, Copywriter, Videographer, Editor, News/Sports Reporter, Account Executive, TV Production Staff, A/V Producer, A/V Technician, Public Relations Specialist, Advertising Agency Account Manager, Creative Service Director.

In addition there are many other positions that require excellent communication skills.

Associate Degree candidates are required to successfully complete 62 credit hours for their Associate Degree. These include a minimum of 44 Communication Credits and 18 General Education Credits.

Certificate candidates are required to successfully complete 32 credit hours to receive their Certificate in Broadcasting.

Length Of Program

Completion of the Associate Degree Program in Communications takes two academic years (4 semesters), while the Certificate Program is one academic year. Each semester is 15 weeks.

The fall semester begins the day after Labor Day and concludes the Friday before Christmas. The 2nd semester begins the 3rd Monday in January and concludes the 2nd Friday in May. Students are required to complete the entire program in a time span not to exceed 1.5 times the normal length.

Academic Standards

ASSOCIATE DEGREE - Each student is required to take a minimum of 62 credits, and maintain a "C" average in order to receive an Associate Degree.

CERTIFICATE PROGRAM - Each student is required to take a minimum of 32 credits, and maintain a "C" average in order to receive a Certificate.

Each student who achieves a 3.0 grade point average during the first semester and by special permission may elect an internship/field experience course, when available. The internship includes 135 hours of training at an outside media facility. Students will be graded on ability, determination and interest.

Grading System		Grade Points
	A	4.0
	A-	3.7
	B+	3.3
	B	3.0
	B-	2.7
	C+	2.3
	C	2.0
	C-	1.7
	D+	1.3
	D	1.0
	D-	.7
	F	.0
	P	Passing
	WP	Withdrew Passing
	WF	Withdrew Failing

A "C" average must be maintained in the required courses of study in order to graduate. Students are graded on the basis of class work and performance. Grades are issued at the end of each semester.

Class Times

Classes meet Monday thru Friday in the morning, afternoon and/or evening. Laboratories, internships and special projects may be scheduled during weekend hours.

Classes have no more than 20 students, lab classes no more than 10.

Satisfactory Progress, Probation and Dismissal Policy

ASSOCIATE DEGREE

At the end of the first semester, a student must achieve a 1.8 GPA to continue in the program. Students with a GPA between 1.8 and 2.0 during their first semester are put on probationary status in order that they be made aware that improvement is necessary in order to complete thc program. The students must bring their cumulative GPA up to 1.85 by the end of their 2nd semester, a 1.9 by the end of their 3rd semester and a 2.0 at the end of the 4th semester in order to graduate. A student will be dismissed at the end of any semester if they have not achieved a 1.8 GPA.

CERTIFICATE PROGRAM

At the end of the first semester, a student must achieve a 1.8 GPA to continue in the program. Students with a GPA between 1.8 and 2.0 during their first semester are put on probationary status in order that they may be made aware that improvement is necessary in order to complete the program and graduate.

A student will be dismissed at the end of the first semester if they have not achieved a 1.8 GPA. At the midpoint of their second semester, a student on probation will be dismissed if they have failed to improve their GPA.

INCOMPLETES

In exceptional circumstances, students may be given an INC (Incomplete). Incompletes must be concluded and earned grades recorded within 45 days of the completion of the semester. An Incomplete automatically becomes an "F" if the instructor does not register another grade.

Satisfactory Progress, Probation and Dismissal Policy cont.

POLICY ON TRANSFER OF CREDIT

Some schools will accept some credits from the New England School of Communications, Articulation agreements have been signed with other schools. An up to date list is available from the school.

ACCEPTANCE OF TRANSFER CREDIT

New England School of Communications may accept transfer credits of student for subjects or courses completed in other postsecondary institutions when comparable in scope and content to NESCOM courses. A student from another accredited institution who is an Associate Degree candidate may transfer up to 12 credit hours. 6 credit hours may transfer in the Certificate program. Only courses in which a "C" or better grade has been attained, and is acceptable to the Director of Admissions, will be granted for transfer.

Graduation Requirements

ASSOCIATE DEGREE

Each student who completes 62 hours with a "C" or 2.0 grade point average will be awarded the Associate of Science Degree.

CERTIFICATE PROGRAM

Each student must complete 32 hours with a "C" or 2.0 grade point average to graduate, with a Certificate in Broadcasting.

STUDENT SERVICES

Library

Husson College shares their library with the School enabling students to meet educational needs through the resources available. The library provides a variety of books, journals and periodicals for educational as well as recreational reading and personal growth. The posted Library hours are:

Monday thru Thursday 8:00am-10:00pm
Friday 8:00am - 6:00pm
Saturday 10:00am - 5:00 pm
Sunday 10:00am - 10:00pm



Dining Facilities

Students dine in Dickerman Dining Commons, a centrally located modern facility serving a wide variety of wholesome, nutritious foods to meet the needs and tastes of a diversified community.

The snack bar in the student center, located in the lower level of Peabody Hall, is designed to serve commuting students, residents and staff with daily specials, sandwiches, ice cream and beverages.

Student Housing

The residence halls are more than just a place to eat and sleep. They provide opportunities for students to become a part of the community and to create and encounter a variety of educational, social, cultural and recreational experiences. While living in the residence halls, students will be exposed to lifestyles, beliefs, attitudes and even values possibly different from their own.

A Resident Director and Resident Assistants live in each resident hall to help students and to assure that all aspects of residential life run smoothly, fairly and effectively.



DORMITORY **HUSSON COLLEGE**

Bookstore

The bookstore is located on the first level of Peabody Hall. Students may purchase textbooks, school supplies and other merchandise. The store is open Monday thru Friday during the school year.

Health Services

The health needs of students are currently met through an on-campus health service and student health insurance policy. The Health Service, located on the first level of Carlisle Hall, is staffed by a full time registered nurse five days a week, and a physician who visits several times a week. Students are encouraged to become familiar with the health program and to consult the nurse for any health related matters.

All fulltime students are required to have some form of accident and sickness insurance. NESCOM makes available to full time students, a plan of accident and sickness insurance. A student may waive this plan with proof of other coverage.

Career Development

In addition to placement assistance, the School requires all students to take a career preparation course (COM 301). This course offers all areas of career skills, including cover letters, resumes, interviewing and budgeting. This includes Title IV loans and payback schedules. This course has been a valuable addition to our curriculum since it was initiated about six years ago. NESCOM offers a lifetime career development for all graduates.

Counseling Services

Counseling services are available to all students. The counseling services promote students development and assist students with personal, physical or educational problems. There is also a substance abuse program for students who are concerned about their own alcohol or drug use and for students concerned about the use of alcohol or drugs by someone in their lives. Services include assessment, prevention, education and referral.

Campus Ministries

The spiritual needs of a student are provided through a Chaplain who is on campus Tuesday and Friday afternoons. He is also available by phone for emergencies and ecumenical services.

Campus Safety and Security

A uniformed security officer responds to emergencies and maintains a regular patrol of the campus property and facilities. The Department of Safety and Security is also responsible for maintaining registrations of vehicles that park on campus.

Vehicle Registration

Students are allowed to keep motor vehicles of any kind on campus provided that such vehicles are duly licensed and registered by a state and that the vehicle is registered and issued a parking permit by the school. Proof of state registration and a small fee are required before the privilege of bringing a vehicle on campus is granted.

Mail Service

Each full time resident student is assigned a mailbox in the mailroom on the ground floor of Peabody Hall. Students may pick up mailbox assignments in the mailroom. Your mailing address is:

NAME
New England School of Communications
One College Circle
Bangor, Maine 04401-0299

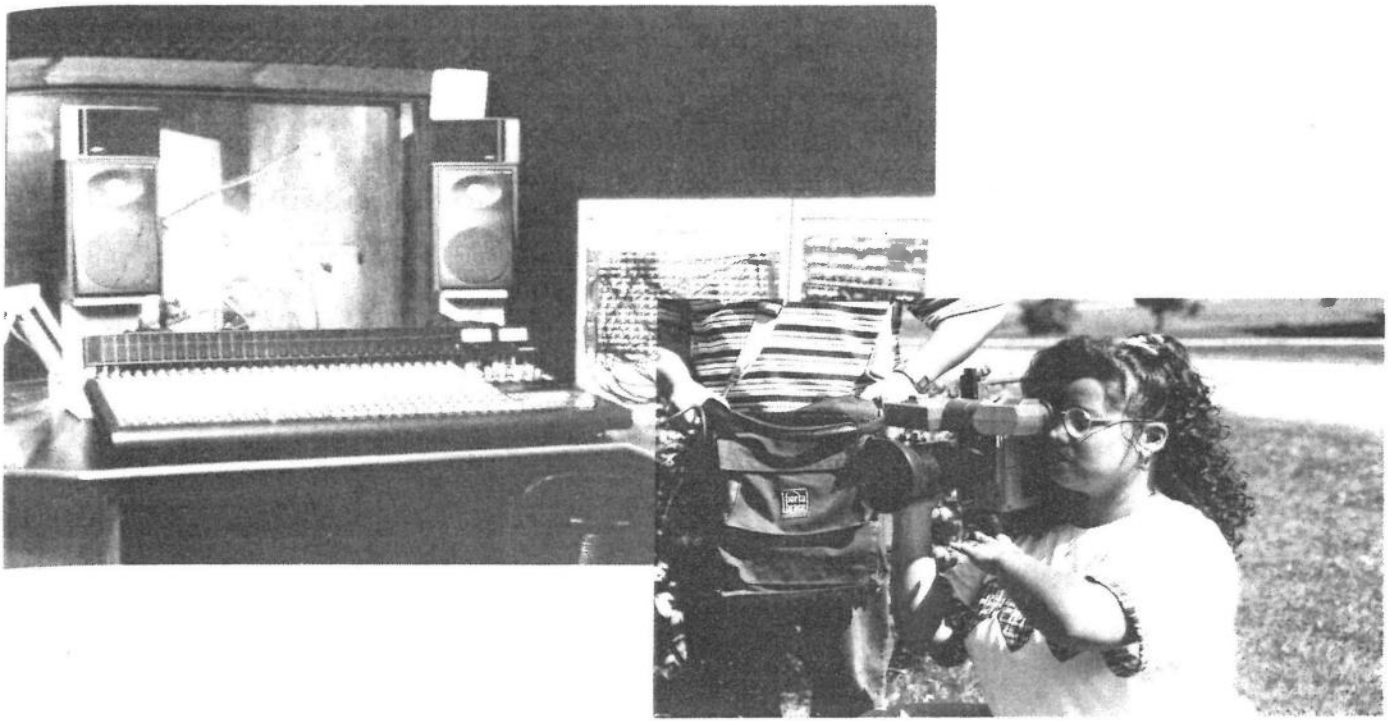
Communications Facilities

In an era of multimedia, the internet, the communication highway, satellite and CD Rom, it is imperative to provide hands-on instruction with the very latest in equipment and facilities.

The New England School of Communications is equipped with 5 radio production facilities, and on-air studio (WHSN), TV production and editing facilities, video graphics and audio laboratories, sound recording studio, desktop publishing and video rooms, along with ample classroom space.

Audio-visual equipment, in the form of VCR's, cameras, audio and digital recorders, monitors and other media equipment, is available to students throughout the year.





Equal Opportunity

The New England School of Communications admits students of any race, color, national and ethnic origin, sex, age or religion to all rights, privileges, programs and activities generally offered or made available to students of the School.

Inquiries concerning Non-discriminatory Policy should be addressed to the director of the School.

Confidentiality of Student Records

All students and alumni are authorized access, upon presentation of written requests, to records of their attendance, performance, and scholastic achievement maintained by the School. In accordance with the Family Educational Rights and Privacy Act of 1974 as amended, regulations setting forth the procedures by which access may be obtained, the person or persons responsible for custody of records of the office involved, and the persons authorized to have access to students records have been published. These regulations are available to interested persons upon request. Records are maintained in accordance with federal and state regulations. In general, after seven years beyond termination or graduation, only transcripts are retained in the Registrar's Office.

ADMISSIONS

Requirements & Procedures

The New England School of Communications welcomes applications for admission. Each applicant must be a high school graduate, or have a GED certificate. Acceptance for Admission is based on previous academic record, recommendations and a personal interview. Applicants must also take a Wonderlic Scholastic Aptitude Test at the time of the interview. Applications should be submitted early, accompanied by a $15.00 non-refundable fee.

The School operates on a rolling admissions policy. An applicant is acted upon as soon as possible after a file is completed, and an interview has taken place.

Upon applying for admission, an applicant is scheduled for a personal interview. An official high school transcript or GED score is also required. If a student has attended another school or college, that transcript should also be forwarded to the school.

Transfer Students

Students who wish to transfer to NESCOM from another college are welcome. No more than 12 credits may be tranferred to the Associate Program. Six credits are the maximum in the Certificate Program.

A 2.0 GPA is required for graduation.

Honor Society

The Alpha Beta Kappa Honor Society authorized the establishment of a Chapter at the New England School Of Broadcasting in 1995.

The Alpha Beta Kappa Society was established in 1977 to recognize and acknowledge outstanding graduates of private career colleges and schools nationwide. Membership qualifications include a GPA of 3.5 or above, excellence in classroom, studio and laboratory work, leadership and service in class and school activities and personal integrity and good moral character.

FINANCIAL AID

Financing a college education is student and family working with a financial aid counselor in order that educational costs can be met. The New England School of Communications expects that a student and parents will assume responsibility for all costs to the extent of their ability. Financial Aid is then awarded based on need.

No student should be discouraged from applying for financial aid, and should make every effort to apply for federal, state and local grants and scholarships for which they may be eligible.

Students seeking financial aid or the continuance of financial aid must, each year, complete and submit the Free Application for Federal Student Aid (FAFSA). This is a minimum requirement to apply for federal assistance. State and private sources may have additional requirements. Students should check with the NESCOM financial aid coordinator or with the donor to be certain that they are following the correct procedure.

Financial aid awards, based upon information submitted on the FAFSA, are generally a combination of grants and loans intended to fill the gap between the student's, and his/her family's ability to contribute to the annual cost of attendance.

Each student who participates in Title IV funding must maintain a standard of SATISFACTORY PROGRESS. In order to receive an Associate Degree in Communication or a Certificate in Broadcasting, each student must complete their program with a 2.0 GPA or "C" average. At the end of the first semester, a student must achieve a 1.8 GPA to continue in the program, and to be eligible for Title IV funding. Students with a GPA between 1.8 and 2.0 the first semester are put on probationary status, in order that they be made aware that improvement is necessary in order to complete the program, and graduate.

If students do not meet the required standards of satisfactory academic progress, they are ineligible for all types of financial aid until the standards have been achieved. Students may not receive retroactive financial aid for the period of ineligibility.

NESCOM participates in the Federal Pell Grant Program, Direct Subsidized and Unsubsidized Stafford Loan Program and the Direct Plus Loan Program.

Tuition and Fees

	Year	1st Sem.	2nd Sem.
Tuition	$4,990	$2,495	$2,495
Application Fee (Non-refundable)	15		
Books & Supplies	225	150	75
Activity Fee	100	100	
Commencement Fee	40		40
Lab Fee	200	100	100
Totals	**$5,570**	**$2,845**	**$2,710**

Student Fees

A non-refundable application fee is charged to all students applying for admission.

Students must buy all books and supplies needed for course work. Such materials may be purchased at the bookstore or elsewhere. Students should check before beginning classes to see what is required.

The activity fee is for the support of student activities, which are under the auspices of Husson College.

A laboratory fee is assessed all students registering in the program. This fee is for supplies and equipment used in operating the radio, television and media laboratories.

The commencement fee covers the following items: diploma, invitations and graduation dinner. This fee is assessed students beginning their final semester.

Scholarships

The New England School of Communications offers a limited amount of scholarship aid to students based on need and academic achievement.

The Maine Association of Broadcasters awards scholarships to Maine students on a need basis.

The Brian Welch Scholarship. A $500 award is presented to a student to provide tuition assistance for outstanding achievement and leadership qualities. The scholarship is named in memory of a special student who attended the School.

All awards are made by the scholarship committee.

Payment Schedule

Within thirty days of acceptance, a tuition deposit of $200.00 is due. Each semester tuition balance is due on or before the first day of classes. (The School will provide a 90-day notice in case of change in tuition and fees.)

All account balances must be up to date before a student may receive a Degree or Certificate.

Class Attendance

Students are expected to attend classes regularly. However, circumstances may occur, such as illness, that prevent class attendance. The School should be notified when a student will be absent.

Excessive unexcused absences may be cause for termination. If a student is absent for FOUR class periods in any individual course, the student will be dismissed from the class and receive a failing grade.

Because of the intensity of the training, time lost through habitual tardiness is contrary to both the School's interest and the student's interest. Warning and probation will be the steps taken to deal with serious offenders. All work must be made up by the final class, in order to receive full credit for the course.

Cancellation, Termination and Refund Policy

CANCELLATION

A student who withdraws from NESCOM after acceptance of the Enrollment Agreement shall provide written notice to the School.

NON-ENTRY REFUND

If the student does not enter the School for training, after being accepted, the tuition deposit of $200.00 made by an applicant, will be refunded, if requested in writing, within three (3) days after the date of the signature of the Enrollment Agreement.

Students who withdraw after midnight of the third day following acceptance of the Enrollment Agreement by the School, shall be refunded all monies paid, except an administration fee of $50.

REFUND POLICY AFTER ENTRY PER SEMESTER

Written notice to the School is required if a student wishes to terminate after starting the program. When a student terminates, voluntarily or involuntarily, a refund on tuition already paid by the student will be made according to the following schedule:

Withdrawal during first week	100%
Withdrawal during second week	90%
Withdrawal during third week	80%
Withdrawal during fourth week	80%
Withdrawal during fifth week	70%
Withdrawal during sixth week	60%
Withdrawal during seventh week	50%
Withdrawal during eighth week	50%
Withdrawal during ninth week	40%

(Less an administration fee of $50.00)

Reasons for Termination by School

NESCOM may terminate a student for one of the following reasons:

1. Excessive absences
2. Unsatisfactory scholastic progress
3. Conduct not in the best interests of the School
4. Non-payment of fees, tuition or other charges stated in the School's literature.

NOTE: Students who are dismissed for unsatisfactory progress, may reapply one year after termination.

Special Circumstances

The School acknowledges that special circumstances, such as illness, family death, or other unforeseeable events, may delay, interrupt or prevent School attendance. The student agrees to discuss the matter with a School official.

If a student cannot continue the course of study, NESCOM agrees to issue the student a written release, provided the student has complied with the School's refund policy as stated in the Enrollment Agreement.

The School intends to make fair and reasonable settlement according to the individual situation.

NOTE: Any unpaid charges against the student's account will be deducted before a refund is made.

Course Descriptions

The following courses are required of all students in the Associate Degree program:

COM 100, COM 101, COM 103, COM 107, COM 201, COM 301, COM 399, GEN 101, GEN 103, GEN 105.
(In additon 4 General Education courses are selected.)

The following courses are required of all students in the Certificate Program:

COM 100, COM 101, COM 103, COM 107, COM 201, COM 301.

In addition, these courses are required for students concentrating in:

RADIO:
COM 102, COM 106, COM 119, COM 202.

TELEVISION:
COM 105, COM 110, COM 205, COM 230.

ADVERTISING/PUBLIC RELATIONS:
COM 104, COM 204, COM 306, COM 315.

MULTIMEDIA:
COM 105, COM 203, COM 322, COM 332.

Courses not listed as "required" for each concentration may be taken as an elective on a space available basis.

COURSES OF STUDY

COM 100 Success Seminar — 1 Credit

This required course is the best thing to help you settle into College Life successfully. Learn new techniques when it comes to study skills, what time management is all about and how you can apply it to your everyday activities, and become familiar with campus lifestyles. Also, meet the people who can guide you with health and spiritual needs, as well as those from the community who address moral and ethnic matters within a campus setting.

COM 101 Introduction to Media I — 3 Credits

The history of Media offers a great deal to reflect upon nowadays and that's what this course does, and more. Explore the evolution of the industry, both radio, television, print and computer technologies. This course examines legal requirements of various industries, FCC Rules and Regulations and professional responsibilities and expectations. Research the past and present trends of the media and incorporate your findings into your studies.

COM 102 Broadcast Announcing/Production I — 3 Credits

Be at the controls while learning the theory and practice of audio production from the basic fundamentals of speech and articulation to interpretation. Learn how to work with the equipment, how to tackle commercials as well as news on the air, and how to keep a direction in radio programming. Learn about identifying music and its positioning, and basic editing techniques.

COM 103 Writing for Broadcasting — 3 Credits

Never look at commercials the same way again after taking this course. Instead of changing the channel or fast forwarding the tape, you'll be zoned in to what the electronic world of advertising has to offer. Learn how to foster your creative thought process and learn the techniques it takes to sell using words. Write commercials and public service announcements for radio and television, while learning how each medium uses different approaches.

COM 104 Broadcast Sales 2 Credits

See broadcasting from a sales perspective. Learn the techniques used to sell air time and the differences for radio and television. Comprehend what ratings are all about and how they are used as a barometer when it comes to sales, and how the economy tests your sales savvy. See where advertising agencies and cooperative advertising play a role in broadcast sales and how the audience fits in.

COM 105 Introduction to TV Production 4 Credit

Be introduced to television theory and practice. Through lecture and hands-on labs, you're given the basic understanding of how to operate a camera. Learn from the beginning, the terminology, camera operation techniques, how crucial lighting is, audio techniques, shot planning and composition.

COM 106 Voice and Diction 2 Credits

The course develops your voice in a wide range of pitch, volume and quality. Enjoy what you can do with your voice while practicing proper enunciation and learning more about interpretation. You'll always be exercising your voice through drills. Gear up for public speaking especially for on-air radio announcing, which requires this course.

COM 107 Public Speaking 2 Credit

Be confident in your approach to speaking before a group. This course helps you do just that through various informative, evocative and persuasive speeches. While learning how to be impromptu in speaking, you'll develop your listening skills, learn what it's like to be a member of the audience and learn how to analyze speeches. It's a real plus for anyone entering any aspect of Communication.

COM 108 Writing For Media 3 Credits

Take the study and practice of writing a few steps further. This course combines the elements of Writing for Broadcast; commercials and public service announcements, with features, news and creative writing. Explore all styles while exercising your creativity with all subject matters. Focus on research, organization, flow and direction in writing.

COM 110 Introduction to Audio Engineering/Lab 3 Credits

As an audio engineer, you are responsible for translating the producer/director's ideas into high quality electronic recordings. This ***course*** *and* ***lab*** *teaches microphone techniques, studio acoustics, magnetic tape recording, digital tape recording, signal processing equipment, consoles, speakers and monitors and procedures used for studio recording sessions. The lab portion of this course allows you the opportunity to record and edit actual live studio recording sessions. These include, but are not limited to, band, vocal groups, and a voice over talents for commercials and public service announcements.*

COM 117 Radio/TV News Reporting I 3 Credits

If you have a strong desire to know all that is going on, and be a part of the exciting field of news, this ***course*** *and* ***lab*** *are for you. Be prepared, because this course is demanding, but gives you the nuts and bolts needed to enter the news gathering profession for either Radio or TV. You become an active part of a news team; hands-on gathering, writing and reporting news on the radio airwaves. Practice ethics, judgement, interviewing skills and techniques, while learning from the professionals in the local media.*

COM 119 WHSN Seminar 1 Credit

Being a radio broadcasting student allows you to practice the in's and out's of radio on WHSN. This course is required for all who are part of the staff of WHSN. . . the students. WHSN Seminar offers an instructional setting for all phases of the station operation. From sign-on to sign-off, programming decisions and execution of, as well as, the creation of specialty shows, organization of public services announcements and live remotes.

COM 201 Introduction to Media II 2 Credits

A continuation of COM 101 with added emphasis on changing concepts of news, media power, methods of communication and reflection of media on our multicultural society. Other areas included will be control of media and computerized communications. The government role in Media will be studied and challenged. Deception, privacy and security will be addressed.

COM 202 Broadcast Announcing/Production II 3 Credit

After getting used to being in control at the controls, this course takes you further into the daily hands-on workings of audio production and voice work. With the prior knowledge of equipment and its uses, you can now be more focused on certain projects which include emphasis on techniques, creativity and writing. This is your chance to create and implement your ideas on the radio.

COM 203 Advanced Writing* 2 Credits

Once you've enjoyed Writing for Media, you'll find this course very satisfying. Delve deeper into the thought process of writing from the ideas to the execution, only this time touching on more than commercial copy writing for Radio and TV. Learn about video script writing for industrial and marketing videos and planning and developing a media campaign. All this while always exercising research skills, interviewing techniques, writing, revising, editing and organization.

**Pre-requsite Com 108*

COM 204 Media Sales* 2 Credits

After studying Broadcast Sales you'll find this course will take that knowledge and put it to the test. Looking at the media from a sales perspective will offer you the opportunity to practice how the Neilson and Arbitron rating services are used in selling. You will be designing sales campaigns for Radio, TV and the Print sector while heightening your awareness of the clients' needs as well as the audiences' needs.

**Pre-requisite Com 104*

COM 205 Television Production II/Lab* 4 Credits

Continue to exercise your understanding of the mechanics of Televison by doing. This course takes the knowledge you gained in Introduction to TV Production and puts it to work. Through a class and lab setting you will not only learn how to operate the camera equipment, lights and incorporate audio, but you will learn about directing and producing. This will be practiced daily. All this, while fostering your creative expression and critical thinking.

**Pre-requisite Com 105*

COM 207 Radio/TV News II* 3 Credits

The knowledge you gained about Broadcast Journalism in Radio/TV News I, will now be expanded to Television news gathering. Writing skills will improve in this course and you'll gain a greater appreciation for the differences of radio news and television news while respecting their similarities. This course, through class and lab, will have you on-the-street as a news reporter, working with students studying Electronic News gathering. You will continue to exercise ethics and judgement and learn from those working in the industry today.

**Pre-requisite Com 117*

COM 210 Advanced Audio Engineering Lab* 3 Credits

All that you learned in Introduction to Audio Engineering will be integrated with actual hands-on experience. Through class and lab you'll stay up to date with the ever changing technology, organizing, arranging and recording live sessions. This will include everything from commercial production to concerts.

**Pre-requisite Com 110*

COM 221 Radio Station Operations 2 Credits

This course will enable you to learn all aspects of radio programming. This involves formats, personnel, budgets, and trouble shooting. Radio Programming also teaches you about station management, sales management, basic technical maintenance, the economics and the legalities of radio. You will also exercise your skills at creating radio formats and programming ideas.

COM 227 Sports Seminar 2 Credits

Do you love sports? Then you can be a sports reporter, writer, producer and announcer, all in this course. Develop your play-by-play and color techniques through practice. You'll learn from the pros, how to research and deliver on-air sports information. With a good basic knowledge of all major sports, this course will make you enjoy it all even more. (May be taken 2 semesters)

COM 230 Television Performance 2 Credits

Free your voice, free your body and free your creativity that's kept inside. In this course you'll learn techniques on how to be comfortable, relaxed and creative in front of the camera, while maintaining control and power. Work in studio with the lights, camera and you create the action. Group creativity is encouraged while exercising basic acting skills. Take the tension and turn it into body alignment as you find the balance on camera that's right for you. (May be taken 2 semesters)

COM 231 Radio Workshop* 3 Credits

If radio is your area of concentration, consider this course your job. You'll participate in the day to day operation of WHSN. Be exposed to all phases of radio such as announcing, news, sports, writing, promotion, programming, formats, day-parting, and specialty programming. A weekly schedule of on-air work, as a staff member, is also included.

**Pre-requisite COM 102, Com 119*

COM 239 Electronic News Gathering (ENG)* 2 Credits

Develop reporting and interviewing skills from behind a camera, out in the field. This course also keeps you in tune with visual composition and audio techniques. Work with both 1/2 inch and 3/4 inch formats, from shooting to editing and critiquing. Your news writing skills are also enhanced in this course.

**Pre-requisite Com 105*

COM 241 Television Workshop* 3 Credits

Working with deadlines is critical in this course. Exercise your photography skills, news judgement, and writing skills while producing a weekly televison program. There is a great deal of emphasis placed on camera operation, editing, lighting, and audio. Team work is crucial as you work toward having all the ingredients needed for a television program.

**Pre-requisite Com 105*

COM 301 Career Preparation 1 Credit

Need a job? This course sets you up with all the techniques needed to communicate to prospective employers. Learn effective ways to write cover letters, your resume, and work on attention getting audition tapes (radio or TV). You may even meet your future boss because media professionals conduct mock interviews in this course.

COM 306 Public Relations 3 Credits

Tackle the fundamental principals and techniques of public relations and marketing communication tools. This course looks at current practices and problems, types of communication, and communication strategies. Learn how to organize your thoughts and disseminate material to the appropriate channels while working on business-type projects.

COM 315 Advertising 2 Credits

This course introduces you to the structural and behavioral components of advertising process including research, media, copy and design. Produce, and edit material while learning how to evaluate and design and advertisng through research and planning.

COM 320 Corporate Video* 2 Credits

This course introduces you to private, non-profit and corporate organizations and how video becomes a vital means of communication. Learn about media departments within a business, educational institutions, and more. With this electronic field product you will plan, research, write and produce training video, informational video, educational video, instructional video and more.

**Pre-requisite Com 105*

COM 322 Video Graphics* 2 Credits

Once you've studied Introduction to Television, this course will be very exciting. Make use of the newest computer technology and other video technology in the design and production of graphics for television. Learn how, where and why graphics are used, as well as their effectiveness. Software and other design formats are used.

**Pre-requisite Com 105*

COM 327 Advanced Sports Techniques* 2 Credits

Continue your concentration in the sports field in this course by being a sports announcer. Enhance your knowledge and production skills in the sports broadcasting arena. Writing, play-by-play, interviewing and developing sports commentary are highlighted. Capture all the excitement on tape for your resume.

**Pre-requisite Com 227*

COM 330 Broadcast Internship/ Field Experience 3 Credits

Here's your chance to work in organizations such as a broadcast station, advertising agency, video production company, and more, under the direct supervision of a full time employee. This course is open to any student who has attained a 3.0 average and has faculty approval. You are required to intern 135 hours in the field, applying the knowledge you have learned through the course and lab study, while being open minded to learning the ropes of the day to day function of the business.

COM 332 Desktop Publishing* 3 Credits

Once you've taken Intro to Microcomputing, you'll be ready for this course. Focus on the growing field of Desktop Publishing, which is a synthesis of work processing, graphic design and layout, computer programming and electronic communications technology. You'll produce a variety of print publications while learning with various software packages, such as "Pagemaker", MS Word, "Powerpoint", etc.

**Pre-requisite Gen 103*

COM 340 Radio Practicum 3 Credits

This is a course in which you take the lead, from development of an idea to the execution of a project. A detailed proposal is submitted on a project pertaining to radio programming. This project must include the knowledge you have gained through your course of study and reflect, thought, organization, content, script writing, production and post production.

COM 341 Television Practicum 3 Credits

You carry the load of responsibility in this course from the creation of the project idea to the edited product. Project ideas are submitted based on creativity, originality and practicality. Then put your planning, writing, production and post production skills to work as you see this major television project through its completion.

COM 366 Independent Study ****

An opportunity for you to do a research or special project in media. There will be preliminary guidance and final evaluation from the instructor advising the student. This is truly an "Independent" project open to the student with a 3.0 GPA and faculty approval.

COM 399 Media Seminar 1 Credit

Second year students are required to participate in this course which is offered in your final semester. In a forum setting, you discuss vital issues in the media with industry professionals. Study the contemporary issues and events involving the mass media in terms of diversity, ethical, legal, political, social and technical trends. Taking all this, you are required to conduct a research project on a specific area of the industry which may be completed in any audio-visual method.

GEN 101 English Composition 3 Credits

Explore the many styles of writing while you develop your ability to organize thoughts, write clearly and logically, all while being offered a review of grammar. Learn about words and writing, perhaps like you never learned before while you enjoy putting your creativity on paper. A research paper is required along with keeping a journal. In this required course, be prepared to share the excitement of your writing with classmates while learning how to improve your product.

GEN 103 Introduction to Microcomputing 3 Credits

This hands-on course offers an introduction to a microcomputer and its functions. You'll learn how to be comfortable and friendly with the computer and learn how computers process information. This required course includes aspects of word processing, electronic spreadsheet, database management, and presentation software application in the Windows environment.

GEN 105 Marketing 3 Credits

The Media and marketing have a great deal in common, that's why this required course offers an introduction to marketing; theory and practice. Learn about the components of the marketing structure, together with the development of modern concepts of marketing. Among the topics included are: the legal environment, channels of distribution, segmentation, the international market, consumer behavior, retailing and advertising.

GEN 201 Business Law I — 3 Credits

Learn a whole new language in this course while getting a taste of what's legal. You'll get the basics of law contracts, and how things work when it comes to personal property and real estate property transactions. Your listening and human relations skills are exercised a great deal in this course.

GEN 203 Survey of Accounting — 3 Credits

Accounting majors need not apply for this course, it's designed for you, the communications student. Be introduced to accounting principles and concepts, in simple terms. There's emphasis placed on understanding financial statements and family financial matters.

GEN 205 Organization and Management — 3 Credits

Be organized in this course because it focuses on how to design organization systems and how to manage those systems. After completing this course, you'll understand the universal process of management and key terminology in the ***"language"*** *of management. Try to learn why managers do what they do and why, by pooling the various schools of management into perspective.*

GEN 209 General Psychology — 3 Credits

Learn more about human behavior by getting an introduction to the scientific study of the entire field of psychology. You'll learn about sensation and perception, learning, memory, thinking and motivation. These basic patterns of behavior also include human growth and development, personality theory and measurement, and abnormal and deviant behavior.

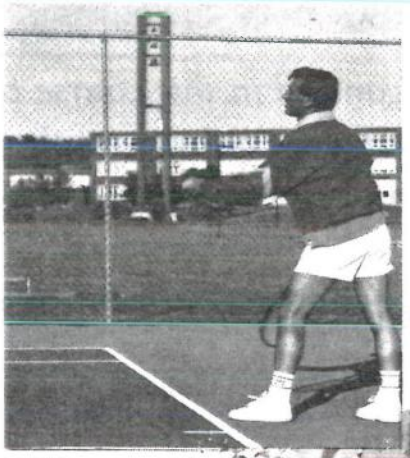
GEN 211 Literature and Research 3 Credits

If you enjoyed writing essays in composition, then you'll enjoy this course even more. Take those writing skills further into the field of fiction, drama and poetry. Be interpretive and analytical of your essays. In this course, you'll write a research paper on a literary topic.

GEN 215 Media in a Multicultural Society 3 Credits

This introductory course will offer the student the opportunity to explore his/her values centering around race, class and gender. Students will also gain experience in how minority populations negotiate their own identity in today's complex society. The course will focus on the use of stereotypes in mass media, the impact of political correctness, and alternative ways of approaching complex social issues.









Definition of Credit Units

Lecture	15 hours per 1 credit
Lab	30 hours per 1 credit
Internship	45 hours per 1 credit

NESCOM Administration

George Wildey . . . . . *President*

Ben Haskell . . . . . *Director of Education*

Nelson Jewell . . . . . *Admissions Director*

Hope Eaton . . . . . *Coordinator*

Gary Kasparek . . . . . *Director of Television*

David MacLaughhlin . . . *Facilities Manager*

Linda Caron . . . . *Administrative Assistant*

NESCOM Faculty
1997 - 1998 School Years

The most important part of the New England School of Communications is its faculty. Each faculty member is a working media specialist who has the ability to transfer his or her knowledge to students in a classroom situation. Each is in the top of his or her field, and has worked in communications for a minimum of ten years. Most faculty are members of Alpha Epsilon Rho, the National Broadcasting Society.

Clifton Bemis

Writing for Broadcast/Advanced Writing

BA University of Maine, Broadcasting & Film
US Navy Radio Communications
Sports Director/Sportscaster, WVII-TV, Bangor, Maine
Announcer, WABI/WYOU, Bangor, Maine
Copywriter, Bangor Broadcasting Corp.

Warren Burns

Voice & Diction/Public Speaking

AB Muhlenberg College
MA Penn State
PhD Penn State
Associate Professor of Speech, University of Maine
Adjunct Professor, Husson College

Donald DePoy

Desk Top Publishing

AS Blue Ridge Community College, Education
BA Newport News Institute, Mass Communications
M.Ed University of Maine, Social Science
PhD University of Maine (pending) Ethnomusicology
Design Engineer, Hubert Wilke, Inc. New York
President, CEO, Teleimage, Inc. Bala Cynwyd, Pennsylvania
Owner, Laserset Publishing Center, Noristown, Pennsylvania
D & D Marketing Inc., Orono, Maine

William Devine

Introduction to Media

BA University of Maine
MS University of Maine
Director of Radio Western New York Public Broadcasting
WEBR, WNED, Buffalo, New York
President, CEO Seacoast Broadcasting Corp., Augusta, ME

Dale Duff

Sports Seminar

BA Ricker College, Houlton, Maine
Announcer, WHOU AM-FM, Houlton, Maine
News Reporter, WLBZ-TV, Bangor, Maine
Sports Director, WLBZ-TV
Program Director, WZON, Bangor, Maine

Edward Gay

Broadcasting and the Computer/Intro to Microcomputing

BS Husson College
General Partner, Computer Software Consultants, Bangor, Maine
Programmer/Analyst, Maine Computer Consultants

Bonnie Haghkerdar

Business Law

BS Acadia University, Nova Scotia - Math & Psychology
JD Northern Illinois University College of Law
Proprietor, Consumer Deed and Abstract Co., Bangor, Maine
President, American Abstract and Title Co., Bangor, Maine
Instructor, Husson College, Paralegal Studies, Bus. Law

Ben Haskell

Announcing/Production/Radio Practicum/ WHSN Seminar

BA University of Maine
Announcer, WDEA
Program Director, WWMJ/WDEA, Ellsworth, Maine
Director, New England School of Communications, Bangor, Maine

Steve Hiltz

Writing for Broadcast/Advanced Writing

BA University of Maine
Chief Copywriter, WABI-TV, WABI-AM, WYOU-FM, Bangor, Maine

Connie Howell

Broadcasting and the Computer

BS Husson College
General Partner, Computer Software Consultants, Bangor, Maine
Programmer, Maine Computer Consultants

John Hunnefeld

Marketing/Organization & Management

BA University of Massachusetts - Liberal Arts
MS Husson College - Business Administration
Instructor of Business Courses, Husson College
Information Specialist, Bangor Hydro Electric Company, Bangor, Maine

Nelson Jewell

Career Preparation

New England School of Broadcasting,
Certificate in Broadcasting
Account Executive, WVII-TV, Bangor, Maine
Manager, Bar Harbor Airlines
Admissions Director, NESCOM

Gary Kasparek

Intro to TV/Adv TV Prod/Video Graphics

BA University of Maine
Production Manager/Promotion Director, WVII-TV, Bangor, Maine

Pat LaMarche

Advertising

BA Boston College - Marketing/Advertising
Writer/Host, "Mainely Bluegrass", Maine Public Broadcasting
Marketing Consultant, WVII-TV, Bangor, Maine
Director of Public Relations, WABI/WYOU, Bangor, Maine
Director, Children's Miracle Network, EMMC

Ron Lisnet

Advanced Sports Technique

BS University of Maine
Radio-TV Producer, University of Maine
Play by Play Sports, WZON, Bangor, Maine
Sports Director WVII-TV, Bangor, Maine
Announcer, WABI, Bangor, Maine

Dave MacLaughlin

Programming & Management/Broadcast Sales Advertising

Nova Scotia Institute of Technology
AS Broadcast Electronics
AS Communication
Sales Manager, WTOS, Skowhegan, Maine
Owner/Manager, WHOU, Houlton, Maine
General Manager, WWFX, Bangor, Maine

David Melanson

Announcing/Production I & II

BA University of Northern Colorado, Greely, CO
Buck Owens Productions, ABC Radio Network
Air Personality, KTRL-FM, Dallas, WEEP, Pittsburgh
Morning Drive Air Personality, WQCB, Brewer, Maine

Anne O'Reilly

Radio/TV Reporting, Writing for Broadcast/Composition

BA Roger Williams College, Bristol, Rhode Island
MA Bridgewater State College, Bridgewater, Massachusetts
Instructor, Providence College
News Director, WWAZ/WWLI, Providence, Rhode Island
Heritage Cable TV, Lincoln, Rhode Island
Assignment Editor, WABI-TV, Bangor, Maine
Assignment Editor, WLBZ-TV, Bangor, Maine
News Reporter, WKSQ, Ellworth, Maine

Ken Stack

Television Performance

BA Webster College Theatre Arts Conservatory
Artistic Director, Penobscot Theatre Co., Bangor, Maine
Artistic Director, Acadia Repertory Theatre, Mt. Desert, Maine

Judy Vardamis

Public Relations

Diploma, Auburn School of Commerce (2 yr.), Exec. Sec.
BA University of Maine (pending) - Psychology
Program Director WVII-TV, Bangor, Maine
Executive Director, Convention & Visitors Bureau, Bangor, Maine

George E. Wildey

Introduction to Broadcasting

BA Emerson College, Boston, Massachusetts
MSB, Husson College, Bangor, Maine
Program Dir., WHYN-AM/FM/TV, Springfield, Massachusetts
Director, Radio and TV Information, Univ. of Maine, Orono, Maine
Vice Pres., Penobscot Broadcasting Corporation, Bangor, Maine
President, New England School of Communications, Bangor, Maine

Cullen Williams

Accounting

BS Husson College - Accounting
CPA
Accountant, Brantner, Thibodeau & Assoc., Bangor, Maine
Accountant, Cullen Williams CPA, Bangor, Maine

Guest Lecturers - Seminar Series

JOHN BRONSON, *President, Bronson Communications, Inc.*
DON CARRIGAN, *Director Public Affairs, MPBC*
DON COLSON, *News Director, WABI-TV*
BARBARA CYR, *Broadcast Media Representative*
BOB DUCHESNE, *General Manager, WQCB*
GEORGE GONYAR, *Retired V.P., Community Broadcasting Service*
GEORGE HALE, *Program/Sports Director, WABI/WYOU*
FRED HIRSCH, *Former Owner/Operator, WDME-AM/FM*
ROBERT JONES, *Cablevision*
MARK OSBORNE, *Owner/Air Personality, WKSQ*
BERNIE ROSCETTI, *Program Director, MPBC*
GARY THORNE, *Play by Play, ABC-ESPN*

ADVISORY COMMITTEE

BILL BEALE,
AS New England School of Broadcasting
Director of Audio Visual Services, *Eastern Maine Medical Center,*
Bangor, Maine

DON COLSON,
News Director, *WABI-TV, Bangor, Maine*

WILLIAM DEVINE,
BA University of Maine
President/General Manager, *WKTG-FM, WFAU-AM, WABK-FM*
Gardner-Augusta, Maine

GEORGE GONYAR,
BA University of Maine
Retired, Vice President, *Diversified Communications*
Portland, Maine

ROBERTA GREANY,
President, *Designwrights Advertising Agency*
Blue Hill, Maine

FRED HIRSCH,
BA Ithaca College
Radio Station Consultant, *Free Lance Writer*
Old Town, Maine

JUDY VARDAMIS,
BA University of Maine
Executive Director, *Bangor Planning Commission*
Bangor, Maine

Student Complaint/Grievance Procedure

Schools accredited by the Accrediting Commission for Career Schools/Colleges of Technology of the Career College Association must have a procedure and operational plan for handling student complaints. If a student does not feel that the School has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints considered by the Commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the complaint to the School for a response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Please direct all inquires to:

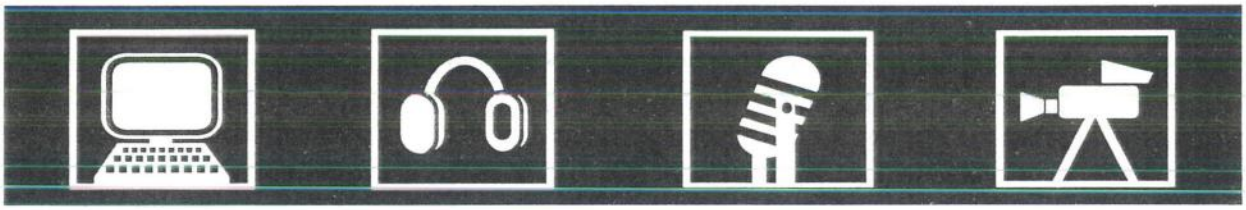
Accrediting Commission of Career
Schools/Colleges of Technology
2101 Wilson Blvd., Suite 302
Arlington, VA 22201
(703) 247-4533

A copy of the Commission's Complaint Form is available at the School and may be obtained by contacting the Coordinator.

NOTE: Persons interested in comparable program information, program length, and tuition costs should contact the Accrediting Commission of Career Schools/Colleges of Technology at the address and phone number listed above.

School Calendar

1996 - 1997		1997 - 1998	
Sept. 3	Orientation/Registration	Sept. 2	Orientation/Registration
Sept. 4	Classes Begin	Sept. 3	Classes Begin
Oct. 14	Columbus Day Holiday	Oct. 13	Columbus Day Holiday
Nov. 27	Thanksgiving Recess	Nov. 26	Thanksgiving Recess
Dec. 20	First Semester Ends	Dec. 19	First Semester Ends
Jan. 13	Second Semester Begins	Jan. 19	Second Semester Begins
Feb. 17	Washington's Birthday Holiday	Feb. 16	President's Day
Feb. 28	Spring Vacation	Feb. 27	Spring Vacation
Mar. 17	Classes Resume	Mar. 16	Classes Resume
May 9	Classes End	May 8	Classes End
May 9	Commencement	May 8	Commencement



MAINE MEDIA CAMP

The New England School of Communications and Husson College sponsor MAINE MEDIA CAMP for one week in July. The camp is to acquaint high school students with Radio, Television, Journalism and Advertising.

Call or write for details.

New England School Of Communications
One College Circle, Bangor, Maine 04401
Tel: 207-947-6083 • 1-888-877-1876

Summer Theatre Institute

The New England School of Communications and the Marsh River Theatre will present a SUMMER THEATER WORKSHOP for high school and college level students who have an interest in the performing arts. The Theatre is located in Brooks, Maine.

This intensive eight week program will focus on the basic elements of theatrical performance and production. Students will be given the opportunity to train with professionals in the field, be exposed to the theories and philosophies of the performing arts, and experience practical applications of the many facets of theater.

The program will be geared to providing hands-on-training for any students interested in the crafts of performance and production.

Students who successfully complete the program will be awarded 8 credits.

For information about the Summer Theater Institute contact:

Summer Theater Institute
c/o NESCOM
One College Circle
Bangor, Maine 04401
207-947-6083
1-888-877-1876