

# SCHOOL OF MEDIA & COMMUNICATION

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The School of Media & Communication offers undergraduate majors in Advertising, Broadcasting, Communication, Film, Journalism, Public Relations, and Visual Journalism & Photography. The School also houses two minors (Broadcasting and Journalism Writing) and five undergraduate certificates (Digital Advertising, Personal Branding, Sport Media & Communication, Strategic Communications, and Workplace Communication). The School's Advertising, Broadcasting, Journalism, Public Relations, and Visual Journalism & Photography programs are accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

The School also houses a master's degree in Applied 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 and student organizations associated with the School is also encouraged. These include:

- American Advertising Federation
- Kappa Tau Alpha- "a college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication" ([www.kappataualpha.net](http://www.kappataualpha.net) (<http://www.kappataualpha.net/>), 2024).
- Lambda Pi Eta- "the National Communication Association's official honor society at four-year colleges and universities" ([www.natcom.org/lambda-pi-eta](http://www.natcom.org/lambda-pi-eta) (<http://www.natcom.org/lambda-pi-eta/>), 2024).
- National Association of Black Journalists
- National Press Photographers Association
- Public Relations Student Society of America
- Radio-Television Digital News Association

- WKU Film Club
- WKU Storm Team

Finally, the School participates in regional and national competitions as well as hosts field trips, guest lectures, professional workshops, and other events 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, Bachelor of Arts (6003) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/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/>)
- Personal Branding, Certificate (1788) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/personal-branding-certificate/>)
- Sport Media and Communication, Certificate (1790) (<http://catalog.wku.edu/undergraduate/arts-letters/media-communication/sport-media-communication-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  
 Bradley L. Pennington MFA (Cinematic Arts), University of Southern California, 2014  
 Bradley J. Pfranger MLAS (Liberal Arts & Science), Vanderbilt University, 2011  
 Sara R. Thomason MFA (Motion Picture Arts), Florida State University, 2016

### **Assistant Professor**

Kelley R. Andrews MA (Journalism), University of California-Berkeley, 2015  
 Scott H. Clarke PhD (Communication Arts & Sciences- Mass Media), Michigan State University, 2006  
 Crystal D. Daugherty PhD (Communication), University of Memphis, 2019  
 Ryan Dearbone MA, Western Kentucky University, 2014  
 Brian D. Elliott MA (Communication), Western Kentucky University, 2014  
 Shaina S. Feldman MFA (Motion Picture Arts), Florida State University, 2017  
 Alysia F. Klein MFA (Film and Media Arts), University of Utah, 2017

### **Instructor I**

Jonathan D. Adams MA (Photography), Ohio University Main Campus, 2012  
 Michael C. Catlett MA (Communication), Western Kentucky University, 2009  
 Daniel M. Chick MA (Organizational Communication), Western Kentucky University, 2016  
 Steven J. Momorella MA (Strategic Communication), University of Delaware, 2021  
 Emily J. Ray MA (Organizational Communication), Western Kentucky University, 2021

### **Instructor II**

Bruce A. Crawley MA (Communications), University of Kentucky, 1977  
 Jessica M. McClanahan MA (Communication), Western Kentucky University, 2003

### **Senior Instructor**

Charlotte A. Elder MA (Communication), Western Kentucky University, 1998  
 Gary K. Hughes PhD (Communication), University of Kentucky, 2014