GRADUATE STUDENT HANDBOOK

Master of Arts in Narrative and Emerging Media
2024-2025

Arizona State University
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INTRODUCTION

Welcome to the Arizona State University, Master of Arts in Narrative and Emerging Media program, a joint undertaking by the Walter Cronkite School of Journalism and Mass Communication and the Sidney Poitier New American Film School! You are now part of a global network of journalists, storytellers, producers and creators, united in our commitment to a creative practice and critical understanding of emerging storytelling and immersive experience in augmented, virtual, extended reality and short-form digital, streaming and virtual production.

Using emerging media to create narratives is becoming an exciting new field and I have no doubt you are here to embrace this moment of great change and challenge. Together we will shape the world of immersive storytelling through bold innovation and leadership. This program intends to prepare you to take on roles in new technology content development, media production and project management, and to become an entrepreneurial storyteller ready to seek funding for your own projects.

This handbook lays the foundation for your success in the Narrative and Emerging Media program. It sets shared expectations for ourselves as being on the forefront of immersive content creators, journalists and producers as well as a community of learners. It also outlines the standards and policies set by the Cronkite School, the Poitier School and ASU’s Graduate College.

Read it. Save it. Ask questions about it if policies seem unclear. It is your responsibility to make sure you are following it in letter and in spirit.

I look forward to working with you to achieve your goals at Arizona State University and beyond.

Sincerely,

Nonny de la Peña
Founding Director
MASTER’S STUDENT PLEDGE

I commit myself to meeting the highest standards of excellence, ethics and integrity, according to:

- The Society for Professional Journalists Code of Ethics
- ASU’s Academic Integrity Policy and Honor Code
- ASU Graduate College Policies
- The MA in Narrative and Emerging Media Program Handbook
- The HIDA Professionalism Standard

I affirm that:

1. I take pride in my work. I dedicate myself to developing as a journalist, communicator, multimedia storyteller and industry leader.
2. I take pride in my professionalism. I show up on time, meet deadlines, communicate clearly and honestly, and give maximum effort to my work.
3. I prioritize my health and safety, and I recognize that I will do my best work when I take care of myself and those around me.
4. I respect the people and communities I serve; I value and seek out diverse perspectives.
5. I uphold the journalistic principles of truth, fairness, accuracy, independence, accountability and transparency.
6. I recognize my classmates, teachers and mentors are critical to my success. I treat each one with empathy, and I respect professional boundaries.
7. I appreciate that, as a student at the Cronkite and Poitier Film Schools, I have the opportunity to drive innovation and shape the future of media, communications and public discourse. I am prepared to experiment, adapt and support my colleagues in doing the same. I bring a sense of curiosity and a spirit of collaboration to all that I do.

I understand that cultivating a healthy, supportive community means abiding by these principles. I know that failing to uphold these responsibilities may result in suspension or expulsion from ASU.
ASU CHARTER

ASU is a comprehensive public research university, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.
(Adopted 2014)

DIVERSITY, EQUITY AND INCLUSION

Arizona State University welcomes all students regardless of race/ethnicity, gender identities, gender expressions, sexual orientation, socio-economic status, age, disabilities, religion, regional background, Veteran status, citizenship status, nationality and other diverse identities. Each of us bears intersectional perspectives that are born out of our backgrounds and identities.

Both the Herberger Institute for Design and the Arts and the Walter Cronkite School of Journalism and Mass Communication are dedicated to Diversity, Equity and Inclusion within our schools and throughout the communities we serve.
ETHICS, INTEGRITY AND PROFESSIONALISM

As journalists and communicators, our integrity is central to our credibility and our success. Simply put, we won’t accomplish any of our goals if audiences don’t trust our work.

Therefore, the Cronkite School holds students to the highest standards of ethics and academic integrity. Please read through these codes in their entirety and ask questions if anything is unclear. Failing to uphold these ethical standards may result in disciplinary action up to and including dismissal from the master’s program.

Academic Integrity
All students are expected to adhere to the Arizona State University Academic Integrity Policy, found here: [https://provost.asu.edu/academic-integrity/policy](https://provost.asu.edu/academic-integrity/policy)

The MA-NEM program has a zero-tolerance policy toward academic dishonesty that is enforced within every course and educational activity offered or sanctioned by the school. If any student is found to have engaged in academic dishonesty in any form – including but not limited to cheating, plagiarizing and fabricating – that student shall receive a grade of XE for the class and may face dismissal from the Cronkite School master’s program as well as suspension or expulsion from ASU. Please review [these examples](#) of how academic integrity principles are applied in journalistic work.

Any allegation of academic dishonesty will be referred to the school’s Academic Integrity Officer for investigation and a determination of sanctions. Students have the opportunity to appeal the Academic Integrity Officer’s findings to the Cronkite School Academic Standards Committee.

International students who violate academic integrity policies may be dismissed immediately. Being withdrawn from a degree program can have immediate consequences regarding visa status, and dismissed students are required to leave the country immediately per immigration and visa rules.

Professional Ethics
In addition to academic integrity commitments, students in Cronkite School programs must abide by the highest levels of professional ethics. This includes following the core principles of the [Society of Professional Journalists’ Code of Ethics](#):

- Seek truth and report it
• Minimize harm
• Act independently
• Be accountable and transparent

**ASU Student Code of Conduct**
All students are expected to adhere to the Arizona Board of Regents Student Code of Conduct and university policies and procedures:
https://eoss.asu.edu/dos/srr/codeofconduct
https://eoss.asu.edu/dos/srr/PoliciesAndProcedures.

**Respect for the Learning Environment**
Students must exhibit professionalism in all course-related activities, assessments and communications. It is vital to the learning process that each student respects their instructor, classmates, clients, partners, sources, technology, equipment, and course content. Students who engage in damaging or abusive behavior — and those who consistently make disruptive, rude or intimidating comments in person or online — will be referred to ASU’s Student Rights and Responsibilities for investigation and possible consideration for dismissal from the program.

According to ASU policy, “Students, faculty, staff, and other individuals do not have an unqualified right of access to university grounds, property, or services. Interfering with the peaceful conduct of university-related business or activities or remaining on campus grounds after a request to leave may be considered a crime.”
PROGRAM OVERVIEW

Master of Arts in Narrative and Emerging Media (MA-NEM)

The MA-NEM is the flagship educational program for the Los Angeles-based Center for Narrative & Emerging Media, a best-in-class research and teaching venue, with a focus on diversifying the demographics of who gets to create and distribute narratives using emerging media technologies in the areas of arts, culture and nonfiction. The center brings together pioneers from diverse communities, pushing technology with underrepresented narratives, using innovative techniques and strongly anchored in ASU’s larger purpose of inclusion.

This 30-credit MA develops a creative practice and critical understanding of emerging storytelling and immersive content creation in augmented, virtual and extended reality, short-form digital and virtual production. Led by Nonny de la Peña, winner of the Peabody Field Builder Award for Digital and Interactive Storytelling, the program is a collaboration between The Sidney Poitier New American Film School in the Herberger Institute for Design and the Arts, and the Walter Cronkite School of Journalism and Mass Communication.

MA-NEM students will acquire the production skills required to create a professional portfolio using innovative tools and methodologies, learning to capture and create content for multiple industries, and obtaining professional-level competency to lead teams of producers, engineers, writers and artists. Running through the spine of the program is an understanding of how to produce for and interact with new and established industries embracing these new technologies. Students will master methods for integrating values of equity and social justice into their research and working practice, while remaining cognizant of the needs of communities impacted by their work, as well as ensuring diverse creators tell stories from their own perspective. Central to the program will be enhanced insight on research, development and, in key sectors, a heightened grasp of finance and business model challenges for their future in emerging media. Graduates will leave the program armed with the skills, knowledge, tools, and a portfolio to place them as top-of-the-field graduates for employers in emerging creative industries.

The MA-NEM students will engage in professional networking and for-credit portfolio development, and they’ll emerge prepared to take on roles in film, content development, media production and project management, or become entrepreneurial storytellers ready to seek funding for their own projects.
PROGRAM GENERAL ADMISSIONS INFORMATION

Applicants must fulfill the requirements of ASU’s Graduate College, the Walter Cronkite School of Journalism and Mass Communication and the Herberger Institute for Design and the Arts.

Applicants are eligible to apply to the program if they have earned a bachelor's or graduate degree from a regionally accredited institution.

They must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of a student's first bachelor's degree program, or applicants must have a minimum of a 3.00 cumulative GPA (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

- Graduate admission application and application fee
- Official transcripts
- Personal statement
- Professional Resume
- Two letters of recommendations
- Proof of English proficiency

An applicant whose native language is not English must provide proof of English proficiency regardless of current residency. TOEFL scores must be at least 100 for the internet-based TOEFL (iBT).
PROGRAM EXPECTATIONS

Satisfactory Academic Progress
All ASU graduate students are expected to make systematic progress toward completion of their degrees. This progress includes satisfying the conditions listed below, achieving the benchmarks and requirements set by the individual degree programs as well as ASU’s Graduate College. If a student fails to satisfy the requirements of the degree program and/or the benchmarks outlined below, the student may be dismissed from their program based on the academic unit’s recommendation to Graduate College, at which time the Dean of the Graduate College makes the final determination.

In order to make satisfactory academic progress, students must:

1. Maintain a minimum 3.00 for all GPA calculations:
   a. The iPOS GPA is calculated on all courses that appear on the student’s approved iPOS (with the exception of LAW and Transfer credits).
   b. Cumulative ASU GPA represents all courses completed at ASU.
   c. The Overall Graduate GPA is based on all courses numbered 500 or higher that appear on the transcript after admission to a graduate program or graduate non-degree. This includes shared coursework if in an approved accelerated bachelor’s/master’s program. Courses with grades of “D” (1.00) and “E” (0.00) cannot appear on the iPOS but will be included when calculating the Graduate GPA. Courses with an “I” grade (Incomplete) cannot appear on the iPOS.

2. Earn at least a B (3.00) in the culminating experience NEM 593 - Applied Project

3. Remain continuously enrolled in the degree program and register for at least one graduate credit per fall and spring semester, or receive Graduate College approval through a Graduate College approved request to Maintain Continuous Enrollment.

4. Satisfy all requirements of the graduate degree program.

5. Complete the graduate degree program within six years of starting it.
Plan of Study (POS)

The plan of study (iPOS) functions as a contract between the student, the academic unit and ASU’s Graduate College. The purpose of this contract is to outline your planned course of study for your degree, including the required courses you expect to take and when you expect to take them. You can access your POS electronically through the interactive Plan of Study (POS) system link in the “Programs” tab under the “My Programs” section of your MYASU page.

The MA in Narrative and Emerging Media students must submit an iPOS before enrolling for their third semester. Graduate College will place an enrollment hold on a student’s account if the iPOS has not been submitted.

Once the official plan of study is approved, you are required to initiate any future changes or updates to your POS through a “Course Change” request. These changes may include, but are not limited to: taking a course during a different semester or taking a different course.

Only coursework applicable toward a student’s degree must be listed on the iPOS. Detailed instructions on how to file the iPOS will be sent to students in their second semester in the program. Please contact MA in Narrative and Emerging Media graduate coordinator with questions about the iPOS.

Continuous Enrollment
Graduate students planning to discontinue registration for a fall or spring semester must submit a leave of absence (LOA) request via their iPOS. This must be submitted and approved before the anticipated semester of non-registration. Students may request to maintain continuous enrollment without course registration for a maximum of two semesters during their entire program.

Students should contact their adviser as soon as possible if they will not be able to meet continuous enrollment.

Attendance and Deadlines
The MA in Narrative and Emerging Media courses are designed to be immersive, hands-on...
experiences, so attendance of class sessions is vital to the learning process. NEM master’s students are expected to attend all class sessions, arriving on time, staying for the full class period and engaging fully without distraction. Students who need to be absent from class due to religious observance, military service or ASU-sanctioned travel must notify their instructor at the beginning of the semester.

Deadline extensions, which should be requested in advance, are rarely given and must be under extenuating circumstances. In the event of an unforeseen emergency, the request for the deadline extension will be referred to the director of the program for consideration.

Disability Accommodations
The MA in Narrative and Emerging Media program works closely with ASU’s Student Accessibility and Inclusion Learning Services (SAILS) to support students with a range of health conditions. Students with documented disabilities may request accommodations such as, but not limited to, alternative testing, alternative formatted materials, captioning and/or assistive technology. Accommodations are determined on a case by case, course by course basis through the use of an interactive process between the student, Student Accessibility staff, course instructors and other university partners as needed to make an accommodation determination. Students requesting accommodations in a course must work with SAILS to provide documentation of the disability and request specific accommodations in advance of the start of the course or as soon as possible for conditions diagnosed during the course term. Accommodations cannot be granted retroactively.

To complete this process, students start by completing a registration form and completing the intake process. Once a student is determined eligible for accommodations, they can access and request services at the online portal for students. Once a student has been made eligible for accommodations, they are responsible for requesting their accommodations for each course, each semester.

Sexual Violence or Harassment
Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at
https://sexualviolenceprevention.asu.edu/faqs. As mandated reporters, instructors are obligated to report any information instructors become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, https://eoss.asu.edu/counseling is available if you wish to discuss any concerns confidentially and privately. ASU online students may access 360 Life Services, https://goto.asuonline.asu.edu/success/online-resources.html.

Academic Probation
ASU’s Graduate College will conduct a GPA audit at the end of each semester. Any graduate student with a cumulative GPA below 3.00 will be placed on academic probation. Students will be notified via email and granted one semester to be reinstated to good standing. If students fail to raise their GPAs above the 3.00 threshold in one semester, the program will recommend dismissal to the Graduate College.

Incomplete Grades
Students who receive an “Incomplete” grade in a graduate-level course (500-level or above) must complete the necessary work on a timetable made in agreement with the instructor using this form: https://students.asu.edu/forms/incomplete-grade-request
Students may request no more than one calendar year and must agree to the grade received if the work is not completed by the deadline. If the incomplete is not removed within one calendar year, the grade will be changed to previously agreed upon default grade.

Students with more than one “Incomplete” at any time will be considered “failing to make adequate progress,” and will be notified and placed on probation. If the student does not complete the work to remove the incomplete and earn a letter grade by the end of the calendar year, a recommendation may be made to ASU’s Graduate College to remove the student from the program.

With 400-level courses taken for graduate credit, students are required to complete the necessary work to remove an “Incomplete” grade within one calendar year. If the “Incomplete” grade is not removed within one calendar year, the “I” will become an “E.” An “E” cannot be used to meet the requirements for a graduate degree, but it is used to calculate the student’s GPA. Students may retake the class to earn a higher grade, however both the “E” and the new grade will be used in calculating the student’s GPA. If this results in the GPA falling below 3.0, the Cronkite School will recommend dismissal from the master’s program to ASU’s Graduate College.
Graduation and Degree Conferral
Students must apply for graduation at the beginning of the term in which they plan to
graduate. You can apply for graduation through MyASU in My Programs, under the
graduation tab.

Students who choose not to attend the graduation or commencement ceremonies must still
apply for graduation to earn their degree.

Students who do not complete all requirements in the semester they intend to graduate will
need to petition to have their graduation application moved to the following semester when
they plan to complete all requirements. That request can be made through the Graduation
Office at graduation@asu.edu.

Students must have their iPOS approved before they can apply for graduation. The application
to graduate should be submitted online before the application deadline to avoid late fees. For
more information, please visit https://students.asu.edu/graduation-apply.

Transfer Credit
Students may transfer up to 6 credit hours of coursework taken before beginning the program
(referred to as pre-admission credits). Pre-admission credit hours must be approved by the
degree program and ASU's Graduate College. Students are responsible for alerting their
graduate adviser that they plan on transferring in credits.

To qualify for pre-admission credits, the courses must meet specific criteria:

- Be graduate level
- Have been taken within three years of admission to the ASU degree program
- A grade of “B” or better must have been earned
- Must not have been used toward a previous degree
- Have been completed at a regionally accredited US institution or international
  institution officially recognized by that country

Certain types of graduate credits cannot be transferred to ASU, such as courses taken at a non-
collegiate institution, institutions that lack regional accreditation, continuing education
programs, workshops, etc.
Students must officially transfer pre-admission credit hours through the iPOS system for approval by the academic unit and Graduate College. Official transcripts from where the preadmission credits were earned must be sent to Graduate Admissions.

Course Registration and Withdrawal Policies

Students should bookmark the Academic Calendar website and reference the calendar for important dates each semester. The Academic Calendar shows future terms and allows students to adequately plan for such items as tuition payment deadlines, adding and withdrawing from a course. The Academic Calendar can be found here: https://students.asu.edu/academic-calendar.

Adding and Dropping a Course

During your assigned registration period (see your appointment time listed in your MYASU in the “classes” section), you can add a course through your MYASU portal. Classes may be Session A (first 7.5 weeks), B (second 7.5 weeks), or C (full semester, 15 weeks). Each semester has an add/drop deadline when you can add or drop a course through your MYASU portal without receiving permission or a “W” on your transcript. For a Session A or B course, students typically have 1 day after the start of the session to add or drop a course without approval from the department that offers the course. Session C classes typically have 1 week from the first day of the semester. You should always consult the academic calendar for the deadlines each semester. Courses that are “dropped” will not appear on the student transcript.

Withdrawing from a Course

Withdrawing from a course after the online add/drop deadline has passed and results in a “W” on the transcript. The “W” has no bearing on your GPA or academic standing. The “W” indicates that you chose not to complete the course. Students can withdraw from the course through their MYASU portal. Reference the academic calendar for the course withdrawal deadlines for each semester.

Late Add or Class Swap Period

MA in Narrative and Emerging Media students are allowed an extended add or class swap period without penalty for Session C courses. To add a class after the online add/drop deadline, the student must have written approval via email from the instructor. An Enrollment Change Request form should be filled out online. The Enrollment CHange request is reviewed by the
Office of Student Success for the Herberger Institute for Design and the Arts and then processed by the ASU Registrar’s Office.

Course Overrides

You will not need to request for overrides to register for all the MA in Narrative and Emerging Media required core classes. However, if you are interested in taking other graduate level courses at ASU, you may need to ask for course overrides. There may be several reasons why a student cannot add a class through your MYASU during the regular registration period. Sometimes a student may need instructor permission before they can register for a course.

- The class is set to “instructor consent.” This message is displayed in the course catalog under the class description. The student should be in discussions with the instructor prior to contacting the academic unit that offers the course.
- The class has enrollment requirements such as a different class should be taken prior to enrollment.
- A time conflict occurs with another class and the student has received permission to arrive late or leave early.
- The class is full but the student has received permission from the instructor to add the course.

Leave of Absence and Withdrawal Procedures

If your program of student must be interrupted due to extenuating circumstances, you may be eligible for a leave of absence. Graduate students may request a leave of absence for up to two semesters, which may be taken consecutively or separately.

The leave of absence must be approved by your program director and notification must be sent to the MA in Narrative and Emerging Media graduate coordinator for processing. You must submit a petition online through your Plan of Study (POS) before the first day of class of the semester for which you plan to take leave. Petitions submitted after the deadline will not be approved. During a leave of absence you will not have access to any university services including faculty and library resources.

Military Leave of Absence

Students who choose to enlist or are deployed on active military duty can submit a military leave of absence by completing a petition online through your Plan of Study (POS). The petition should be submitted prior to the first day of class of the semester that the leave will begin. In
addition, students should submit their enlistment papers to the MA in Narrative and Emerging Media graduate coordinator to process and send to the ASU Graduate College before the petition can be approved.

Medical or Compassionate Withdrawal

You may experience extraordinary circumstances during your degree that are beyond your control, such as a serious medical injury, illness or other personal circumstance. In such cases, a medical, compassionate or partial withdrawal may be considered. Medical and Compassionate Withdrawal requests are reviewed by the Dean’s Office in the Herberger Institute for Design and the Arts. Visit [https://students.asu.edu/forms/medical-compassionate-withdrawal-request](https://students.asu.edu/forms/medical-compassionate-withdrawal-request) for more information.

Voluntary Withdrawal from a Degree Program

In the event a student no longer wishes to pursue this degree program, the student will need to contact the faculty director and the MA in Narrative and Emerging Media program coordinator in writing to indicate the intent to withdraw from this degree program. A form will be sent to the student to complete and will be processed by the ASU Graduate College. Should a student wish to return to the program, the student must reapply to the ASU Graduate College and the MA-NEM program. Any coursework the student completed prior to the withdrawal will be subject to the Pre-Admission credit policy described in the [ASU Graduate College Policies and Procedures Handbook](https://students.asu.edu/forms/medical-compassionate-withdrawal-request).

International students should also contact the [International Student and Scholar Center (ISSC)](https://students.asu.edu/forms/medical-compassionate-withdrawal-request) before submitting a Voluntary Withdrawal form, as it most likely will affect their visa status.

CHECKING OUT EQUIPMENT/HARDWARE

There will be times when you need to check out hardware from the NEM Program Equipment Cage to create your project. We have a variety of hardware for you to check out and use. The hardware will be physically inspected by Jet Olaño, Tech Specialist and the student to make sure that all the parts are present and in working order.

Upon return of the hardware, please make sure to factor in some time to physically hand Jet the
hardware. At that time, you and he will go over the hardware and make sure everything is accounted for and in working order for the next student.

The use of equipment and facilities in the Sidney Poitier New American Film School in California is governed by policies developed by the faculty and staff and set forth by ASU. In return for the privilege of using the facilities and equipment, students, faculty and staff must agree to abide by the following policies.

NEM equipment is extremely expensive. It is costly to repair and virtually impossible to replace. Proper handling of all equipment and proper conduct in the studio and edit labs will prolong the life of the production equipment and will result in a more effective project.

Taking care of the equipment is everyone's responsibility. If you see someone misusing or abusing the equipment, in the studio or in the field, please contact the equipment manager or one of the departmental faculty immediately.

**Equipment Room Rules and Procedures for Reservations**

**Hours:**

Monday to Thursday: 10 a.m - 6 p.m

Friday: 10 a.m - 4 p.m

**Location:**

**ASU CA Center Broadway**

1111 S. Broadway

Room 324

Los Angeles, CA 90015

General Enquiries for Equipment:

jet.olano@asu.edu
STEP 1:

To check out the hardware, email Jet Olaño the Technology Learning Specialist at jet.olano@asu.edu and set up a time to meet and go over the hardware.

The subject line of the email should read: Request for hardware - ___type of hardware___

The body of the email should have this information:

- Date Needed
- Date Returned
- School Project the hardware is intended for

Please remember:
- This hardware is specifically meant for use on your personal school project and is not intended to be used on paid professional projects.
- You are personally responsible for this hardware and will incur financial penalties should there be any issues. Please see below.

STEP 2:

Reservations should be made at least 72 hours to a week in advance. They should be made via email until (Cheqroom is activated) you may verbally start a conversation with Jet Olano at HEXB but all reservations must be finalized via email only.

All reservations require the following:

- Training overview
- Student ID
- Reservation in Cheqroom
Student ID Card Mandate

Reservations/checkouts/check-in’s mandate that you carry your student ID card. No ID card = no checkout. If you are working in groups, all parties must be present for pick-up and return.

Course Enrollment Restrictions

Equipment is only available to students who have had the proper training and who are currently enrolled in NEM production courses for the specific needs of that course. Equipment is not permitted for personal or club use.

Making a Reservation

Reservations will not be taken in person, but opening conversations can be had. Official reservations will be on via email: jet.olano@asu.edu
Phone Numbers are also needed to make a reservation.

Students with extensive needs are STRONGLY ENCOURAGED to come in and discuss reservations in person.

Your reservation is guaranteed for 60 minutes after your scheduled pick up time. If you have not picked up or called by the end of this grace period, it will be given to anyone who asks for it.

Cancellations need to be made at least 1 hour prior to the scheduled pick up time by leaving a text or via email; Jet has office hours from 9am to 5pm. He is not available before or after those hours or during the weekends or holidays.

Pick-ups & Returns

Please check out your MyASU email for confirmations from Jet regarding confirmations following your reservation/checkout/return.
Most Checkouts are 24-hours

For example, if you check something out on Monday, it’s due back Tuesday at the previously scheduled return time. Unless previously specified. We are closed on weekends, so, if you pick-up on Friday, you have the equipment until Monday.

Fair Access

Groups and individuals must wait one night before getting the same equipment again. In other words, we want everyone to have a fair shot at getting their projects done. If you know you’ll need longer than a standard checkout, speak with your professor and the Equipment Manager in advance, to coordinate.

Semester/ Summer Breaks/ Holidays

The Sidney Poitier New American Film School is closed over semester/ summer breaks and holidays. As such, students within a production-oriented course should make other arrangements if they decide to work through the breaks.

Out of State Travel

Equipment is not permitted to cross state lines. The administration considers this theft. Faculty who are using equipment for research projects should refer to the Faculty Policy section for further details.

*Testing equipment*

Please make sure to schedule time to inspect the equipment with staff. A lot for 15 minutes. Make sure to thoroughly test and check your equipment in person with staff and resolve any issues before leaving the Equipment Room area! Students/ faculty/ staff are financially responsible for the items they take out.
Students/faculty/staff will have up to 1 hour after their checkout to inform Equipment Room staff of any issues with their reservation. If nothing is presented by that time, it will be assumed that all equipment is in working order.

**Equipment Return Condition**

All equipment should be returned in the neat and orderly condition in which it was given. Equipment will be looked over by staff in your presence. Please make sure to schedule time to inspect the equipment with staff. Alot for 15 minutes. **There is no Drop Off of equipment without inspection.**

**A helpful tip:**

Take pictures of everything you reserve in the cases while you are checking it. This makes it easier to remember how the equipment should be repackaged after use.

**Late Return Consequences**

Late returns will result in equipment usage privileges being revoked. This is strictly enforced whether you are 15 minutes late or a day late.

As all of our equipment is shared between student projects and courses, it is imperative that equipment is returned at the agreed upon time. Otherwise, complications could arise and classes may not be able to run properly.

If you need to make changes to your return times please call ahead. We would be happy to help you!

**Arrangements for Flexibility in Pick-up, Returns, and Extensions**

Early pick-ups, late returns, and extensions can usually be arranged in advance. We try to be as flexible as possible in order to help you out. If you have a special situation, speak to the
Equipment Manager to find out if we can accommodate your request. DO NOT assume that you can pick-up early, return late, etc without getting approval.

Warning About Equipment and Cars/ Rental Properties/ Spaces You Do Not Own/ Etc.

NEVER leave equipment in the car/ rental properties/ spaces you do not own/ etc. If stolen or damaged, it is your responsibility for replacement costs. (See the Financial Responsibility and Fines sections for further detail.)

Problems & Financial Responsibility

Equipment Problems

All equipment should be checked and resolved prior to leaving the equipment Room. If, however, you experience a problem with the equipment, make note of it and tell us exactly what happened. Many times, “problems” are user errors, so make sure you are able to show us what you did. This way, we can fix the problem or show you what to do next time.

Financial Responsibility

Students/ faculty / staff are financially responsible for the equipment, up to $500. If there is a group project, all parties involved will share the financial responsibility.

List of Expendables students are responsible for:

- Batteries (AAA, AA, D, C, etc.)
- Gaff Tape
- Spike Tape
- C47’s (close pins)
- Gloves (these should be rated for high temperatures)
STUDENT APPEAL PROCEDURES

Grade Appeals
Students with questions or concerns about specific grades should reach out first to the instructor of record in the course. If the student does not reach a satisfactory resolution with the instructor, he or she may initiate a grade appeal process by completing the ASU Academic Affairs Report Form:

Appeals focus on fair and appropriate application of university, school and course policy. Students submitting grade appeals should provide documentation of a situation they believe involves unfair or inappropriate application of policy, such as those included in the course syllabus.

Specific grade appeals will be considered by a faculty committee of the Cronkite School or the Herberger Institute for Design and the Arts, determined by the home school of the instructor of record. The committee will make a recommendation to the deans of both the Cronkite School and the Herberger Institute, and they will make the final recommendation to ASU’s Graduate College.

Academic Integrity Appeals
All NEM instructors are required to forward any potential violation of the school’s Academic Integrity Policy to the school’s Academic Integrity Officer. The AIO will conduct an investigation and notify the student of a determination of responsibility and, if necessary, sanction(s).

Students have 10 business days from the time of notification to appeal the sanction to the Cronkite School Standards Committee. The Standards Committee reviews evidence provided by the Academic Integrity Officer and invites the student accused of a violation to submit a written statement outlining any relevant information or evidence. The student then has the opportunity to meet with the Standards Committee in person or by phone to discuss the case. After completing its investigation, the Standards Committee writes a report of findings and a recommendation to be presented to the dean of the Cronkite School for review. Any recommendation of suspension or dismissal will be forwarded to ASU’s Graduate College for additional review.
Dismissal Appeals
Students dismissed from the master’s program for failing to make “satisfactory academic progress” or violating a code of ethics or conduct will be notified in writing and have 10 business days to appeal the determination to a joint committee representing both the Cronkite School Master’s Committee and Herberger Institute Narrative and Emerging Media Program Committee. The Committee will review documentation provided by the student as well as the basis for dismissal. The student will have the opportunity to meet with the committee members and explain the basis of their appeal. The Committee will share its determinations with the deans of the Cronkite School and Herberger Institute, who will forward a recommendation to ASU’s Graduate College. The Dean of ASU’s Graduate College makes final decisions regarding dismissal from the program.
ASU CALIFORNIA CENTER

The Herald Examiner Building in downtown Los Angeles stands out as a cultural landmark in a modern city. As the new home of ASU in Los Angeles, the ASU California Center at the Herald Examiner Building represents ASU’s growing evolution as a university of global impact.

The ASU California Center provides students from all of ASU’s campuses the opportunity to make connections within Los Angeles and engage industries through jobs and internships. The new location also helps expand access to higher education for California students and life-long learners through undergraduate and graduate degree programs, executive education, workshops and seminars.

Through academic, research and public programs, ASU collaborates with the City of Los Angeles, local institutions and area businesses to address educational and societal issues.

Please see Page 47 of this handbook for a full breakout of Center details including a building guide, how to reserve rooms both for studying and production as well as more information on technology support and other issues.

Getting there

Students may purchase a U-Pass for unlimited rides on all LA Metro services. Purchase a U-Pass in your ASU Transportation Account. After purchase, please contact Alexandra Rivera, Workplace Experience Coordinator, to pick up your U-Pass sticker to attach to your ASU ID card (aka Sun Card).

Metro: The ASU California Center is located about half a mile from the Pico Station stop on both the A and E Lines.

Please visit https://www.metro.net/

Bus: There are numerous Metro Local and DASH bus routes that stop within reach of the ASU California Center.

Please visit https://www.metro.net/

Uber/Lyft/Taxi: Taxi cabs and rideshare options are readily available in Downtown Los Angeles.
Visitor parking: There are several public parking garages and surface lots nearby that offer hourly and daily parking. Click here for details.

STUDENT WELLNESS

Student health and safety are always top priorities at ASU. This section of the handbook provides resources to support student wellness in a variety of areas. However, this is by no means an exhaustive list. Nonny de la Peña, MA-NEM program director, works to ensure a supportive, inclusive and healthy learning environment. Please contact her with questions or concerns or feel free to refer to any resources listed below.

For life threatening emergencies
Call 911

Health and Fitness
For information on ASU Health Services, including information about health insurance, COVID-19 testing and appointments with care providers, please visit: https://eoss.asu.edu/health.

Nurse triage line
9:00 a.m. to 5:30 p.m. MST
(480) 965-3349

After Hours
(800) 901-4763

ASU Counseling Services
ASU Counseling Services provides confidential, time-limited counseling and crisis services for students experiencing emotional concerns or other factors that affect their ability to achieve their goals. Support is available 24/7, with options available for phone, text and telehealth sessions. Please find contact information here: https://eoss.asu.edu/counseling

After-hours/weekends
Call EMPACT’s 24-hour ASU-dedicated crisis hotline: 480 921-1006

10 best practices in Graduate student wellbeing:

The Herberger Institute Community of Care Process:
Don’t know where to start? Need help figuring out a complex problem or non-911 crisis? Start here: [https://students.herbergerinstitute.asu.edu/student-life/community-of-care](https://students.herbergerinstitute.asu.edu/student-life/community-of-care)

STUDENT SERVICES
The charter of Arizona State University declares that the university is “measured not by whom it excludes, but rather by whom it includes and how they succeed.” ASU is committed to providing every resource possible for students to succeed academically, personally and professionally.

Nonny de la Peña, MA-NEM program director, works to ensure a supportive, inclusive, healthy learning environment. Please contact her with questions or concerns, and feel free to reach out to any of the resources listed below.

Academic Advising
MA-NEM students work with an academic advisor to assist with course selection, registration, how to complete the Plan of Study (iPOS), understanding ASU academic policies and procedures, and serving as a connector to the many resources ASU has available, and applying for graduation. For 2024-25, Patricia Abracia will serve as the MA-NEM advisor and can be reached at Patricia.Abracia@asu.edu. To schedule an appointment, links.asu.edu/patadvising.

Career Services
The Herberger Institute for Design and the Arts in partnership with ASU Career and Professional Development Services have collaborated to help you prepare for a successful professional life doing what you love both in school and after graduation. The Herberger Institute Creative Career Services resources are available to all Herberger Institute alumni for life. Please visit this page for more details.

Cronkite School Career Services hosts dozens of recruiters and several job fairs throughout the year. Please visit this page to familiarize yourself with their services.

Support for Students with Specialized Learning Needs
Students with health conditions that may impact their coursework should reach out to ASU’s Student Accessibility and Inclusion Learning Services (SAILS).
Student Accessibility and Inclusive Learning Services determines and facilitates accommodations for students with disabilities attending Arizona State University and those individuals who may be engaging in other ASU sponsored academic programs.

**Title IX**

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at [http://sexualviolenceprevention.asu.edu/faqs/students](http://sexualviolenceprevention.asu.edu/faqs/students) and information about how to report such cases here [https://www.asu.edu/reportit/](https://www.asu.edu/reportit/).

**Financial Services**

The MA-NEM program offers a limited number of merit-based scholarships. For all other financial questions, please contact ASU Financial Aid and Scholarship Services: [https://students.asu.edu/financialaid](https://students.asu.edu/financialaid).

**Pat Tillman Veterans Center**

The Pat Tillman Veterans Center provides guidance and support for students who are veterans, active-duty military or military dependents. The Downtown Phoenix Tillman Veterans Center is located in the University Center Building Room 130. For more information, please call the office at 602 496-0152 or visit: [https://veterans.asu.edu/](https://veterans.asu.edu/).

**International Students**

ASU’s International Student and Scholars Center can provide support and answers to questions about visas, employment, scholarships and travel. To find more information or schedule an appointment with an ISSC adviser, visit the website: [https://issc.asu.edu/](https://issc.asu.edu/).

To maintain SEVIS compliance, F-1 and J-1 international students must be enrolled full-time (9 credit hours or 6 credit hours with a teaching assistantship) by the start of each fall and spring semester through the final semester on their Plan of Study (POS). Refer to the International Students and Scholars Center [Maintaining your F1 Status](https://issc.asu.edu/) website for further detail, including residency requirements. International students completing the final semester of their Plan of Study- and with fewer than 9 hours (or 6 hours with a GA/TA) remaining to fulfill degree
requirements - may be permitted to take a reduced course load by submitting the online Reduced Course Load form through the International Students and Scholars Center website: https://issc.asu.edu/students/reduced-load.

International Students Employment

As an F-1 or J-1 international student, the United States Citizenship and Immigration Services (USCIS) provides a variety of opportunities to be employed in the United States during and after the completion of a degree. Students must obtain the appropriate work authorization type before commencing employment.

F-1 students are generally allowed to work on-campus for a limited number of hours per week. Off-campus employment authorization for F-1 students is available for qualified international students to apply after one academic year of full-time enrollment. Visit ASU International Students and Scholars Center - Employment for more information.

Optional Practical Training (OPT)

International students have two options after all coursework is complete: Pre-OPT and Post-OPT. A total of 12 months may be used for OPT. A student may start in Pre-OPT, graduate and then continue in Post-OPT.

Pre-OPT is when a student wishes to gain off-campus work experience, is completed with their coursework but still has to complete other degree requirements (e.g., applied project). Post-OPT is used when students wish to gain off-campus work experience after completing their degree program.

ASU's International Student and Scholars Center offers workshops to help you learn more about the Pre-OPT and Post-OPT.

Curricular Practical Training (CPT)

Curricular Practical Training (CPT) is a type of planned off-campus employment authorization for international students on F1 visa who must complete an internship course in order to graduate from their current degree program. The MA in Narrative and Emerging Media degree program does not require an internship course for students to graduate.

ASU student groups
Students lead more than 1,000 clubs and organizations outside of the Cronkite School and media opportunities. You can find a searchable database of clubs here: https://asu.campuslabs.com/engage/organizations

These student groups offer opportunities to connect with peers around culture, faith and identity; international student experiences; community service; entrepreneurship and intramural sports, and among many others.

ASU’s Graduate and Professional Student Association offers opportunities to represent the Cronkite School at the university level, as well as some supplemental grants for research and travel. https://eoss.asu.edu/gpsa

A list of additional ASU resources for graduate students can be found here: https://admission.asu.edu/graduate/student-resources
REPORTING CONCERNS OR COMPLAINTS

ASU and MA in Narrative and Emerging Media faculty and staff teams are committed to providing an environment that is free of discrimination, harassment and retaliation for students, faculty and staff, and we all play critical roles in cultivating a culture of safety, respect, inclusion and integrity. Those wanting to report concerns about discrimination, harassment, retaliation or violations of law or codes of conduct should reach out to the following resources.

**ASU Police Department:** Call 911 for life-threatening emergencies or 480.965.3456 for non-emergency matters.

**Faculty leadership:**
Associate Dean and Professor Dr. Stephani Etheridge Woodson at the Herberger Institute for Design and the Arts oversees student services and serves as a resource for any student concerns. You can reach her at soodson@asu.edu.

Senior Associate Dean Rebecca Blatt oversees Cronkite School master’s programs and serves as a resource for any student concerns. You can reach her at rebecca.blatt@asu.edu or 602.496.3244.

**Office of University Rights and Responsibilities:** OURR investigates complaints of discrimination or harassment against university faculty and staff. [https://urr.asu.edu/](https://urr.asu.edu/)

**Office of Student Rights and Responsibilities:** This office reviews and handles complaints regarding conduct of individual students and student groups.
[https://eoss.asu.edu/dos/srr/filingreport](https://eoss.asu.edu/dos/srr/filingreport)

**Title IX Coordinator:** If you are unsure what to do in a situation where sexual misconduct may have occurred you can contact the Title IX coordinator. [https://www.asu.edu/titleIX/](https://www.asu.edu/titleIX/)

**ASU Hotline:** If you have a pressing ethical or compliance concern or a highly sensitive matter that is best kept confidential and have exhausted other options for reporting your concerns, you may report your concern anonymously through the ASU Hotline: 877.786.3385 [https://inclusion.asu.edu/resources/reporting-options](https://inclusion.asu.edu/resources/reporting-options)
**Academic Integrity Officers**: Students who observe violations of the ASU Academic Integrity Policy should report these instances to the course faculty member first. Reported cases will be forwarded to the Academic Integrity Officers of the Herberger Institute and the Cronkite School.

**Student Responsibilities**

Students are expected to adhere to the [University Student Academic Integrity Policy](https://researchintegrity.asu.edu/student-academic-integrity) when completing their applied projects. Students must earn a B or better in NEM 593 before you can graduate.

**Human Subject Research**

Thesis projects that are not journalistic and involve human subjects research (e.g., interviews, tests, surveys) must be submitted to [ASU’s Institutional Review Board](https://researchintegrity.asu.edu/institutional-review-board) to ensure that subjects are treated ethically and that their rights and welfare are adequately protected. IRB approval (designating the study as Exempt, requiring Expedited Board Review, or requiring Full Board Review) must be received before data collection can begin. Follow these steps to apply for approval.

- Your project must have a Principal Investigator (PI) who is a member of the faculty and who must supervise the research. While not required, it is strongly recommended that the PI be a member of the Supervisory Committee. You will be the Co-Principal Investigator (Co-PI).
- All researchers conducting human subjects research, including the PI and Co-PI must complete the Human Subjects CITI Training Course before applying to the IRB for approval. The training takes several hours, but may be completed in several 20- to 30-minute increments. Keep multiple paper and electronic copies of the Certificate of Completion, which is valid for three years. See [https://researchintegrity.asu.edu/human-subjects](https://researchintegrity.asu.edu/human-subjects)
- Submit an application to the ASU IRB through the ASU Office of Research Integrity. Allow several weeks to complete this process.
Your contact with human subjects may begin after your application to conduct research has been approved by the ASU Office of Research Integrity.
# MA-NEM COURSE SEQUENCE 2024/25

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<thead>
<tr>
<th>SEMESTER 1</th>
<th>SEMESTER 2</th>
<th>SEMESTER 3</th>
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<tr>
<td>TERM A</td>
<td>TERM B</td>
<td>TERM A</td>
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<tr>
<td>NEM 501: Emerging Media (3)</td>
<td>NEM 530: Emerging Media Project Management (3)</td>
<td>NEM 550: Diversity &amp; Ethics in Emerging Media (3)</td>
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<td>NEM 510: Emerging Media Narrative &amp; Pre-Production (3)</td>
<td>NEM 515: Emerging Media Production (3)</td>
<td>*Technique (3)</td>
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<td>NEM 585: Portfolio (1)</td>
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<td>**Elective (3)</td>
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<th>TERM A</th>
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<tr>
<td>NEM 593: Applied Project (3)</td>
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NEM CLASSES FALL SESSION A 2024

NEM 501: Emerging Media (3 credits)
Driven by contemporary case studies, this seminar course overviews the current emerging media markets by exploring latest developments in short-form video, AR/VR, extended reality, documentaries, live digital immersive theatre, virtual production and more. The course reviews the history of these emerging media markets and considers the influences of various genres - gaming, theatre, film, TV and art - that inform content created in these new formats. The course will also look ahead to the future of emerging media, examining development best practices, funding models including crowdsourcing and grant funding, audience development as well as client-based commissioned productions that may be critical to their own practice.

NEM 510: Emerging Media Narrative and Pre-Production (3 credits)
Why are some stories more engaging than others? What are the narrative tools that pull in audiences—to touch, teach and inspire? What are the kinds of stories that move us? In this course, students will learn the foundations of good storytelling and pre-production. Students will assess the potential interest and impact of different storylines; conduct background research and interviews; develop compelling story arcs and characters; write voiceover and narrative scripts; apply best practices for pitching and accepting/implementing critique; sketch budgets and project timelines. While primarily focused on nonfiction storytelling, this course will also consider fiction.

NEM 585: Emerging Media Portfolio (1 credit, taken each semester - Fall, Spring & Summer)
This portfolio course centers the relationship of artists and journalists to their own work by documenting process and progress through professional asset development processes. Students learn how to craft portfolios representing conceptual and developmental processes, critical thinking, creative ideation and evaluation with strong technical, production, and communication skills. During this course, students will have access to visiting professionals, specialized professional development opportunities and industry networking, and they will build material for both assessment and evaluation of their progress as well as culminating materials for immediate transfer into professional portfolio platforms.
NEM CLASSES FALL SESSION B 2024

NEM 530: Emerging Media Project Management (3 credits)

Students will master advanced skills in emerging media project management, including conceptualization and production workflows for AR/VR/XR, 360 and short form film and the agile process. The course will focus on essential project management techniques from pre-production, a top line budget, production tracking and delivery onto current potential distribution platforms as well as roll out/transmission on those platforms. Students will become familiar with project timeline creation, tools for milestone tracking, licensing, audience insight/testing and the key emerging distribution channels such as new social media platforms and social virtual reality spaces. At the end of the course, students will be able to complete a fully formed pitch-deck, including concept, project overview narrative summary, budget, schedule, distribution goals, and how to assemble a team.

NEM 615: Emerging Media Production (3 credits)

This course deepens familiarity with the techniques required to produce emerging media, including exploration of game engine and other technologies for AR/VR/XR, the production workflows including editing for 360 film, successful short form video techniques and the importance of immersive sound. Explorations also include in-class experiments, readings, discussions and viewings. Students will become familiar with theoretical understanding of spatial and embodied experience, in contrast to two-dimensional approaches and the development of how that might inform a personal approach for advanced artistic and professional production practices. Students can either create a short piece of content in any of the emerging media techniques that they have learned in the course or they can create a treatment which specifically outlines which methodologies they would apply to achieve their desired outcome.

NEM 685: Portfolio (continued from session A)
NEM CLASSES SPRING SESSION A 2025

NEM 550: Diversity and Ethics in Emerging Media (3 credits)

Using one or more forms of emerging media, students will create a piece of storytelling anchored in an underrepresented community and/or subject matter. As part of content creation, students will evaluate current ethical and inclusive practices in narrative development, artistic practice, and collaboration frameworks. This course will also focus on a critical understanding of the importance of and best practices for ethically and diversely sourcing/portraying subjects in projects, particularly children and vulnerable characters; applying ethical decision-making models; analyzing diversity in storytelling; respecting privacy of subjects; as well as exploring content co-creation and collaboration with non-fiction characters.

1 TECHNIQUE CLASS FROM:

NEM 520: AR/VR/XR for Storytelling
NEM 525: Virtual Production
NEM 537: Emerging Media Documentary
NEM 601: Short Form and 360 Video Production

NEM 585: PORTFOLIO
NEM CLASSES SPRING SESSION B  2025

NEM 630: Emerging Media for Clients (3 credits)
Students gain invaluable experience developing and producing an emerging media project with a client. The media project will vary according to the needs/projects of the clients, which may include media companies, newsrooms, retailers, public service organizations and nonprofits. By the end of the course, students will have developed a professional-level understanding of how creative productions are conceived, produced and delivered with client goals in mind.

1 technique class or any 500-level course with program approval.

1. NEM 520: AR/VR/XR for Storytelling
2. NEM 525: Virtual Production
3. NEM 537: Emerging Media Documentary
4. NEM 601: Short Form and 360 Video Production

NEM 585: PORTFOLIO
MA NEM SPRING 2025

Technique & Elective Classes

*Technique

Students may choose from among four Technique courses:

1. NEM 520: AR/VR/XR for Storytelling
2. NEM 525: Virtual Production
3. NEM 537: Emerging Media Documentary
4. NEM 601: Short Form and 360 Video Production

**Elective

Students may choose any 500-level course with program approval, including a second Technique course.
NEM SEMESTER 3-SUMMER/FALL 2025

NEM 593: Applied Project (3 credits)

Students draw on the knowledge and skills acquired in previous courses to develop an applied project using emerging media technology and techniques. In this final project, the students will demonstrate an original concept, as well as the production and organizational skills required to produce an industry standard proof of concept, prototype or script. The work produced by the students will reflect an awareness and engagement with emerging media forms and audiences. The students' final projects will also demonstrate an industry-level understanding of emerging media narrative forms and best practices for applying emerging media techniques for effective storytelling.

*Students can choose to complete their final capstone project over the summer OR work in a relevant internship over the summer and finish their capstone project in fall of 2025.*
MYASU AND UNIVERSITY CORRESPONDENCE

You can manage most of your academic affairs through your MYASU portal (my.asu.edu). You may use this site to check your ASU Gmail, access your Google Drive, Canvas, enroll for classes, check the status on any outstanding tuition balances, financial aid and view your grades. Remember to update your contact information by clicking the Profile tab in the top center. If we need to contact you for any reason, this is the contact information used.

Students are expected to regularly check their ASU email accounts for messages from the university and the Cronkite School. Students also are expected to regularly check their MyASU priority tasks for messages and holds from the university. Students are responsible for managing their tuition payments, finances and tracking university academic calendar deadlines.

ACCESSING STUDENT PORTAL: MYASU

Your my.asu.edu portal is your go-to place for information about courses, transcripts, transportation, student success and support, finances, university policies and the academic calendar. Please take time to familiarize yourself with these areas:

**Profile:** Update your address, phone number, email information, or add guests, such as a parent, so they can look at FERPA-protected information including grades.

**My Classes:** Click on the name of each course to access the corresponding Canvas content. This is where you will see the syllabus, find links to readings and submit assignments. Take a few minutes to familiarize yourself with the structure of each course.

**Final Transcript:** If you sent in a transcript for admission to the program before you graduated, send your final transcript with your degree posted.
Academic Integrity Module: ASU’s Graduate College requires completion of a module reviewing academic integrity expectations. Please complete it as soon as possible. Please note, this module explains how to avoid plagiarism and the university-wide policy. The Cronkite School Academic Integrity Policy includes additions specific to journalism students. Please be familiar with both policies.

Academic Calendar (bottom left box): This has important dates you need to monitor, including when classes begin, last day to register or drop/add classes, tuition and fee payment deadlines, holidays, withdrawal deadlines, schedule of classes available and when to enroll.

Campus Services: This includes Health and Wellness Resources, such as health insurance, counseling, disability services; Transportation, such as parking permits, METRO Light Rail, U-Pass and campus shuttles; Student Success and Support, such as disability services, tutoring and student success centers; and Job & Career Services. Please note these job resources are university-wide and not specific to the Cronkite School. Please consult with the Cronkite School graduate career adviser for Cronkite resources for job and career preparation and placement.
## Narrative and Emerging Media Faculty and Staff Leadership

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Nonny de la Peña</td>
<td>Founding Director, Narrative &amp; Emerging Media program: Oversees all activities related to NEM</td>
<td><a href="mailto:anonny@asu.edu">anonny@asu.edu</a></td>
</tr>
<tr>
<td>Mary Matheson</td>
<td>Professor of Practice, Narrative &amp; Emerging Media: Oversees all NEM course related issues</td>
<td><a href="mailto:Mary.Matheson@asu.edu">Mary.Matheson@asu.edu</a></td>
</tr>
<tr>
<td>Jet Olaño</td>
<td>Learning Technology Specialist: Responsible for all hardware and software needs for NEM course</td>
<td><a href="mailto:Jet.Olano@asu.edu">Jet.Olano@asu.edu</a></td>
</tr>
<tr>
<td>Ryat Yezbick</td>
<td>Learning Resource Specialist: Manages NEM program</td>
<td><a href="mailto:Ryezbick@asu.edu">Ryezbick@asu.edu</a></td>
</tr>
<tr>
<td>Maurine Simmons</td>
<td>Administrative Specialist: Performs all N.E.M administrative duties including scheduling appointments for Nonny de la Peña</td>
<td><a href="mailto:Maurine.Simmons@asu.edu">Maurine.Simmons@asu.edu</a></td>
</tr>
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# The Sidney Poitier New American Film School and Cronkite Faculty-Staff

**Academic Affairs and Admissions (academic questions, student services, enrollment assistance)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
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<tbody>
<tr>
<td>Amanda Osman</td>
<td>Assistant to Herberger Institute Associate Dean of Students: Stephani Etheridge Woodson</td>
<td><a href="mailto:Amanda.Osman@asu.edu">Amanda.Osman@asu.edu</a></td>
</tr>
<tr>
<td>Cheryl Boone Isaacs</td>
<td>Founding Director, Sidney Poitier New American Film School: Oversees all of The Sidney Poitier New American Film School locations, Los Angeles, Tempe and Mesa</td>
<td><a href="mailto:Cbisaacs@asu.edu">Cbisaacs@asu.edu</a></td>
</tr>
<tr>
<td>Melissa Dickman</td>
<td>The Herberger Institute Sidney Poitier New American Film School Manager: Manages student experiences and supports leadership team</td>
<td><a href="mailto:Melissa.Dickman@asu.edu">Melissa.Dickman@asu.edu</a></td>
</tr>
<tr>
<td>Patricia Abracia</td>
<td>Cronkite School of Journalism and Mass Communication Graduate Recruiter Academic Advisor: Responsible for program admissions, Plan of study, Course Registration, and Incomplete grade requests</td>
<td><a href="mailto:Patricia.Abracia@asu.edu">Patricia.Abracia@asu.edu</a></td>
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The Sidney Poitier New American Film School  
Walter Cronkite School of Journalism and Mass Communication

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<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Contact Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peter Murrieta</td>
<td>Deputy Director, Sidney Poitier New American Film School: Advises the Director on organizational planning and oversees issues relating to faculty and student experience.</td>
<td><a href="mailto:Pmurrie3@asu.edu">Pmurrie3@asu.edu</a></td>
</tr>
<tr>
<td>Sharon Teo-Gooding</td>
<td>Associate Director for the Sidney Poitier New American Film School: Oversees business operations and provides operational oversight</td>
<td><a href="mailto:Sharon.Teo-gooding@asu.edu">Sharon.Teo-gooding@asu.edu</a></td>
</tr>
<tr>
<td>Sofia Jujano</td>
<td>Assistant to Cronkite School Senior Associate Dean, Rebecca Blatt</td>
<td><a href="mailto:Sofia.Lujano@asu.edu">Sofia.Lujano@asu.edu</a></td>
</tr>
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The Sidney Poitier New American Film School
Walter Cronkite School of Journalism and Mass Communication

Location

ASU California Center
1111 S. Broadway, Suite 100
Los Angeles, CA 90015

Northeast corner of S. Broadway and W. 11th St.

Front Desk #: 213-510-6900

ASU building code: HEXB
ASU mail code: 3131
# Operations Team

<table>
<thead>
<tr>
<th>Point of Contact</th>
<th>Contact For</th>
<th>Contact Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elizabeth Tam</td>
<td>Responsible for all LA operations and Executive Admin staff at California Center Broadway and California Center Grand</td>
<td><a href="mailto:elizabeth.tam@asu.edu">elizabeth.tam@asu.edu</a> 424-229-9473</td>
</tr>
<tr>
<td>Caitlin Benson</td>
<td>California Center Broadway onsite program operations, space needs, hoteling desks and offices, room scheduling system access and instructions (EMS), classroom scheduling, program operations needs, storage, Facility Use Agreements, alcohol permits, ASU in CA website content</td>
<td><a href="mailto:caitlin.benson@asu.edu">caitlin.benson@asu.edu</a> 213-510-6896</td>
</tr>
<tr>
<td>Alexandra Rivera</td>
<td>Provides administrative support for Business &amp; Finance Operations including: building access, safety, security, maintenance, facility work order system (TMA), Sun Card services, lockers, parking and transit, mail services, deliveries etc.</td>
<td><a href="mailto:alexandra.rivera22@asu.edu">alexandra.rivera22@asu.edu</a></td>
</tr>
<tr>
<td>David Hong</td>
<td>Events and meetings at the ASU California Center Broadway Serves as the POC for all ASU affiliates. Manages requests to film at the ASU California Center Broadway and provides building tours.</td>
<td><a href="mailto:david.hong.1@asu.edu">david.hong.1@asu.edu</a> 213-675-0683 <a href="mailto:Jon.Bassinger-Flores@asu.edu">Jon.Bassinger-Flores@asu.edu</a> 480-884-2248</td>
</tr>
<tr>
<td>Amber Page</td>
<td>Provides administrative support for the office operations. Manages hoteling workspace, approves new EMS account requests, trains new users on EMS, gives building tours, ASU in CA website staff and event updates</td>
<td><a href="mailto:amber.page@asu.edu">amber.page@asu.edu</a> 602-543-4786</td>
</tr>
<tr>
<td>Mabel Johnson</td>
<td>Greets and registers all visitors, students, and employees entering the building. Directs visitors, accepts deliveries and mail.</td>
<td><a href="mailto:mabel.johnson@asu.edu">mabel.johnson@asu.edu</a> 213-510-6900</td>
</tr>
<tr>
<td>Raul Corrales</td>
<td>Ground transportation and logistics for visitors, building operations support</td>
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<tr>
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<td>Technology support including deskside, classroom, and meeting and event A/V, printers and WiFi</td>
<td><a href="mailto:ETSLA@asu.edu">ETSLA@asu.edu</a></td>
</tr>
<tr>
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<td><a href="mailto:michaela.marsh@asu.edu">michaela.marsh@asu.edu</a> 480-965-4168</td>
</tr>
</tbody>
</table>
15 ASU Colleges, Schools and Departments
On-Site Summer 2024

- Academic Alliances
- Admissions Services
- ASU Local
- ASU Foundation
- Business and Finance
- California College of ASU
- Executive Administration
- Learning Enterprise
- Sidney Poitier New American Film School
- Sidney Poitier New American Film School: Narrative and Emerging Media
- Sandra Day O'Connor College of Law: Difference Engine, an ASU Center for the Future of Equality
- Thunderbird School of Global Management
- University Affairs
- Walter Cronkite School of Journalism and Mass Communication
- Zocalo Public Square
Building Access | Security
Emergency Procedures
Building entrance and hours

The ASU California Center’s primary entrance is the set of double doors at the center of the building on Broadway. Those doors are unlocked Monday-Friday 8 a.m.-5 p.m. Outside of those hours, the building is accessible to employees through the ISAAC system through your Sun Card. After hours student access will be provided via Sun Card for evening and weekend classes and as needed for specific academic program requirements.

The entrance to the East Lobby on Broadway will open after the City of Los Angeles completes renovations to the sidewalk, creating an accessible entrance. The West Lobby doors are accessible via Sun Card.

Students have building access M-F from 7 a.m. - 10:30 p.m. and on Saturdays from 8 a.m.-4 p.m. Please note campus is closed on ASU Holidays and on breaks when class is not in session.
Building access

Access to the ASU California Center's entrances, elevators, stairwells and other interior building areas is controlled through the ISAAC system.

Faculty, staff, students and affiliates must use their Sun Card for access, including showing the lobby security guard their Sun Card.

To request building access be added to an already existing Sun Card, please complete the ASU California Center Broadway Access Request form.

Faculty should send a list of enrolled students to caitlin.benson@asu.edu prior to the first day of classes so that access may be added.
Building security

Safety and security is a high priority at the ASU California Center. Employees, students and affiliates need to be cognizant of their surroundings.

Security Staff

At least two security officers are on-site 24/7.

One security guard is located in the lobby, another patrols the interior of the building and two security guards patrol the exterior of the building.

Students, employees, and affiliates must wear their Sun Cards throughout the building as a visible identifier to security staff that they are affiliated with ASU.
Building security

Physical Security Controls

Access to locations within the ASU California Center, including elevators, stairwells and classrooms areas, is controlled by the ISAAC system. The building is equipped with cameras and door sensors which will be monitored by onsite security staff.

LiveSafe App

ASU is deploying an LA-based LiveSafe app for the California Center to provide real-time alerts. Details to follow.

Sun Cards

Employees, students and affiliates will wear Sun Cards as a visible identifier that they are affiliated with ASU.

Safety Escort Service

A safety escort service is available to students and employees. See details in the below slides.

Training

Training is being developed for employees and students to help educate building occupants on the safety concerns of the urban location of the ASU California Center.
LiveSafe mobile app

Purpose
The LiveSafe mobile app for ASU allows smartphone users to report tips to the ASU Police Department, make emergency calls and perform other functions that improve their personal safety and security.

Highlights
- SafeWalk option
- Request Security Escort Service
- Report Tips to ASU PD (real-time)
- Campus Alerts & Advisories
- Emergency options (i.e. 911)
- Visit our ASU LiveSafe mobile app page
  - How-To video
  - Download App

Features and Benefits:
- Access and view ASU crime alerts and bulletins.
- Select personal emergency contacts in times of distress.
- Choose GoSafe to locate friends or family during your trip as they view your progress on a map. Communicate in real-time.
- Enable location services to provide your accurate GPS position.
- Locate ASU Transcampus shuttles in real-time via the Shuttles Tracker.
- Select GoSafe to access SafeWalk and request ASU Safety Escort Services. Enable the map feature to find the pick-up and drop-off locations nearest you.
- Top Tips: GetHome, Avoid If you locked your keys in your car or your battery is dead.
Safety Escort Service

To request a safety escort to your vehicle, please do one of the following:

- Go to the front desk directly
- Call security at 213-510-6911
Emergency procedures

Emergency response guides are located throughout the building. Some highlights are shown below.

- **Fire** – Exit immediately
  Gather on Broadway near Joe’s Parking lot

- **Earthquake** – *Drop-Cover-Hold*
  Gather on Broadway near Joe’s Parking lot

- **Active Shooter** – *Run-Hide-Fight*
  Wait for further instruction from law enforcement

Contact [asuemergencymanagement@asu.edu](mailto:asuemergencymanagement@asu.edu) with questions.
COVID-19 Protocols
Self-screening

Employees, students and visitors that enter any ASU location are encouraged to complete a self screening prior to entering:

1) Do you feel sick?
2) Do you have a fever?
3) Have you recently tested positive for COVID-19?
4) Have you had a positive COVID-19 diagnosis from a licensed health care provider?
5) Are you subject to a COVID-19 related order to isolate by a local or state health official?
Devils’ drop-off
COVID-19 saliva testing

Devils’ drop-off is an onsite COVID-19 saliva testing option open to all students, faculty, staff, affiliates and partners. No appointments are required — pick up a kit at the ASU California Center, register it online and drop it off once you’ve collected your saliva sample.

Devils’ drop-off is available at the ASU California Center on Mondays and Wednesdays 9 a.m.-1 p.m. in the third lobby circulation area near the elevator. Samples are shipped to ASU's Biodesign Institute in Tempe, Arizona immediately after the deadline.
Student Services and Resources

As an ASU student in Los Angeles, CA, university resources are available to you. Below is a list of key resources for your reference.

Student Advocacy and Assistance
eco.asu.edu/dao/
student-advocacy-and-assistance
studentadvocacy@asu.edu
400-965-9547

Student Advocacy and Assistance guides students in receiving educational, personal and other campus support to maintain personal wellness and progression of their academic goals.

Dean of Students
480-965-8347
eco.asu.edu/dao/deanofstudents

Counseling Services
Counselor on Call
480-965-6149
Mon.-Fri. 8:30am-5:00pm, MST

EMERGENCY: 480-965-1006
(24 hour)
nights@asu.edu/counseling

Career Services
480-965-3200
career.asu.edu/career

Health Services
480-965-9340

Student Health Assistance
800-965-3492

Student Support Services

ASU California Center Dean of Students is Dr. Stacey Freeman. She can be reached at Stacey.Freeman@asu.edu.

ASU Educational Outreach and Student Services provides remote student support services for students at the ASU California Center. A list of resources and contact information is available on the Student Services and Resources handout available online and posted in each classroom at the ASU California Center.
Support Services and Resources
Community of Care at ASU Video Series

As Sun Devils, we take care of ourselves, each other and our community.

ASU is committed to creating a thriving community where everyone is healthy, happy and safe. As part of this commitment, we require all members of our campus community to complete training designed to provide information on health and safety, our behavior expectations, and the resources available should you or someone you know need support.

Community of Care Video Series
ASU Sun Card

Sun Card printing is available onsite. Students, employees and affiliates may order their Sun Card online and pick it up at the California Center via Alexandra Rivera, Workplace Experience Coordinator alexandra.rivera22@asu.edu.

All students, faculty, staff and affiliates will need a Sun Card* for building access, including access to elevators, stairwells and classroom areas. Students can request access to the California Center by completing this form.

Sun Cards must be worn as visible identification inside the ASU California Center.

Sun Cards are also used to access the Print Anywhere devices near the first and second floor classrooms. Sun Cards are also used to access LA Metro services when the U-Pass is purchased.

*The Pitchfork ID from MidFirst Bank can also provide the same functionality.
Print / Copy / Scan

Students

Students have access to printing, copying and scanning through the Print Anywhere program. Print and copy costs are charged to the student's ASU account. A Print Anywhere device is located in the hallway outside of Classroom 254.

Print Anywhere

Print, copy and scan prices (per page)
- Letter (8.5x11): 12¢ black and white / 50¢ color
- Legal (8.5x14): 12¢ black and white / 50¢ color
- Ledger (11x17): 24¢ black and white / $1 color
- Scanning any size document: Free
Technology support

Executive Technical Support (ETS) staff are onsite to provide deskside, classroom, meeting and event technology support during regular business hours. Classroom and event technology support is also available during scheduled evening and weekend classes and events.

Students may contact the ASU Experience Center 24/7, https://tech.asu.edu/services/ec, for technology assistance. Service requests will be escalated to the onsite team as needed.

Request technology support by emailing ETSLA@asu.edu.
The ASU California Center is on the ASU network, providing the same experience users have on any of the Arizona campuses. Students use their ASURITE credentials for network access. The ASU guest network is available for visitors and guests.

To connect to ASU’s wireless network, please log into the encrypted wireless network following these instructions:

1) Select wireless setting on your device
2) Select “ASU” from the list of wireless networks
3) Log in with your ASURITE ID and password (if you are prompted to accept the certificate, please accept)

Students are responsible for providing their own computers for use at the ASU California Center.

Computers with audio and video editing software are available for students participating in programs requiring that software. Please contact your professor or program director at the California Center for more information.
Room scheduling system

The ASU California Center Broadway’s shared meeting rooms, classrooms and hoteling desks and offices are reservable through the Mazévo room scheduling system [https://asu-ca.mymazevo.com/](https://asu-ca.mymazevo.com/).

The platform is available online and on display panels outside each shared meeting space.

Employees and students with Sun Card access to the building will also have access to Mazévo. To otherwise request access, please email Amber Page@asu.edu to set up a user account.

Students may reserve rooms on the 1st and 2nd floors only for a maximum of 2 hours at a time.

The 3rd floor rooms are for faculty and staff only.

Please view the Mazévo User Guide for instructions on how to create a reservation. For assistance with meeting room, hotel desk and hotel office reservations, please contact Amber Page, Office Coordinator Sr.
Transit and Parking Options
LA Metro U-Pass

The Universal College Student Transit Pass (U-Pass) provides college students of participating schools with greater fare discounts and an expected activation process that is administered directly on campus. It is good for unlimited rides on all Metro services in L.A. County, including Metro Rail, Metro Rapid and Express buses, and local buses.

LA Metro U-Pass sold via ASU transportation account at https://lametro.formstack.com/forms/upase_asu

Instructions:
- Navigate to LA Metro U-Pass sold via ASU transportation
- Click on "Affiliated Login" at the bottom of the screen and sign-in
- Look for "Permits" at the top of the page and click on "Get Permits"
- Click on "Purchase a transit Pass"
- Select type of permit e.g. LA Metro Pass and choose type of payment
- $75 per semester for U-Pass (same price as AZ Valley Metro U-Pass)
- Receipt confirmation required at time of pick-up
- The U-Pass sticker will be attached to ASU Sun Card

ASU Sun Card and U-Pass are distributed onsite.

More information on LA Metro https://www.metro.net/

For additional support, please contact Alexandra Rivera, Workplace Experience Coordinator alexandra.rivera22@asu.edu.
On-site parking for students

Adjacent parking garage
1100 S. Hill St., Los Angeles, CA 90015

25 total designated spaces available to students on a first-come-first-served basis (covered garage).

Cost:
• $350 per semester
• Cannot transfer permit to another person (carpooling with students acceptable)
• $25 fee for lost/unreturned key fob
• Can be billed to student account or paid with credit card
• Overnight parking is not permitted

Permit is available per request by:
Please contact alexandra.rivera22@asu.edu to inquire.

RFID cards and elevator key fobs distributed onsite.

Rates, availability and conditions subject to change.
Off-site parking

PRE-PAID daily and/or monthly parking via SPOHERO website
- Cost varies by location
- Book up to a month in advance
- Only participating lots listed on website

Directions:
Navigate to the Spohero website, search for a nearby lot by entering the ASU California Center address 1111 S. Broadway Los Angeles CA 90015

Parking Lot recommendations:

a. Enter this location at 1109 S Main St. This lot is operated by Unified Parking Service, Inc. It is located on the northwest side of S Main St between W 11th St & W 12th St. The entrance is directly north of the Hawaiian Collection. You may also enter this location at 1112 S Broadway just south of Thelma's.

b. Enter this location at 1123 S Main St. This is the 1123 S Main St lot, operated by JAZ Parking Inc. It is located on the northwest side of Main St between 11th St and 12th St.

How to Redeem:
1. Show the Attendant your SpotHero Parking Pass, either printed or on a mobile device.
2. If there is no attendant present, please make sure your license plate is entered correctly on your parking pass.
3. Simply leave when you're ready to go!

*** REMINDER *** Do not leave objects in vehicle. Keep all important items secured and out of view of anyone walking by your vehicle. Contact Jared Barlow with any issues or concerns about offsite parking jared.barlow@asu.edu

Please always be mindful of your surroundings and do not leave any belongings in your vehicle.
Bike parking

Bike parking is available in the lower level of the adjacent parking garage (AXIS building). Please contact Alexandra Rivera, Workplace Experience Coordinator for access to bike parking via alexandra.rivera22@asu.edu.
Student Meeting and Study Spaces
Conference rooms and study spaces

Small conference rooms and study spaces are available for undergraduate and graduate students participating in courses and programming at the ASU California Center Broadway.

Locations
- 9 small conference rooms located outside of the 1st and 2nd floor classrooms available on a first-come, first-served reservation basis
- Seating outside the first and second floor classrooms
- Quiet study space is also available on the second floor mezzanine when events are not taking place

Hours
- 1st and 2nd floor conference rooms and the 2nd floor mezzanine are available during regular building hours, Monday-Friday, 8am-5pm
- The mezzanine is not accessible when events are taking place in the event space below
- Programs which require student access for weekend study space should contact Caitlin Benson, Director of Operations, at caitlin.benson@asu.edu.

To reserve a meeting room
Make your student team meeting or study room reservation online through Mazévo. Navigate to https://asu-ca.mymazevo.com/ to create a user account and navigate to “Add an Event” to book your space. You may also book directly on the panel outside of conference room doors.

Guidelines
- In order to keep the equipment in each room maintained, food and drink are not permitted.
- Conference rooms may be blocked in 2-hour sessions by each group or user per day.
- If occupants do not check into the room within 15 minutes after the reservation’s start time, the reservation will be dropped from the calendar and the room will be available for others to reserve/use. Exceptions are made for faculty or staff who need the room for a class.
Meeting room guidelines

Conference rooms and enclaves (small computer room, 332) may be reserved up to 6 months in advance.

2 hour maximum per reservation.

Please leave the room as you found it (remove trash, erase whiteboard, push in chairs, etc.).
Work cafe

The Work Cafe is located in the center of the 3rd floor and features a variety of casual seating options.

Vending machines are available in the adjacent pantry.

Refrigerators and microwaves are available in pantries located on floors 1-3.

Coffee machines for students are available on 1st and 2nd floors. 3rd floor coffee machines are for faculty and staff only.
Edit Bays and Media Production Studios
Edit bays

Level 4 has 3 edit bays, one with two editing setups.

Edit bays are reservable through the online room scheduling system Mazevo. A digital panel outside each edit bay displays the daily schedule of reservations.

Access to the edit bays is managed through the ISAAC system. Students enrolled in courses which require use of the edit bays will use their Sun Card to access the edit bays.
Media production studios

Level 4 has two media production studios which may be reserved by faculty and staff through https://asu.ca.mymazero.com/ and in collaboration with the lead for each studio. Student use must be scheduled through the professor, and students must be supervised by faculty or staff while using the studios.

Broadcast and Digital Video Studio 414
- designed for digital video production and broadcasting
- studio lead: Rachel Kane, rkan8@asu.edu

Virtual Production Stage 416
- designed for virtual media production
- studio lead: Jet Olano, Learning Technology Specialist, Sidney Poitier New American Film School

Studios must be reset after each use.

No food or beverage is permitted in the studios.
ASU Grand Building

ASU California Center Grand
919 S. Grand Avenue
Los Angeles, CA 90015

With your suncard, you are free to access the park, the student lounge, and participate in any student events on campus.

The campus is a 5-10 minute walk from the Broadway location.