

700+

STUDENTS PARTICIPATED

(Includes journal submissions)

GEORGE MASON UNIVERSITY

STUDENT MEDIA

7,000+

EXPERIENTIAL LEARNING VISITS



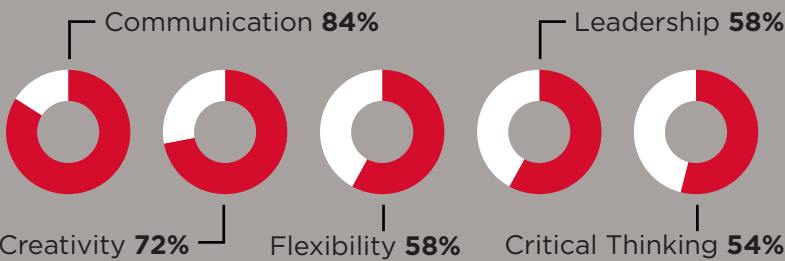
- Freshman **28%**
- Sophomore **21%**
- Junior **21%**
- Senior **18%**
- Graduate **12%**

31 MAJORS



TOP 5: 1. Communication 2. English 3. Film & Video Studies 4. Government & Int'l Politics 5. TIE: Biology / Art & Visual Technology

TOP 5 SKILLS



Students reported improving an average of **10** critical skills as a result of working at Student Media. Below is an overview of specific skills.

ADDITIONAL SKILLS IMPROVED:

- ✓ Teamwork
- ✓ Problem Solving
- ✓ Interpersonal Skills
- ✓ Work Ethic
- ✓ Networking
- ✓ Customer Service
- ✓ Initiative
- ✓ Event Planning
- ✓ Writing
- ✓ Computer/Technical

"I owe my entire college career to Student Media. If Student Media wasn't in my life, I wouldn't be doing what I'm doing now."

"Student Media gave me a chance that no one else would which allowed me to explore my future, work on my present, and create a meaningful past."

WHAT STUDENTS LEARN

- Writing & Editing Skills
- Leadership Skills
- Critical Thinking Skills
- Media Law
- Visual Design Concepts
- Technological Applications
- Advertising & Marketing Skills
- Value of Diversity & Ethics

CO-CURRICULAR CONNECTIONS

- 115** total students enrolled
- 9** sections of co-curricular courses offered
- 5** academic departments where students received experiential learning credit
- 10** professors integrated student media class projects

HOW STUDENTS LEARN

- Adviser Critiques
- 1-on-1 Meetings with Editors
- Professional Development
- Conference Attendance
- Surveys & Focus Groups
- Audience Feedback
- Student Media Alumni
- Student Press Law Center

2013-2014 HIGHLIGHTS

- ✓ Merger of Connect2Mason.com and *Broadside* under one new media group, *Fourth Estate*, that allows for more efficient use of resources and promotes multimedia integration.
- ✓ Reactivation of Mason's chapter of Society of Professional Journalists that adds an academic group to the Student Media umbrella and emphasizes professional development.
- ✓ Hired two Assistant Directors to identify new funding sources and enhance professional development.
- ✓ Production of 10-minute video about George Mason's life in partnership with Gunston Hall that was distributed to Virginia state legislators.
- ✓ Featured in a *New York Times* article about the changing face of college media. St. Joseph's Professor Daniel R. Reimold referred to *Fourth Estate* this way: "I think this is the perfect example that change can be achieved... I hope they will serve as a role model for the future of student media."
- ✓ *Volition* arts magazine increased distribution by 40%.

WGMU RADIO

400 PSAs/5,200 Live Reads

- ✓ 100+ students participated including 90 DJs
- ✓ Expanded coverage to include student-led Women's Basketball game announcing
- ✓ Completed upgrades to 3 state-of-the-art digital studios

LIVE STREAM

100+ Live Streams (2013-2014)

- ✓ Broadcast student events including the International Week Dance Competition, Step Expo, and Career Services Fashion Show
- ✓ 20+ students served on the Live Stream Team
- ✓ Partnered with Athletics to broadcast 33 events

1,000+

Number of unique office visits processed by members of the Communication Team

55,000

Number of YouTube views of a Live Stream clip that aired on ESPN SportsCenter

1,879

Number of written submissions received by the graduate journal *Phoebe*

PEER INSTITUTION COMPARISON

6 out of 25 peer institutions researched in 2014 had an office of student media. George Mason's unique initiatives:

- Undergraduate academic journal (*GMReview*)
- Bilingual journal (*Hispanic Culture Review*)
- Magazine for and by freshmen (*Freshman Focus*)
- Blogging platform for students (*OnMason.com*)
- Political website that covers politics at the local, state, and national level (*Mason Votes*)
- Community college distribution partnership (*NOVA*)
- Summer radio camp for students in grades 6-12