

School of Communication

Undergraduate Handbook

COLLEGE OF *A&S* ARTS SCIENCES



WESTERN MICHIGAN UNIVERSITY

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My COM degree comes in handy in the real world in several different ways. When meeting new people, potential business partners for example, knowing the finer points of proper eye contact, body language, and personality types can definitely help give the right impression. Also, having an understanding of how a large, or small, agency works (chain of command, corporate ladder, etc.). My public speaking and interpersonal communication classes have allowed me to understand how to read people through their physical actions. A communication degree prepares you to do pretty much anything.

*Christopher Skalsky
B.A., Organizational Communication, '06*

I. Welcome to Western Michigan University

The faculty and staff of the School of Communication welcome you to Western. If your particular personal and professional needs can be met by becoming a major or minor in the School of Communication or by taking courses in the school as electives, you will find our faculty and staff eager to assist you. We invite you to talk informally with faculty about our courses and programs or you can meet with our undergraduate faculty to discuss in more detail how a program in communication may enhance your future. We offer seven different majors, all of which are tailored to specific professional goals.

If you are still exploring possible careers, we will be happy to talk with you about which communication courses might guide your search. If you know your personal and professional goals, we will be pleased to assist you in selecting a communication major to meet your needs and objectives.

II. Advice for Prospective Communication Majors and Minors

The purpose of this handbook is to give you as much information as possible about the School of Communication that affects students. Please read this handbook carefully. Keep in mind, however, that information can change, so watch for announcements posted on our web site or in other locations around the school.

As you advance in your program of study at Western, it is extremely important that you stay in touch with the School's undergraduate faculty adviser. Advising hours change from semester to semester, but you can always find out when they are by calling (269) 387-3130.

There are at least three levels of advisers you should see. A curriculum adviser at the college level can check on your progress toward completing your degree. A major adviser can monitor your progress toward completing your major, inform you of any special topic courses we may be offering, provide information about changes in classes that were made too late to be in the official course offering booklets, and point you toward sources of additional information about communication careers. A minor adviser can answer similar questions about your minor. You can also get up-to-date registration information regarding course offerings on the Internet by following the links from the Office of the Registrar's home page: www.wmich.edu/registrar.

III. The Study of Communication at WMU

The School of Communication is dedicated to meeting the personal and professional objectives of its students. The study of communication is important to virtually every profession that involves working with people: education, the arts, management, public relations, counseling and personnel work, sales, advertising, journalism, law, health and social services, marketing, politics and many others.

In addition, by developing your communication skills – speaking, listening, analyzing, synthesizing and problem solving – you should be better equipped to meet the changing needs of society and prepared for a variety of jobs that are continuing to evolve as changes in society take place.

Communication majors and minors have the opportunity to gain vital cross-cultural experiences by participating in a semester of study abroad through WMU. Students can study for a semester in another country while earning credit toward their major, minor, liberal education or elective requirements. Study abroad is excellent preparation for changes occurring in our global society, and all students are encouraged to seriously consider it. For more information, contact the Study Abroad Office at (269) 387-5890.

Majors

All students who select a major in communication are first assigned a pre-communication status according to their major interests. Students who pass appropriate pre-communication requirements can then select one of the following majors offered by the School of Communication:

- *Communication Studies (CMUJ)*
- *Film, Video, and Media Studies (FVMJ)*
- *Interpersonal Communication (IPCJ)*
- *Journalism (JNLJ)*
- *Organizational Communication (OCMJ)*
- *Public Relations (PURJ)*
- *Telecommunications & Information Management (TMLJ)*

Some majors in Communication are in very high demand and exceed our resources. Students who wish to major in Public Relations (PURJ), or Film, Video, and Media Studies (FVMJ) should know that a formal application is required and that not all students will be admitted. Application forms are available at the School's office, 301 Sprau Tower. Applications will be reviewed on September 15, January 15 and May 15. Registration in some classes is restricted to students fulfilling major requirements. See official course offering booklets for details each semester or session.

A formal application is also required for the Telecommunications and Information Management (TMLJ) major. Students entering TMLJ from both COM and CIS should have a minimum GPA of 2.50. Review of applications will take place on September 15, January 15 and May 15 of each academic year. **Communication** students planning to major in TMLJ must meet the following requirements before being admitted: Completion of 30 *overall* semester hours, at least 15 hours of which are at WMU, and completion of pre-TMLJ major courses: COM 2000, COM 2400 and CIS 2600.

The interdisciplinary major in *Telecommunications & Information Management (TIM)* is offered through the School of Communication, College of Arts & Sciences, and the Computer Information Systems (CIS) program, Department of Business Information Systems, Haworth College of Business. The TIM major is designed to train students in a variety of media and telecommunications sub disciplines, including broadcasting, cable television, telephony, computers & network operations, satellite & wireless, and Internet communication. The program's mission is to give students a well-balanced education in a variety of business and technical management issues.

The major in *Film, Video, and Media Studies (FVMJ)* combines academic study of mass media and electronic communication with development of the media production craft in our film and video production lab and studio facilities. This major provides critical knowledge and training for careers in all aspects of production and media critique. The rapid expansion of new media and increased cable and satellite channel capacity of existing systems will result in increased professional opportunities in this growing field. Media positions in business, education, industry and non-profit organizations are rapidly changing and developing.

The *Communication Studies Major (CMUJ)* is designed for students exploring a broad, integrated program that includes work in several of our program offerings.

The major in *Interpersonal Communication (IPCJ)* is excellent for students interested in social service careers in which knowledge and ability in interpersonal relations is critical to success. Depending on a student's interests and cognate majors or minors, these careers range from investment counseling to personnel work.

The *Journalism Major (JNLJ)* offers a combination of professional training in journalism and a background in the liberal arts. This program is designed to prepare informed and responsible journalists to assume who can function effectively in the challenging environment of the twenty-first century.

The *Organizational Communication Major (OCMJ)* emphasizes preparation for working in a variety of public or private organizations in numerous roles, such as management training or corporate communication.

The *Public Relations Major (PURJ)* offers an excellent integrated approach in several academic disciplines to prepare students for positions in this fascinating field, which focuses upon the management of communication between organizations and the publics they serve.

Minors

We also offer three minors: Communication (CMLN), Journalism (JNLN), and Secondary Communication Education (CMSN). However, you may not have both a major and minor in the School of Communication.

The *Communication Minor (CMLN)* is an excellent complement to any professional major in Arts and Sciences, Business, Health and Human Services, Education or Engineering.

The *Journalism Minor (JNLN)* is an excellent minor for students wanting to develop and emphasize their writing skills and provides students with basic skills related to the profession of journalism.

A *Secondary Communication Education Minor (CMSN)* is available only to students who are English majors in the Secondary Education curriculum interested in teaching speech communication in secondary schools.

My COM degree has helped me SO much with the job I am currently at. The way the COM program (and more importantly the PR major) integrated mandatory writing, design, and mathematical courses into the curriculum has helped me incredibly. While being in constant contact with the public whether it be over the phone, at tradeshow in various cities, or face to face with clients, I recall ways to interact powerfully with those individuals. I think having a COM degree has made me more confident in my job, not only with my verbal skills, but with my writing and nonverbal communication. Also, my employer finds it extremely valuable that I have a COM degree because communication is a key element in the survival of our business, and I work on improving those issues at my company everyday.

*Jessica DeDominicis
B.A., Public Relations '07*

IV. Career Services and Communication Programs

Western Michigan University's Office of Career Services offers assistance with career questions and job search preparation to all communication majors, whether professional goals lead to work within corporate or nonprofit organizations, in technical applications, in public relations, or in teaching at the secondary level. General guidance is offered for launching a job search, polishing personal skills to present oneself to employers in a competitive job market, and contacting a wide variety of employers.

Career Exploration: First-, second-, and third-year students are urged to take advantage of time outside the classroom for career exploration, both on and off campus, in such areas as summer jobs, part-time jobs, volunteer experiences study abroad, and pre-professional internships. Such opportunities can provide crucial career direction through hands-on exposure to a field of work and build a base of work-related experience for future employment.

On-campus career exploration services include the following resources:

- The *University 1020* course, which offers credit for structured career exploration
- Two career libraries: the *Career Resource Center* in Ellsworth Hall and the *Career Exploration Media Center* in the Faunce Student Services Building, both of which contain large collections of career guidance publications
- *Discover*, a computerized self-instructional career guidance program, which is also, located in both career resource centers
- The *WMU Career Guidance Inventory*, offered through the University Counseling & Testing Center, which provides an individual career profile
- Planned course work leading to senior-year internships and intern teaching through the School of Communication

Bronco JOBS (<http://www.broncojobs.wmich.edu/>)

The primary job search tool at Western Michigan University is a web-based service that offers access to part-time jobs, summer jobs, internships, co-op positions and full-time employment openings. All enrolled students should register (without charge) as soon as possible to take full advantage of opportunities for work experiences and to learn about career-related events on campus. (Alumni pay a fee for a six-month period of access.)

Registration and resume submission, which is required for seniors who wish to interview on campus or to have resumes referred to employers, can be done from any computer with Internet access. Printed guidelines on "How to Register" and "How to Pre-

pare a Web Resume” are available in Ellsworth Hall and the Arts & Sciences Advising Office in Friedmann Hall to simplify the registration process. Bronco JOBS offers access to employers in the following ways:

On-Campus Recruiting hosts employers who visit campus to interview WMU students/alumni for professional positions, primarily during fall and spring semesters. Students request interviews with individual employers and schedule their own appointment time. Attendance at information sessions held by employers prior to interviews is recommended for all candidates and for others researching corporations or career fields.

The Resume Referral Service selects resumes for employers who have requested specific skills or backgrounds. Employers can now view resumes online. If students wish to be eligible for direct contact from employers, they may publish their resumes in groups of similar majors or career interests called Resume Books. Communication majors can choose from several options, such as Corporate Communications, Media Communications, Human Resources (general), Management (general), Sales & Marketing (general) and Tourism and Travel (event planning) for all majors (searchable by key words).

Employment Listings are updated online daily and contain current full-time and part-time job vacancies received by Career & Student Employment Services. Original listings are posted along with specialized job vacancy bulletins in the Career Resource Center.

Other Employment Search Services: Seniors will find the job search process to be an important part of their entire last year on campus. Every senior should develop a comprehensive, assertive job search strategy and timeline to be as successful as possible in achieving his or her employment goals. Annual events, such as *Etiquette Dinner*, *Career Fair*, *Teacher Placement Day*, *Engineering Opportunity Day*, and *Aviation Day* gather many employers into a single setting on campus for contact with potential applicants. Individual career and job search advising and resume critiquing are offered by appointment. Workshops are presented monthly and include the following: Writing Effective Resumes and Cover Letters, Job Search Strategies, Interviewing Successfully, and Practice Interviewing (which is videotaped and accompanied by feedback).

Credential Files are maintained for Education students to send their credentials to prospective school systems. Students seeking public school teaching certification are required to establish their own files at Career Services, using online forms found in Bronco JOBS Plus. All non-teaching students are encouraged to create their own personal portfolios displaying examples of their work and evidence of their accomplishments, such as sample outlines of projects, summaries of research or reports, photographs, awards of merit, letters of recommendation, voice tapes and film tapes.

The Career Resource Center contains printed and video-taped guides and examples for resume writing, interviewing, career exploration, annual reports and other company literature, employer directories, and job vacancy listings. Computers provide access to occupational information, career assessment, and the Internet.

Access to Career Services and Career Advising: Career Services is located on the first floor of Ellsworth Hall, and appointments can be made by calling (269) 387-2745. The Career Resource Center is open during normal business hours (8 a.m. to 5 p.m., weekdays). For career advising contact Ewa Urban, career adviser for Arts & Sciences, in 2318 Friedmann Hall.

Appointments can be made in Ellsworth Hall for individual counseling with the career services adviser for the College of Arts & Sciences. Additional walk-in office hours are offered in the Friedmann Hall advising office, room 2318, and the Wood Hall second-floor atrium. Open hours are posted each semester.

The breadth of topics covered in the coursework was particularly valuable. I gained hands-on experience in printing, photography, news reporting, and broadcast production. Though I do not often engage in these activities myself, these are services that I often hire vendors to do, and my education has enabled me to be a wise consumer of these services on behalf of my employer. My internship with a nonprofit arts organization taught me to be resourceful with limited resources—good experience for anyone who needs to maximize a budget. I also learned to effectively promote public events, write grant applications, and conduct effective surveys of target publics.

*Sarah O’Shea Joshi
B.A., Public Relations ‘89*

Major Requirements: Pre-Communication

Pre-communication course requirements for each major are as follows:

<i>Pre-communication Major:</i>	<i>Pre-communication Courses:</i>	<i>Code:</i>
+ Communication Studies (CMUJ)	COM 1700, COM 2000, COM 2010	CMUP
+ Film, Video, and Media Studies (FVMJ)	COM 1700, COM 2000, COM 2400, COM 2410	FVMP
+ Interpersonal Communication (IPCJ)	COM 1700, COM 2000, COM 2010	IPCP
+ Journalism (JNLJ)	COM 2000, COM 2400, JRN 1000	JNLP
+ Organizational Communication (OCMJ)	COM 1700, COM 2000, COM 2800	OCMP
+ Public Relations (PURJ)	COM 1700, COM 2000, COM 2400, COM 2800	PURP
+ Telecommunications & Information Management (TMLJ)	COM 2000, COM 2400 and CIS 2600	TMLP

If you are planning to major in any area of communication you will be admitted as a pre-communication student according to the major you are interested in; each major has its own pre-communication status/code. See the list of codes and requirements below. Students who have not yet decided upon a major will be assigned a general pre-communication code (PRCO). Since more students apply for admission than can be accepted, this status does not guarantee admission to a communication major.

A student’s application for admission as a major will be considered when the student has done the following:

1. Completed 30 hours of college work, at least 15 hours of which are at Western Michigan University.
2. Achieved an overall GPA of 2.50 or above.
3. Completed pre-communication course requirements with a grade of C or better in each course – taking a pre-communication class no more than two times.

If your overall GPA is below 2.50 and if you have not achieved a C or better after completing a pre-communication course no more than two times, you may NOT apply to become a communication major in any of our majors. However, if your overall GPA is below 2.50 and you have achieved a C or better in all your communication classes, you may minor in communication. See page 15.

If your overall GPA is 2.5 or above, and if you have achieved a “C or better in appropriate pre-communication courses, you may apply to become a major in your specific area of interest.

Admission to any of our majors will be based on available space, overall grade point average, grades in pre-communication courses, and an essay for majors where there is an application process. Hence, successful completion of pre-communication requirements does not guarantee admission.

Currently, three majors have formal application processes: Film, Video, and Media Studies (FVMJ), Telecommunications and Information Management (TMLJ), and Public Relations (PURJ). The deadlines for submitting applications are September 15 for spring admission, January 15 for summer admission, and May 15 for fall admission. Applications and additional information may be obtained from our central office.

You may not apply to any of our majors, in any combination, more than twice. If after a second application you have not been admitted to a major, then you may proceed to complete the requirements for a communication minor and you must find another major in another department.

PREREQUISITES: Prerequisites exist for many courses to ensure that students have the necessary background to succeed. To fulfill a prerequisite, you must earn a grade of C or better. Students who have not met a prerequisite will be dropped on the first day of class. A course and its prerequisite cannot be taken at the same time.

General Program Requirements

1. All major/minor programs must be approved by our faculty adviser. Admission to a major in communication will be considered by our faculty adviser or through the application process following completion of the PRCO requirements.
2. Admission to the Communication Education minor (CMSN) is restricted to SED students with declared majors in English and an overall grade point average of 2.50.
3. Students must earn a grade of C or better in all coursework applied toward a major/minor program.
4. Prerequisites listed for all communication courses must be met. Students who have not completed the prerequisites with a grade of C or better will be dropped from the class. A course and its prerequisite cannot be taken at the same time. We prohibit students from taking a class more than twice for credit. All 5000-level courses require junior or senior standing, in addition to any specific prerequisites listed.
5. Petition for exceptions to any school policies should be directed to the undergraduate committee, or in some cases, to the school director. Please deliver all petitions to the Undergraduate faculty adviser.

Baccalaureate Writing Requirement

Students who have chosen to major in any of the Communication areas, with the exception of Journalism (JNLJ), will satisfy the Baccalaureate Writing Requirement by successfully completing one of the following courses:

- + COM 3350: Leadership
- + COM 3500: Public Relations and Organizations
- + COM 3580: TV and Film Scripting
- + COM 3590: Broadcast Journalism
- + COM 3700: Interpersonal Communication II
- + COM 3720: Introduction to General Semantics
- + COM 4410: Documentary in Film and Television
- + COM 4480: Telecommunications Management
- + COM 4500: Public Relations Program Development

Students who have chosen to major in Journalism (JNLJ) will satisfy the Baccalaureate Writing Requirement by successfully completing the following course:

JRN 4100: Specialized Reporting

Writing Expectations: In all written assignments, your grade will reflect both quality of content and quality of writing. Even a paper which is "A" quality in its content can be reduced one or more letter grades if the grammar, punctuation, spelling, organization, etc. are not of sufficient quality. Assignments that are poorly written or that have many careless errors will be

graded accordingly. If you have writing problems, our faculty encourages you to find and work with a qualified tutor early in the semester. The Writing Lab in Moore Hall provides tutoring on a walk-in-basis and through regular weekly appointments. Call (269)387-4402 for more information.

Learning Disabilities/Special needs: If you have a documented learning disability that requires special accommodations during exams, assignments or class, please let your instructors know as soon as possible. If you believe you have a learning disability and it has not been registered with the university, please contact the Office of Disabled Student and Resource Services, located in Woodlawn Place near the Sindecuse Health Center.

Academic Integrity: You are responsible for making yourself aware of and understanding the policies and procedures in the *Undergraduate Catalog* that pertain to academic integrity. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. If there is a reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with your instructor if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test. (Western Michigan University Faculty Senate, December 4, 2002).

Independent Study

Independent study provides advanced students (declared majors or minors of at least junior standing – 56+ hours) with the opportunity to work independently or on special projects under the supervision of a consenting faculty member, with the approval of the director of the school. Students must be declared majors (other than PRCO) or minors and must have an overall grade point average of 3.0.

Independent Study is not a substitute for learning content normally covered in regular courses, nor is it a convenient way to schedule a class around a tight work schedule. Rather, these are projects designed to allow students to investigate areas of interest not within the scope of a regular course or to obtain an educational experience outside that of which is normally offered by a regular course.

To qualify you must first select a topic to research and find a faculty member to direct the independent study. Together, you and your faculty supervisor prepare a description of the proposed study, and you submit the description in written form for approval. The amount of credit a student can earn is one credit hour for a minimum of 40 clock-hours of study.

My COM degree is extremely versatile. I majored in Public Relations, but ended up getting a job in finance and now wear multiple hats within my organization. Several courses, COM 2010 and COM 3050 specifically, had elements which crossed over into my business/marketing courses and help me at least once a week in a specific task I have to do.

*Loren Diers
B.A., Public Relations '07*

Students desiring advanced study in a particular area may do so under the School course designation of COM 3980. An application must be completed and approved prior to registering for the study.

The following requirements apply to all independent studies in Communication:

1. Students who wish to enroll in COM 3980 must prepare a written proposal; complete the application form, which is available at 310 Sprau Tower; obtain a copy of their transcript; and then submit all three documents to the central office of the School of Communication. The proposal must be approved by the faculty member who agrees to supervise the independent study, and then approved by the school director. Approval should be obtained during the semester or session preceding that for which credit is desired.
2. Eligibility: Students must be declared majors (other than PRCO) or minors and must have an overall grade point average of 3.0.
3. A communication major cannot apply more than a total of six hours toward their major for any combination of COM 3980 and COM 4990 experiences. A minor cannot apply for more than three hours.
4. Students must have had appropriate course work prior to attempting an independent study (to be determined by the faculty supervisor).

Internships

Guidelines for Communication Internships

COM 4990

Internships provide advanced undergraduate students with an opportunity to apply and expand what they have learned in the classroom.

To be eligible, a student must meet the following requirements (**see the next page for Journalism**):

1. Be a declared Communication major (not PRCO) or minor;
2. Be at least a junior (56+ hours);
3. Have at least a COM GPA of 2.5; and
4. Have completed at least 6 credit hours of COM classes at the 3000-level or above and completed an appropriate major core course or courses prior to the internship experience. Specific core classes for the majors are listed below.*

Core classes required in each major that must be completed prior to applying for an internship:

- Communication Studies (CMUJ): Six hours of 3000 level classes
- Film, Video & Media Studies (FVMJ): COM 2570 or 3550 or 3560 or 3570
- Interpersonal Communication (IPCJ): COM 3320 or COM 3700
- Organizational Communication (OCMJ): COM 2800 and COM 3350 or COM 4800
- Public Relations (PURJ): COM 3500
- Telecommunications & Information Management (TMLJ): COM 4480 or COM 5410

—Depending on the specific nature of an internship, courses other than those listed above may be required or substituted by our faculty adviser.

To apply:

The following steps must be completed before the Drop/Add period ends for the semester in which you want to receive credit.

1. Find an Internship

Places to look:

- www.wmich.edu/communication (click on *Internship* under the *News Briefs* heading)
- Bronco Jobs

2. See our faculty adviser to confirm eligibility.

3. A specified, detailed contract describing all duties you will perform must be produced by your immediate internship supervisor at the internship location and signed by you (the student), the internship supervisor, and our faculty adviser. Internship applications and the “write your own internship template” can be found at www.wmich.edu/communication. Click on Internships. The links are at the top of the page. (If our faculty adviser does not think that the internship provides you with the minimal learning experiences and responsibilities that an internship should fulfill, the contract can be rejected pending further clarification and adjustment.)

4. Complete the COM 4990 application by working with our faculty adviser and your internship supervisor.

Turn in the COM 4990 application (with signatures) and the signed contract to the School of Communication faculty adviser. (You are encouraged, but not required, to seek help from faculty mentors in your internship area of study.) **You cannot set up your own internships, do the work, and then ask to receive credit after the fact.**

The number of credits assigned for an internship must receive the approval of the school director or his/her designee.

Internships can be completed in another country as part of a study abroad program. Contact our faculty adviser or the foreign study coordinator for more information.

You can earn a maximum of three credit hours for an internship. For each hour of internship credit, you are expected to work at least 40 hours for your internship. You can earn up to three hours of additional credit for additional internship experiences provided you have not had or plan to take any 3980. You may not have more than any combination of 6 hours of 3980/4990. You may only have up to two separate internship experiences no matter what the credit hours.

You are expected to follow all procedures to receive credit for the internship. Internships can be paid or unpaid.

Requirements:

1. Periodic reports (*at least four*) by the student on the nature and progress of the internship. These should be sent to your faculty adviser by the deadlines set by the adviser.
2. Periodic reports and evaluations (*at least two*) by the student's job supervisor.
3. A final, written evaluation of the student by his or her internship supervisor (*not a staff person*).
4. The student must complete a minimum of 40 hours of work for EACH academic credit hour earned.
5. A final paper containing reflections of what the student learned during the internship or a portfolio of all work completed as described in the contract.

Credit and Grading

- All COM 4990 Internships will be graded on a Credit/No-Credit basis.
- You cannot earn more than three hours of credit for a single internship.
- You cannot earn more than 6 hours of combined Independent Study (COM 3980) and Internship (COM 4990) credit toward your major – 3 hours for minors.

Other

You are encouraged to complete a student profile and upload your resume on Bronco Jobs so you can be considered for posted internship opportunities (www.broncojobs.wmich.edu/students/employment)

Guidelines for Journalism Internships

JRN 4990

Internships provide advanced undergraduate students with an opportunity to apply and expand what they have learned in the classroom.

To be eligible, you must meet the following requirements:

1. be declared a Journalism major;
2. be at least a junior status (56+ hours);
3. have completed JRN 2100 with a C or better.

To apply:

The following steps must be completed before the Drop/Add period ends for the semester in which you want to receive credit.

1. Identify a news organization related to your interest (newspaper, magazine, radio station, television station, online publication). The internship **MUST** be at a news organization, not a public relations/marketing organization. In questionable cases, school approval is required. For assistance in locating an internship:
Check the Journalism Internship link on the School of Communication website at www.wmich.edu/communication.
2. Apply for an internship with the organization you have identified. If there is no formal application process at the organization you've identified, write or email the organization and inquire about its internship program or about creating an internship for you. Send a cover letter, resume and if possible, writing samples (they can be from a class assignment if you have no published work or scripts). Internships can be paid or unpaid.
3. Be sure to review the **Requirements** section to make sure your potential internship fits the journalism program specifications. If you have questions, seek advice from the current journalism internship adviser.
4. Once you have identified an internship, pick up a JRN 4990 Internship Application Form from the School of Communication main office or outside the office door of the current journalism internship adviser. Read the application and attached guidelines carefully for further help on finding and registering for an internship.
5. Fill out the student portion of the JRN 4990 form.
6. Have the supervisor at your internship site fill out the part of the form that details internship duties and hours.
7. Return the form to the journalism internship adviser for review and signature. You can return the form by putting it in the journalism adviser's mailbox. The adviser will contact you by email or phone to set up an appointment to finalize your internship. To avoid late enrollment fees, please submit your completed form prior to the start of a semester or session.

Journalism Internship Requirements:

1. All journalism internships are 3 credit hours. You are expected to work at least 40 hours for EACH academic credit hour earned. Interns may schedule their time as they wish or according to the wishes of their intern supervisor.
2. You must produce a compilation of your internship work product; this would include published and unpublished clips; broadcast scripts, audio disks or video tapes; pre- and post-edit pages, etc.
3. Your internship supervisor must complete a **WRITTEN** evaluation of your work at the end of the internship that includes a description of your duties and an assessment of your performance. It is your responsibility to secure the final evaluation from your supervisor. Be sure to request the letter from your supervisor at least two weeks before the end of the semester.
4. You must meet with the journalism internship adviser at least once halfway through your internship and once at the end of your internship to discuss your progress and performance.
5. You cannot complete your work at a news organization and then seek to receive JRN 4990 credit.
6. You may not have more than 6 credit hours of JRN 4990, COM 4990 or COM 3980.

I chose Western Michigan University because I wanted to attain a bachelor's degree at an accredited university. I was attending a community college which only offered associates degrees. The value of my degree in film, video, and media studies is priceless! It has prepared me to pursue a career in an exciting field. I do free lance production work as the owner of my own company Power Moves Productions. Study hard and utilize all the resources on campus to get to where you want to be in life. It will pay off.

*Ruben Watson
B.A., Film, Video, and Media Studies '07*

Other Things You Should Know

Transfer Students

Transfer students should contact the School of Communication office for an appointment with a faculty adviser as soon as they arrive on campus. School policy stipulates that fifteen credit hours can be transferred toward a major and nine credit hours toward a minor from an approved community college or four-year college or university. All transfer students must also meet with a curriculum adviser in the College of Arts and Sciences Advising Office located in 2318 Friedmann Hall.

Selection of Major and Minor Program

One major and one minor or two majors are required to graduate from Western. Since the study of communication is related to a number of study areas and professions study should consider a wide variety of disciplines when they select a major or minor.

Two communication majors or a major and minor in communication cannot be selected. If you choose to double major, only one of those majors can be in communication; a second major must be selected from another department. As a communication major you are required to select your minor outside of the discipline.

The School of Communication endorses a policy of self-determination in the selection of a major and minor. Therefore, you may select a minor or second major from any other program at WMU.

Students are strongly encouraged to study the *Undergraduate Catalog* and to talk with University and department advisers about their interests.

In recent years, Communication majors and minors have selected the following second majors and minors:

- | | | | |
|---------------------|--------------------------|---------------------------|---------------------|
| + Accounting | + Distributive Education | + Imaging | + Political Science |
| + Advertising | + Education | + Japanese | + Psychology |
| + Africana Studies | + English | + Management | + Social Work |
| + American Humanics | + French | + Marketing | + Sociology |
| + Art | + General Business | + Mathematics | + Spanish |
| + Biology | + German | + Music | + Speech Pathology |
| + Coaching | + Holistic Health | + Non-teaching Recreation | + Theatre |
| + Dance | + Home Economics | + Physical Education | + Women's Studies |

Incomplete Policy: The University has established a policy that governs the awarding of the temporary grade of “T” for course work under certain circumstances. Students are advised to carefully read the statement in the Undergraduate Catalog regarding the grade of “T” before requesting such a grade from a faculty member. Generally, a grade of “T” cannot be given to avoid a low or failing grade.

Prerequisite Policy: Prerequisites exist for many courses to ensure that students have the necessary background to succeed. To fulfill a prerequisite, you must earn a grade of C or better. Students who have not met a prerequisite will be dropped on the first day of class. A course and its prerequisite cannot be taken at the same time.

Course Screening Policy: Students registering for classes are sometimes prevented from registering for a course because the course has been reserved for declared majors for whom the course is required. While this is inconvenient for some students, it is necessary to reserve space for students specifically required to take particular courses. This screening is most likely to occur in Media Production and Public Relations courses.

Pre-registration: All students should pre-register for classes when they are first eligible. This is the only method by which the students who are closer to graduation can receive priority for registering for classes.

Repeat Policy: The School of Communication prohibits students from taking a class more than twice for credit. This includes enrollments with grades of “W” or “X”.

Summer Classes: Students should not count on specific courses being offered during summer sessions. The classes offered during those sessions vary greatly from year to year.

Study Abroad: All WMU Communication majors and minors have the opportunity to earn communication credit while studying abroad. As the telecommunications industry and the field of communication in general become increasingly international, it is vital that graduates incorporate cross-cultural experiences into their undergraduate education, and study abroad is one of the best ways to get them. By planning your study abroad experience in consultation with your faculty adviser or the foreign study coordinator in the Study Abroad Office, you can earn major or minor credit in communication, as well as general education credit. We strongly encourage students to make this wise investment in their future.

It is the policy of Western Michigan University not to discriminate on the basis of race, sex, age, color, national origin, religion or handicap in its educational programs, activities, admissions or employment policies as required by Title IX of the 1972 Education Amendments, Executive Order 11246 as amended, Sections 799A and 845 of the Public Health Services Act, Title VII of the Civil Rights Act of 1964 and the Equal Pay Act.



Current Faculty Biographies

- ♦ **Heather Addison, Ph.D.**, Assistant Professor of Communication, joined the faculty in 2002. She received her doctorate from the University of Kansas. Professor Addison has taught a broad range of courses in film and video history, theory, criticism, and production. She is a film historian whose current research area is early Hollywood and its long-term impact on physical culture, motherhood, and consumerism. She has presented her work at the Society for Cinema and Media Studies and the University Film and Video Association. Her book, *Hollywood and the Rise of Physical Culture*, was published by Routledge Press in 2003.
- ♦ **Julie Apker, Ph.D.**, Associate Professor of Communication, joined the faculty in 2001. She received her Ph.D. degree from the University of Kansas. Professor Apker's research focuses on organizational and interpersonal communication issues, investigating interactions among health care workers and between caregivers and patients. Her areas of specialization include: role development and negotiation, health care team interaction patterns and strategies, communicative stressors, and social support. Dr. Apker has published in academic journals such as *Journal of Applied Communication Research*, *Qualitative Research Reports in Communication*, *Qualitative Health Research*, *Journal of Nursing Administration*, and *Nursing Outlook*.
- ♦ **Sandra L. Borden, Ph.D.**, Associate Professor of Communication, specializes in media ethics. She is especially interested in how journalists construct ethical norms in peer discourse, professionalism as an ethical resource in journalism, and the casuistical method of moral reasoning. Her work has been published in *Communication Monographs*, *The Journal of Mass Media Ethics*, *The Journal of Communication Inquiry*, *The International Journal of Applied Philosophy*, and *Southern Communication Journal*. Dr. Borden is active in the Association for Education in Journalism and Mass Communication and the Association for Practical and Professional Ethics. Dr. Borden has a Ph.D. in mass communications from Indiana University and an M.A. in journalism from The Ohio State University. She is co-director of WMU's Center for the Study of Ethics in Society.
- ♦ **Sue Ellen Christian, M.A.**, Associate Professor of Journalism, joined the faculty in 2001. She received her master's degree from the University of Michigan. Professor Christian's area of expertise is in newspaper reporting and writing, with an emphasis in health and minority issues. She teaches courses in news writing and reporting, news research and news and public affairs. Prior to joining the faculty, Professor Christian was a professional journalist and worked as a staff reporter at *The Detroit News*, *Los Angeles Times* and the *Chicago Tribune*. She was a Casey Journalism Fellow and has won numerous awards for her writing and reporting, including the Chicago Headliner Award and the Golden Bell in Mental Health Reporting. In 2002, she presented at the Association for Education in Journalism and Mass Communication and at the National Communication Association.
- ♦ **Autumn Edwards, Ph.D.**, Assistant Professor of Communication, earned her bachelor's degree from Texas Tech University (1999), master's degree from the University of Kansas (2001), and is currently finishing her dissertation at Ohio University. Her research interests are in interpersonal communication and communication theory/philosophy. She has published several projects on instructional communication, communication and social justice, family communication, and health communication. Currently, Dr. Edwards research involves investigating the practical consequences of varying personal theories of communication. As such, her research is focused on individuals' philosophies of human nature, the quality of their community experience, and their metaphysical orientations. Her work has appeared in journals such as *Communication Studies*, *Health Communication*, *Communication Research Reports*, and in several edited books.
- ♦ **Chad Edwards, Ph.D.**, Assistant Professor in Instructional Communication, is currently a Hartel Fellow and a Visiting Assistant Professor of Communication at Marietta College and will join the faculty in the School of Communication at Western Michigan University in Fall 2005. Dr. Edwards research interests examine the relationship between educational metaphysics and communication in the classroom. His recent publications include articles in *Communication Education*, *Communication Research Reports*, and the *Journal on Excellence in College Teaching*. He has received several top paper awards at national and regional conferences and he has received teaching awards at both the University of Kansas, and Texas Tech University. Chad received his Ph.D. from University of Kansas in Communication Studies in 2003. He has an

MA from Texas Tech University where he also completed his bachelor's degree. He will teach courses in communication education, instructional communication, communication theory, interpersonal communication, and research methods.

- ♦ **Rebekah Farrugia, Ph.D.**, Assistant Professor of Communication, joined the faculty in 2004. She received her doctorate from the University of Iowa. The focus of Professor Farrugia's research interests lie at the intersections of gender, popular music, and Internet studies. Her current research is a study of women and electronic/dance music. She has taught courses about the history of electronic media, radio and video production, gender, and cyberculture. Dr. Farrugia has pieces forthcoming in *Women in Communication Studies* and the *Journal of Popular Music Studies*.
- ♦ **Leigh Arden Ford, Ph.D.**, Associate Professor of Communication and Director of Graduate Studies. She joined the faculty in 1999 and holds a doctorate in organizational communication from Purdue University in West Lafayette, Indiana. Dr. Ford's research interests emphasize the communication of social support and the communication of health messages, especially within disenfranchised communities. Recent research activities include a dialogic reflection on the process of telling the secret of incest for survivors, an examination of the communication practices of Emergency Department personnel, and a microethnography of communication in a border health clinic. Dr. Ford has published articles in *Health Communication*, *Communication Monographs*, *Journal of Applied Communication Research*, and *Communication Quarterly*, and has made several presentations at national and regional conferences.
- ♦ **Richard A. Gershon, Ph.D.**, is Professor and co-founder of the Telecommunications and Information Management program at Western Michigan University where he teaches courses in Telecommunications Management & Law and Policy. He received his degree from Ohio University. Dr. Gershon is the author of *Telecommunications Management: Industry Structures and Planning Strategies* (2001) and *The Transnational Media Corporation: Global Messages and Free Market Competition*, winner of the 1998 book of the year by the U.S. Cable Television Center and (Magness Institute). Dr. Gershon has twice been selected for teaching honors, including the Steven H. Coltrin Professor of the Year Award (2000) by the International Radio & Television Society (IRTS) and the Barry Sherman Award for Teaching Excellence (2001) by the Management and Economics division of the Association for Education in Journalism and Mass Communication (AEJMC). He is the co-founder and current Chair of the International Telecommunications Education & Research Association (ITERA).
- ♦ **Richard Junger, Ph.D.**, Associate Professor of Journalism, joined the faculty in 1996. He received his doctoral degree from the University of Wisconsin-Madison. Professor Junger has a joint appointment with the Department of English and teaches both journalism and English courses. His research specialization is in the history of American journalism. He has published one book, *The Journalist as Reformer: Henry Demarest Lloyd and Wealth Against Commonwealth*, and several articles in *American Journalism*, *Howard Journal of Communication*, *Illinois History*, and *Chicago History*. He has also presented papers before the American Historians Association, Association for Education in Journalism and Mass Communications, and American Journalism Historians Association. He is currently writing two books, one on the history of early Chicago and its mass news media, and another on the development of the mass circulation black press during the first half of the twentieth century.
- ♦ **Joseph M. Kayany, Ph.D.**, Associate Professor of Communication, received his doctoral degree from the Florida State University. His areas of expertise are computer mediated communication technologies and international communication. He is currently teaching courses on interactive media technologies, international communication policies, organizational communication technologies, and social effects of mass media. The primary focus of his research is on the uses and effects of new communication technologies. His articles have been published in journals such as *Human Communication Research*, *Journal of Broadcasting and Media*, *Journal of the American Society for Information Science*, *The American Communication Journal*, and *Michigan Academician*. Professor Kayany is currently engaged in research on the use of Internet technologies to increase organizational responsiveness. He is also actively involved in community programs that work to increase the technology capacity of non-profit organizations in the area.
- ♦ **Marilyn S. Kritzman, M.A.**, Faculty Specialist, joined the School of Communication in 2002. Marilyn's primary responsibilities are undergraduate advising, coordinating the department internship programs, sponsoring undergraduate internships and representing the department at university recruiting functions. Additionally, she teaches Interpersonal II, Public Speaking, Advanced Public Speaking, and Argumentation and Debate. Prior to joining the School of Communication,

she worked at Western Michigan University in both the Division of Student Affairs and Business and Finance in various capacities in Residence Life, Residence Hall Facilities, Camps and Conferences, Auxiliary Enterprises and the Office of the Vice President for Student Affairs. She also has judicial affairs and student activities and leadership programs experience at Ferris State University and Northern Michigan University. She is a certified mediator with the Michigan State Supreme Court and works with Western's CEDRS program and Kalamazoo's Dispute Resolution Services. She is active in community organizations and was voted one of the Top Ten Business Women in the United States by the American Business Women's Association in 2000.

- ♦ **Steven N. Lipkin, Ph.D.**, Professor of Communication joined the faculty in 1981. He received the doctoral degree from the University of Iowa. Professor Lipkin's area of expertise is film studies. He has taught courses on the film industry, documentary, methods of media analysis, film and video production, and scriptwriting. His current research focuses on docudrama. He has presented his research at the Society of Cinema Studies and the University Film and Video Association. His work is published in *Quarterly Review of Film and Video*, *Cinema Journal*, and the *Journal of Film and Video*. His book, *Real Emotional Logic: Film and Television Docudrama as Persuasive Practice*, was published by Southern Illinois University Press in January 2002.
- ♦ **Jennifer Machiorlatti, Ph.D.**, Associate Professor, teaches in the areas of media and cultural studies, video/media production, media writing, film studies, communication and social justice, and intercultural communication. Dr. Machiorlatti, who joined the faculty in 2004, earned her Ph.D. in 1996 from Wayne State University and her M.A. in 1990 from Michigan State University. Her research and media art/production interests include Documentary, Aboriginal/First Nation and Native media, Environment and Communication, Gender and Communication, and feminist influenced media. She publishes essays on women and film, aboriginal media and popular culture in *The Michigan Academician*, *A Leadership Journal - Sharing the Vision*, *The Journal of Film and Video*, *The South Atlantic Review* and *Ethnic Media in America* (Kendall Hunt, 2004). Dr. Machiorlatti's media production background includes work at CBS and Fox affiliates in Detroit, as well as independent art media. Recent projects include a multimedia installation and accompanying DVD—"The Wise Woman Wisdom Multimedia Project"—exhibited at several conferences and galleries including "Art for the Earth's Sake" (Toronto, On), MacKenzie Gallery (Windsor, ON), Return to the Goddess (Saugutuck, MI), and the "International Digital Media Arts Ideas Exhibit" (Orlando, FL).
- ♦ **Peter G. Northouse, Ph.D.**, Professor of Communication, joined the faculty in 1974. He received his doctoral degree from the University of Denver. Professor Northouse's areas of expertise include interpersonal and organizational communication, specializing in leadership and health communication. Professor Northouse is the author of the book *Leadership: Theory and Practice*, 2nd ed. (2001) and co-author of *Health Communication: Strategies for Health Professionals*, 3rd ed. (1998). He has published articles in *Human Communication Research*, *Nursing Research*, *Communication Education*, *Journal of Psychosocial Oncology*, *Journal of Business Communication*, among others. Professor Northouse has served as the chair of the Health Communication Division of the International Communication Association and is a member of the editorial board of the *Journal of Health Communication*. He is currently doing research in the area of leadership ethics.
- ♦ **Paul Nwulu, Ph.D.**, Associate Professor of Communication, joined the faculty in 1999. He received a doctoral degree in communication from Wayne State University, Detroit MI in 1998. Dr. Nwulu teaches in the area of Mass and Telecommunication. The focus of his research is in new communication technologies and Third World development—he also studies the social effects of new communication technologies. He has presented papers at the annual meetings of the Broadcast Education Association and the National Communication Association and other regional conferences. His research has been published in the *Journal of Intergroup Relations* and he is a reviewer for the *Journal of Applied Communication*. Professor Nwulu is also an accomplished media program producer. His productions have been shown on numerous national television stations in Africa and also previewed at the International Festival for African Cinema.
- ♦ **Mark Orbe, Ph.D.**, Professor of Communication, joined the faculty Fall 1997. He received his Ph.D. from Ohio University and taught at Indiana University Southeast prior to coming to WMU. His principal areas of research are communication and diversity, communication and gender, and interpersonal communication. His work has been published in the *Western Journal of Communication*, *Howard Journal of Communication*, the *Journal of Intergroup Relations*, and others. He has

reported research at the annual meetings of the National Communication Association, the International Communication Association, and others. He is currently editor of the *Journal of Intergroup Relations* and working on various grant-funded projects.

- **Kathleen M. Propp**, Ph.D., Associate Professor of Communication, joined the faculty in 1999. She received her Ph.D. from the University of Iowa. Professor Propp's research interests are primarily in the areas of organizational and small group communication, focusing on decision-making processes, information processing, and the impact of status and hierarchy. Her work has been published in *Human Communication Research*, *Small Group Research*, *Communication Studies*, *Communication Reports*, *Journal of Communication Studies*, and edited books. She has presented numerous papers and held offices in academic conferences including the National Communication Association, International Communication Association, Central States Communication Association, and Western Communication Association. She teaches courses in organizational communication, small group communication, training and development, conflict management, communication theory, and research methods.
- **Steven C. Rhodes**, Ph.D., Professor of Communication and Director of the School, joined the faculty in 1975. He received his degree from The Pennsylvania State University. Professor Rhodes' area of expertise is organizational communication with a specialization in team building and leadership. He teaches courses in leadership, listening, communication theory and research, small group decision making, and organizational communication. His most recent focus of research is communication variables as they relate to sexual harassment. Over the years, he has written numerous articles, book chapters, and conference papers on topics related to listening, small group decision-making, leadership, effective interpersonal communication, and sexual harassment. Some of his research has appeared in *Speech Monographs*, *Central States Speech Journal*, *Communication Education*, *Journal of the International Listening Association*, *Journal of Business Ethics*, and *Journal of Applied Communication Research*. He serves as a consultant to a variety of organizations—ranging from small, local volunteer groups to Fortune 500 companies.
- **Jocelyn Steinke**, Ph.D., Professor of Communication, joined the faculty in 1995. She received her Ph.D. degree from University of Wisconsin-Madison. Professor Steinke's research focuses on images of science and scientists in the mass media and readers' cognitive processing of information in science news stories. Her research has been published in the *Journal of Broadcasting and Electronic Media*, *Science Communication*, *Public Understanding of Science*, *Journalism Educator*, and others. She has presented papers at the annual meetings of the Association for Education in Journalism and Mass Communication, International Communication Association, and the American Association for the Advancement of Science. She is working on a book that examines how media images of women scientists reinforce cultural definitions of gender that lead to the gender gap in science, engineering, and technology and is currently working on a National Science Foundation sponsored project testing a media literacy intervention related to these issues. Professor Steinke teaches courses in news writing, journalism research, and feature writing. She also holds a joint appointment with the Women's Studies Program.
- **Kathleen Wong (Lau)**, Ph.D., Assistant Professor, joins Western's faculty after having recently been the Program Coordinator and Trainer with the Intergroup Relations Center (IRC) in the Office of the Provost at Arizona State University (ASU). Ms. Wong (Lau) is the Executive Director and founder of the Women of Color Research Collective (WoCRC), a national research consortium, and is a co-PI on a \$300,000 research project funded by the Ford Foundation to examine diversification in higher education. She is also part of a multi-institutional research team on intergroup dialogues involving researchers at ten institutions, which was awarded a \$660,000 grant from the Spencer Foundation in March 2005. Kathy received her B.S. in Intercultural Speech Communication from the California State University at Hayward. Kathy is currently a doctoral candidate ABD in Intercultural Communication at the Hugh Downs School of Human Communication at Arizona State University and will complete her doctorate in August of 2005. She has taught courses in Communication Studies (1992-1996) and in Asian Pacific American Studies (1997-2001) at Arizona State University. Her areas of research and instructional interest include the social psychology of intergroup relations within settings of higher education, the intersectionality of race and class, diversity and leadership, intercultural communication studies, feminist communication, women of color and communication. She also has interests in Chinese American social and cultural history; non-ethnic enclave Asian Pacific American community formations; and Asian Pacific American media studies.

The following faculty members hold administrative positions on campus.

- ♦ **Keith Michael Hearit, Ph.D.**, Professor of Communication and Associate Dean of the Lee Honors College, joined the faculty in 1996. He received his doctoral degree from Purdue University. Professor Hearit teaches courses in organizational communication, public relations, and corporate advocacy. His research focuses on non-commercial forms of external organization by corporations, particularly those instances when companies are accused of wrongdoing. He has presented papers at the National Communication Association and at the Central States Communication Association. He has published articles in *Communication Studies*, *Public Relations Review*, and the *Journal of Communication Studies* as well as contributed chapters in a number of edited books. Professor Hearit currently is studying the apologetic efforts of large institutions.
- ♦ **James A. Gilchrist, Ph.D.**, Associate Professor and Associate Director, Student Information System, joined the faculty in 1980. He was department chair from 1993-1999. He received the doctoral degree from the University of Texas at Austin. Professor Gilchrist teaches in the areas of communication theory and organizational communication. The focus of his research is organizational ethics and the creation and communication of organizational values. He has presented papers on these subjects at the annual meetings of the International Communication Association, the International Listening Association, and the Speech Communication Association. His research has been published in the *Journal of the International Listening Association*, the *Proceedings of the National Communication Ethics Conference*, and in *Ethical Communication in Risk Technologies*, edited by Jaksa and Pritchard. His current research is concerned with the processes by which organizational members infer values and the application of research on organizational values to academic leadership.

Active Emeriti

JoNina Abron	Richard Joyce	Vern Stillwell
Lynwood Bartley	Thomas Pagel	Lyda Stillwell
Loren Crane	George Robeck	Shirley VanHoeven
June Cottrell	Jules Rossman	Earl Washington
Richard Dieker	Thomas Sill	Shirley Woodworth
Ruth Heinig	Robert Smith	Paul Yelsma
James Jaksa	Ernie Stech	