

Media publication promotes program

By George P. Yanoshik, Jr.

Capitol Campus has a media concentration within its Humanities Division. You know it, but a recent survey has proven that the majority of counselors at Penn State's satellite campuses and other junior colleges throughout the state are unaware that such a concentration exists.

As an independent study project, senior media student Monica Auld sent over 160 letters explaining the media program at Capitol to junior colleges in Pennsylvania as well as technical schools in New Jersey and Delaware. Her results have shown that over 50 per cent of schools questioned did not know that curricula in all areas of communication--from the print and broadcast options to advertising and public relations--are available at Capitol, the only upper-division and graduate school in the Penn State system.

With the results of the survey in mind, the Humanities Division funded a special media edition of the *Capitol Times* last month in which media students on campus were able to pro-

mote their program through a printed publication which will be mailed to the junior colleges in Pennsylvania.

"Being an upper-division school with the atmosphere of a junior college," said Jerry Trently, special edition editor, "we felt that a publication which explained our concentration here would be of interest to students who wanted to enter a career in media."

Copies of the special media edition are available in the newsroom, W-129. Students who are interested in the media option or who know of a student at another school who may be interested in the program are encouraged to pick up a copy.

"Our media program here at Capitol Campus is constantly growing," said Trently. "As interest in the media concentration increases, the more professional equipment we are able to get to expand our news room and facilities in the media department." Media students seldom number more than 40 to 50 people at Capitol. According to the Fall 1982 enrollment statistics, the average Multi-Media class has only 12 students. And media is part of



Photo by Mark Clauser

Humanities at Capitol, where the average in fall of '82 was only 16.

The media option is as open and flexible as the field itself. Internships, personal attention, and the opportunity to get in-

involved in activities of all kinds provides hands-on experience for students here. Students themselves are able to design programs which will best satisfy their needs and interests of specialization.

Capitol's bookstore

Improvement on the way?

By Pat Wenger

Now that the mess is finally straightened out about who is in charge of the bookstore, the Provost can do what he wanted to do last time we talked to him, "see it become a bookstore that is really attractive, a cultural center for the campus."

Perhaps he can get an action plan together and really do a great job by getting in there and making our bookstore a real showplace.

We would like to make a couple of suggestions:

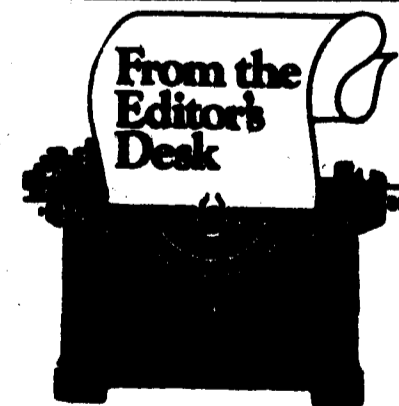
Hire people who already care about buying and owning books. Their attitude alone would go far in changing the environment of the bookstore.

It is essential that books be both bought and sold in the bookstore through a viable used book program. Just think of the thousands of wasted dollars spent by students in the last 17 years on books purchased unnecessarily because they couldn't sell or trade in their old texts.

Now our bookstore has a chance to serve both the students and faculty and should

tap into their suggestions on what books should be involved and how the bookstore can be made into an attractive book market for students and the University.

Overall, we are delighted with the genuine answers we have received from the senior administrators. They didn't try



to cover up their misunderstanding nor did they act defensively about the snafu in the organizational chart.

We are encouraged by the support we have received from faculty and students and are waiting along with them to see decisive action taken on the bookstore project.

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