

# SCHOOL OF MEDIA & COMMUNICATION

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The School of Media & Communication offers undergraduate majors in Advertising, Broadcasting, Communication Studies, Corporate and Organizational Communication, Film, Journalism, Photojournalism, and Public Relations. The School also houses three minors (Broadcasting, Journalism, and Photojournalism) and three undergraduate certificates (Digital Advertising, Strategic Communications, and Workplace Communication). The School's Advertising, Broadcasting, Journalism, Photojournalism, and Public Relations programs are accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

The School also houses a master's degree in Organizational Communication and graduate certificates in Communicating in Organizations and Communicating in Healthcare (see The Graduate School's Catalog for details on the School's graduate programs).

The School fervently believes that a broad-based liberal arts and science curriculum is essential for a well-rounded understanding of society and that students and faculty should embrace a spirit of social awareness and service to diverse communities. As such, the School's faculty encourage students to think critically, act ethically, and cultivate the ability to adapt intellectually and creatively to the opportunities and challenges of an increasingly complex information society.

## Student Activities

Students are encouraged to seek practical experience through participation in student publications, broadcasting outlets, and internships with professional organizations.

Membership in professional student organizations associated with the School is also encouraged. These include:

- American Advertising Federation
- Kappa Tau Alpha (National Society honoring Scholarship in Journalism)
- Lambda Pi Eta Honor Society (affiliated with the National Communication Association)
- National Press Photographers Association
- Public Relations Student Society of America
- Radio-Television Digital News Association
- Society of Professional Journalists
- WKU Multicultural Journalists (A National Association of Black Journalists affiliate)
- WKU Storm Team

Finally, the School participates in regional and national competitions as well as hosts field trips, lectures, professional workshops, and internship fairs to provide fellowship for students with common interests and to enhance student learning and post-graduation success.

## Degrees

- Advertising, Bachelor of Arts (727P, 727) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/advertising-ba/>)
- Broadcasting, Bachelor of Arts (726P, 726) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/broadcasting-ba/>)
- Communication Studies, Bachelor of Arts (792P, 792) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/communication-studies-ba/>)
- Corporate and Organizational Communication, Bachelor of Arts (522P, 522) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/corporate-organizational-communication-ba/>)
- Film Production, Bachelor of Fine Arts (530P, 530) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/film-production-bfa/>)
- Film, Bachelor of Arts (667P, 667) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/film-ba/>)
- Journalism, Bachelor of Arts (736P, 736) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/journalism-ba/>)
- Public Relations, Bachelor of Arts (763P, 763) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/public-relations-ba/>)
- Visual Journalism and Photography, Bachelor of Arts (752P, 752) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/visual-journalism-photography-ba/>)

## Minors

- Broadcasting, Minor (330) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/broadcasting-minor/>)
- Journalism Writing, Minor (403) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/journalism-writing-minor/>)

## Certificates

- Digital Advertising, Certificate (1768) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/digital-advertising-certificate/>)
- Strategic Communications, Certificate (1767) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/strategic-communications-certificate/>)
- Workplace Communication, Certificate (1760) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/workplace-communication-certificate/>)

## Professor

Jeanie L. Adams-Smith MA (Photography), Ohio University Main Campus, 2001

Timothy A. Broekema MS (Communications), Grand Valley State University, 2001

Ronald R. DeMarse MFA (Film Production), University of Miami, 2002

Kumi Ishii PhD (Communication Studies), Kent State University Kent Campus, 2004

Angela M. Jerome PhD (Communication Studies), University of Kansas Main Campus, 2002

James H. Kenney MS (Photography), Syracuse University Main Campus, 1995

Gordon D. McKerral MS (Journalism), University of Illinois at Urbana-Champaign, 1980

Jennifer Mize Smith PhD (Communication), Purdue University Main Campus, 2006

Holly J. Payne PhD (Communication), University of Kentucky, 2003

Cliff P. Shaluta MA (Speech), Marshall University, 1983

### **Associate Professor**

Clint Haynes MA (Communication), Western Kentucky University, 1998

Jie-Young Kong PhD (Communication), Arizona State University-ALL, 2012

Travis A. Newton MFA (Motion Picture, TV, & Record Arts), Florida State University, 2008

Kenneth D. Payne MA (Journalism), Marshall University, 1992

Bradley L. Pennington MFA (Cinematic Arts), University of Southern California, 2014

Bradley J. Pfranger MLAS (Liberal Arts & Science), Vanderbilt University, 2011

Heather M. Strode MA (Communications), Western Kentucky University, 1998

Sara R. Thomason MFA (Motion Picture Arts), Florida State University, 2016

### **Assistant Professor**

Scott H. Clarke PhD (Communication Arts & Sciences- Mass Media), Michigan State University, 2006

Ryan Dearbone MA (Communication), Western Kentucky University, 2014

Brian D. Elliott MA (Communication), Western Kentucky University, 2014

Alysia F. Klein MFA (Film and Media Arts), University of Utah, 2017

### **Instructor I**

Jonathan D. Adams MA (Photography), Ohio University Main Campus, 2012

Emily J. Adkins MA (Organizational Communication), Western Kentucky University, 2021

Michael C. Catlett MA (Communication), Western Kentucky University, 2009

Daniel M. Chick BA (Communication, Political Science), Georgetown College, 2014

Shaina S. Feldman MFA (Motion Picture Arts), Florida State University, 2017

Steven J. Momorella MA (Strategic Communication), University of Delaware, 2021

### **Instructor II**

Bruce A. Crawley MA (Communications), University of Kentucky, 1977

Charlotte A. Elder MA (Communication), Western Kentucky University, 1998

Jessica M. McClanahan MA (Communication), Western Kentucky University, 2003

Patricia L. Witcher MA (Communication), Western Kentucky University, 2002

### **Senior Instructor**

Gary K. Hughes PhD (Communication), University of Kentucky, 2014

Donna K. Schiess EdD (Educational Leadership, Organizational Leadership), Western Kentucky University, 2011