

# STUDENT MEDIA

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Rocky Mountain Student Media Corp. (<https://rockymountainstudentmedia.com/>) is a non-profit organization housed within the Lory Student Center on CSU Campus. RMSMC is the student media of CSU, encompassing our newspaper, magazine, radio, TV station, video, advertising, marketing, and creative services, among other units. RMSMC employs over 300 students a year across all of our media properties. Every medium is student-run, meaning the students determine each medium's content. RMSMC's student newspaper is published in print and online at [Collegian.com](https://collegian.com/) (<https://collegian.com/>), where users can also find campus TV broadcasts ([https://www.youtube.com/channel/UCzd9XlkqB9\\_3t5Zd0pe96yw/](https://www.youtube.com/channel/UCzd9XlkqB9_3t5Zd0pe96yw/)). The genre-inclusive radio station broadcasts music, news, and sports coverage 24/7 at 90.5 FM in the Northern Colorado Front Range area, and at [kcsufm.com](http://kcsufm.com/) (<http://kcsufm.com/>).

RMSMC was created in 2008 by the Board of Governors of the Colorado State University System. RMSMC operates with an independent Board of Directors consisting of eleven CSU students, two community members, and a representative from both the Vice President for Student Affairs and the Chair of the Department of Journalism and Media Communication.

## Mission Statement

The RMSMC is dedicated to community service and enhancing the educational mission of Colorado State University by empowering, training, and equipping students to excel in journalistic and other media methods, ethics, critical thinking, and management.

The primary goals of the RMSMC are to:

- Commit to uphold truth, fairness, integrity, independence, accountability, accuracy, professionalism, and minimizing harm as stated in the RMSMC's codes of ethics;
- Create and maintain a welcoming environment and diversity in staffing, media content, and access through responsiveness and outreach;
- Empower students through training and practical experience to become thoughtful, ethical, and skilled media producers;
- Operate in a socially and financially responsible manner;
- Protect student control over media content, free from prior restraint or censorship;

- Recognize both the unique characteristics of each medium and the value of working together to maximize benefits for listeners, viewers, and readers;
- Remain abreast of media technology, equipment, and training to provide students with the necessary tools to succeed; and,
- Serve the community by delivering relevant and timely news, information, and entertainment, and maintaining the public trust by ensuring the public's business is conducted in an open and transparent manner.