

Radio and Television

When history is being made, people immediately turn to electronic media to provide them with timely, accurate and thorough news coverage. As a Radio and Television major at St. Ambrose, you will not only gain an in-depth perspective of broadcast media's role in society, you'll also acquire skills in such areas as reporting, performance, production, writing, and editing. You will learn to evaluate current events and articulate their significance to the public.

Contact us

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Visit the Communication
Department Website at
web.sau.edu/communication
For general information about
St. Ambrose or how to apply:
Admissions Office
563/333-6300 or 800/383-2627
email: admit@sau.edu
www.sau.edu

StAmbrose
University

Program highlights and courses

At St. Ambrose, Radio and Television majors gain experience in all aspects of radio and TV production. From their first year in the program, students receive hands-on training operating audio/video equipment and reporting broadcast news. Students also have the opportunity to become involved with KALA Radio and SAUtv, the university's student-run radio and television stations.

Course highlights include Radio and Television Production, Media and Society, Television Practicum, and Broadcast Technologies. Students complete their education with Media Programming and Management, a capstone course with emphasis on a particular issue, topic or methodology.

See our course catalog at www.sau.edu/course_catalog.html for a full description of required and elective courses.

Internships and co-curricular activities

Experience is a vital part of preparing students to jump immediately into their careers after graduation. Through internships, Radio and Television majors at St. Ambrose not only acquire hands-on, marketable experience, they learn from professionals and network with colleagues in their field while still in college. In the past, SAU Radio and Television majors have interned with local NBC, CBS, ABC, and FOX affiliates. Students have also interned at ABC Sports Radio in New York City and with many radio stations in the Quad Cities.

KALA Radio, St. Ambrose's own station, broadcasts to the Quad Cities on 88.5 FM, and features news, jazz, urban, rock and Spanish programming. With a staff advisor, the station is run by students who deejay their own shows, program the music and edit news specials.

St. Ambrose's SAUtv operates 24 hours a day with its own channel on the community's cable television system, presenting viewers with programming of an educational and technological focus. Students produce a weekly newscast, run cameras, edit tape, broadcast live sporting events and work as on-air talent.

What can you do with a Radio and Television degree?

While many SAU graduates start their careers in small markets and work their way up, a few have shot for the top right out of college. Some of our Radio and Television graduates have found careers as on-air radio hosts, anchors, reporters, producers and production directors. Graduates also have continued their education by attending graduate programs throughout the country.

About the faculty

Jon Anderson, BA, ASE, Chief Engineer
AndersonJonS@sau.edu

Assists in radio/television production and broadcast technology courses and is the Chief Engineer of the Communications Center. Anderson is a Certified Broadcast Technologist from the Society of Broadcast Engineers. Prior to joining St. Ambrose, he was an engineer at WQAD-TV and the Quad City Radio Group. Anderson received his degrees from Benedictine College in Political Science and Hamilton Technical College in Electronic Engineering Technology. He has been a department member since 1990.

Dave Baker, BA, KALA Operations Manager
BakerDavidW@sau.edu

Serves as the Operations Manager for KALA radio. Baker's work experience includes positions in engineering and production at the local ABC affiliate and reporting for the Argus/Dispatch/Leader newspaper group in Illinois. As a 1988 graduate of St. Ambrose, Baker has been a department member since 1989 and the Operations Manager since 1993.

Jim Baumann, PhD, Assistant Professor
BaumannJamesA@sau.edu

Teaches courses in human communication, argumentation, and public relations research. Prof. Baumann received his degree in Communication Studies from Bowling Green State University and has been a faculty member since 2008.

Matt Carroll, BA, Instructor & SAUtv Production Coordinator
CarrollMatthewF@sau.edu

Teaches Public Speaking and assists in television production courses. Carroll also coordinates the production of Dateline (SAUtv's weekly news broadcast), live sports broadcasts, and coaches' shows. A St. Ambrose graduate, Carroll has been a department member since 2007.

Ken Colwell, PhD, Professor
ColwellKennethE@sau.edu

Teaches Public Speaking, Desktop Communication, Digital Audio Production Techniques, and Broadcast Management. Prof. Colwell serves as Director of the Ambrose Communication Center and received his degree from the University of Iowa. A St. Ambrose graduate, Prof. Colwell has been a faculty member since 1981.

John Madsen, PhD, Associate Professor
MadsenJohnA@sau.edu

Teaches courses in interpersonal communication, public relations, and organizational communication. He is a contributing editor to the Encyclopedia of Public Relations. Dr. Madsen received his degree in Speech Communication from the University of Kansas and has been a faculty member since 2004.

Ann Preston, PhD, Professor and Department Chair
PrestonAnn@sau.edu

Teaches courses in journalism and public relations. She is a contributor to the Encyclopedia of Public Relations and the Encyclopedia of Rural America. Prof. Preston received her degree in Mass Communication from Ohio University and has been a member of the faculty since 2001.

Alan Sivell, MA, Clinical Faculty and News Director
SivellAlanR@sau.edu

Teaches Media and Society, Media Writing, Advanced Media Writing, Print New Practicum, News Broadcasting, and Advanced Broadcast Reporting. Prof. Sivell has extensive experience in all aspects of broadcast media for the local ABC affiliate. He also has worked as a media columnist for the Quad-City Times and Argus/Dispatch/Leader newspapers. Prof. Sivell received his Journalism degree from the University of Iowa and has been a department member since 1986.

M. Carla Stevens, PhD, Professor
StevensMCarla@sau.edu

Teaches human communication, group dynamics and methods of decision-making, public speaking, and business and professional speaking. She has served as the coach of the St. Ambrose Speech Team. Prof. Stevens received her degree in Higher Education from Illinois State University and has been a faculty member since 1987.

Donald "Duke" Schneider, Clinical Faculty and SAUtv
Operations Manager
SchneiderDonaldL@sau.edu

Teaches Radio and Television Production, TV Practicum, and Broadcast Technologies. Prof. Schneider is the operations manager for SAUtv and has done freelance work for a variety of regional and national networks, including ESPN, the National Weather Service, and TBS Sports. A St. Ambrose graduate, Prof. Schneider received his degree in Instructional Design Technology Video Production from the University of Iowa and has been a member of the department since 1979.

