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Revised September, 2014
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 website 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 advisor. Advising hours change from semester to semester, but you can always find out when they are by calling 269.387.3130, or visiting the School of Communication website at www.wmich.edu/communication.

There are at least three levels of advisors you should see. A curriculum advisor at the college level can check on your progress toward completing your degree plus advise you on your general education requirements. A major advisor can monitor your progress toward completing your major and point you toward sources of additional information about communication careers. A minor advisor can answer similar questions about your minor. You can regularly check your degree progress by using Degree Works, a web-based tool accessed by logging into your GoWMU account. You can also get up-to-date registration information regarding course offerings (and registration times) by following the links from the Western Michigan Registrar 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 are better equipped to meet the changing needs of society and are prepared for a variety of jobs that are continuing to evolve.

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 arts education and/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 complete appropriate pre-communication requirements with an earned grade of “C” or better, and a cumulative grade point average of at least 2.5, can then select one of the following majors offered by the School of Communication:

- Communication Studies
- Film, Video, and Media Studies
- Interpersonal Communication
- Journalism
- Organizational Communication
- Public Relations
- Telecommunications & Information Management

Some majors in communication are in very high demand and exceed our resources. Students who wish to major in Film, Video, and Media Studies, Public Relations or Telecommunication and Information Management should know that a formal application is required and that not all students will be admitted. Application forms are available on-line at www.wmich.edu/communication. Application deadlines are September 15, January 15 and May 15. Registration in some classes is restricted to students fulfilling major requirements (see page 8.)

The Communication Studies major is designed to give you the background in general communication while providing the opportunity to learn about media, interpersonal and organizational communication. Depending upon your interests, the elective courses and internships you take, additional majors and/or minors, you may select from a wide range of career options.

The Film, Video, and Media Studies major combines academic study of mass media and electronic communication with development of the media production craft in our film and video production labs and our audio and television 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 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 *Interpersonal Communication* major 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 additional majors or minors, these careers range from counseling to personnel work.

The *Journalism* major 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 who can function effectively in the challenging environment of the twenty-first century. This major involves researching and gathering information and communicating it to the public through writing, speaking, on-line, or visual means. The Journalism major prepares you for a variety of careers in the news, business, mass communication, and publishing industry. Good writing skills are essential for entry and success in this career field.

The *Organizational Communication* major emphasizes preparation for working in a variety of public or private organizations in numerous roles, such as management training or corporate communication. You will learn strategic communication planning, methods of organizing and evaluating information, identifying and solving problems, decision-making skills, leading teams, and how to effectively communicate with people from all walks of life.

The *Public Relations* major offers an excellent integrated approach in several academic disciplines including journalism, graphic arts, and media production to prepare students for positions in this fascinating field, which focuses upon the management of communication between organizations and the publics they serve. Good writing skills are essential for success in a Public Relations career.

The *Telecommunications and Information Management (TIM)* major is offered by three different departments: 1) the School of Communication (College of Arts and Sciences); 2) Computer Information Systems (Haworth College of Business); and, 3) Business Information Systems (Haworth College of Business.) The TIM major is designed to train students in a variety of telecommunications and information technology based sub-disciplines including cable television, telephony, data base management, net-work operations, satellite, wireless and Internet communication. The TIM major offers a 21st century approach to the study of telecommunications and information technology by combining people and resources across the greater WMU campus. Working together, Communication and CIS offer prospective majors a uniquely designed program that supports the larger mission of being a learner-centered research university. Graduating students will receive a Bachelor of Arts degree from the College of Arts and Sciences.

**Minors**

The study of communication is important to virtually every profession that involves working with people, making it an excellent minor. The School of Communication offers minors in communication and journalism. You can combine your communication and journalism minor with majors to work in business, government, non-profit agencies, social services, health care and manufacturing as well as public and private corporations. You cannot combine a communication minor with any major in the School of Communication. You may select a Journalism major if you are a Public Relations, Film, Video and Media Studies, or Communication Studies major.
IV. Career Services and Communication Programs

Western Michigan University’s Office of Career and Student Employment 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.

Access to Career and Student Employment Services and Career Advising: Career and Student Employment 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 (8:00 am to 5:00 pm weekdays.)

The Career Resource Center contains printed and videotaped guides and examples for resumé 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.

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

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:

- 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 and Testing Center, which provides an individual career profile
- Planned course work leading to senior-year internships and intern teaching through the School of Communication

BroncoJOBS https://wmich.experience.com/experience/login
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 resumé submission, which is required for seniors who wish to interview on campus or to have resumés referred to employers, can be done from any computer with internet access. Printed guidelines on “How to Register” and “How to Prepare a Web Resumé” are available in Ellsworth Hall and the Arts & Sciences Advising Office in Room 2318, Friedmann Hall to simplify the registration process. BroncoJOBS 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 Resumé Referral Service selects resumés for employers who have requested specific skills or backgrounds. Employers can now view resumés online. If students wish to be eligible for direct contact from employers, they may publish their resumés in groups of similar majors or career interests called Resumé 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 resumé critiquing are offered by appointment. Workshops are presented monthly and include the following: Writing Effective Resumés 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 BroncoJOBS 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.
Major Requirements: Pre-Communication

**NOTE: For Students with a Catalog Year Fall 2004 thru Summer 2009**

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

<table>
<thead>
<tr>
<th><strong>Pre-communications Major:</strong></th>
<th><strong>Pre-communication Courses:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication Studies (CMUJ)</td>
<td>COM 1700, COM 2000, COM 2010</td>
</tr>
<tr>
<td>Film, Video, and Media Studies (FVMJ)</td>
<td>COM 1700, COM 2000, COM 2400, COM 2410</td>
</tr>
<tr>
<td>Interpersonal Communication (IPCJ)</td>
<td>COM 1700, COM 2000, COM 2010</td>
</tr>
<tr>
<td>Journalism (JNLJ)</td>
<td>COM 2000, COM 2400, JRN 1000</td>
</tr>
<tr>
<td>Organizational Communication (OCMJ)</td>
<td>COM 1700, COM 2000, COM 2800</td>
</tr>
<tr>
<td>Public Relations (PURJ)</td>
<td>COM 1700, COM 2000, COM 2400, COM 2800</td>
</tr>
<tr>
<td>Telecommunications and Information Management (TMLJ)</td>
<td>COM 2000, COM 2400</td>
</tr>
</tbody>
</table>

**NOTE: For Students with a Catalog Year Beginning Fall 2012**

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

<table>
<thead>
<tr>
<th><strong>Pre-communications Major:</strong></th>
<th><strong>Pre-communication Courses:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication Studies (CMUJ)</td>
<td>COM 1000</td>
</tr>
<tr>
<td>Film, Video, and Media Studies (FVMJ)</td>
<td>COM 1000, COM 2400, COM 2410</td>
</tr>
<tr>
<td>Interpersonal Communication (IPCJ)</td>
<td>COM 1000, COM 1700, COM 2000</td>
</tr>
<tr>
<td>Journalism (JNLJ)</td>
<td>COM 1000, COM 2400, JRN 1000</td>
</tr>
<tr>
<td>Organizational Communication (OCMJ)</td>
<td>COM 1000, COM 2000, COM 2800</td>
</tr>
<tr>
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</tr>
<tr>
<td>Telecommunications and Information Management (TMLJ)</td>
<td>COM 1000, COM 2400</td>
</tr>
</tbody>
</table>

**NOTE: For Students with a Catalog Year Beginning Fall 2013**

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

<table>
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<td>COM 1000, COM 2400, JRN 1000</td>
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<tr>
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<td>COM 1000, COM 2400</td>
</tr>
</tbody>
</table>

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. See the list of requirements below. Students who have not yet decided upon a major will be assigned to general pre-communication.

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

1. completed 30 hours of college work, at least 12 hours of which are at Western Michigan University
2. achieved an overall minimum 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 attempting 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 1

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, Public Relations, and Telecommunications and Information Management. 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 on-line at [www.wmich.edu/communication](http://www.wmich.edu/communication).

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 advisor. Admission to a major in communication will be considered by our faculty advisor or through the application process following completion of the pre-major requirements.
2. Students must earn a grade of “C” or better in all coursework applied toward a major/minor program.
3. 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.

4. 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 advisor.

Baccalaureate Writing Requirement

Students who have chosen to major in any of the communication areas, with the exception of Journalism, will satisfy the Baccalaureate Writing Requirement by successfully completing one of the following courses (the course must be an approved Baccalaureate Writing Requirement for your declared major):

- COM 3350: Leadership
- COM 3410: Film Modes and Genres**
- COM 3420: International Film Industry**
- COM 3500: Public Relations and Organizations
- COM 3580: TV and Film Scripting
- COM 3590: Digital News Production*
- COM 3720: Introduction to General Semantics
- COM 4410: Documentary in Film and Television
- COM 4450: Media Criticism**
- COM 4480: Telecommunications Management
- COM 4500: Public Relations Program Development
- COM 4700: Advanced Interpersonal
- COM 4750: Family Communication
- COM 4840: Health Communication

* Beginning fall 2011: COM 3590 is no longer a BAC writing course
** Beginning fall 2012: COM 3410, COM 3420 and COM 4450 are approved BAC writing courses.

Students who have chosen to major in Journalism will satisfy the Baccalaureate Writing Requirement by successfully completing one of the following courses:

- JRN 3100: News Reporting Using New Media
- JRN 3200: News Writing and Reporting
- 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 that 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 Disability Services for Students, located in Woodlawn Place at 2210 Wilbur Avenue, near the Sincdeuce Health Center. You can contact them at 269.387.2116. www.wmich.edu/disabilityservices/.
**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 or minors and must have a minimum 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, up to 6 hours of credit per independent study.

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 online at www.wmich.edu/communication; 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 or minors and must have a minimum overall grade point average of 3.0.

3. A communication major cannot apply more than a total of six hours toward the major for any combination of COM 3980 and COM 4990 experiences. A minor cannot apply 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 & Journalism Internships**

**COM/JRN 4990**
Internships provide advanced undergraduate students with an opportunity to apply and expand what they have learned in the classroom.

**Internship Eligibility**

[COM 4990] To be eligible, a student must meet the following requirements:
1. Be a declared communication major or minor
2. Be at least a junior (56+ credit hours)
3. Have at least a COM GPA of 2.5 or higher
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 with a C or better prior to submitting the internship application. Specific core classes for the majors are listed below.*
   - Communication Studies: 6 hours of 3000+ level classes
   - Film, Video & Media Studies: COM 2570 or 3550 or 3560 or 3570
   - Interpersonal Communication: COM 3320 or COM 4700
   - Organizational Communication: COM 2800 and COM 3350 or COM 4800
   - Public Relations: COM 2500 or COM 3500
   - Telecommunications & Information Management: COM 4480 or COM 5410

[JRN 4990] To be eligible, a student must meet the following requirements:
1. Be a declared journalism major or minor
2. Be at least a junior in standing (56+ credit hours)
3. Have at least a COM/JRN GPA of 2.5 or higher (unless required for major)
4. Have completed JRN 3200 or JRN 2100 prior to internship

NOTE: Depending on the specific nature of an internship, courses other than those listed above may be required or substituted by our internship coordinator.

**HOW TO APPLY**

(COM 4990) The following steps must be completed before the drop/add period ends for the semester in which you want to receive credit for an internship.

1. **Find an Internship:** Refer to the School of Communication internship page: [http://www.wmich.edu/communication/academics/internships](http://www.wmich.edu/communication/academics/internships) for a link containing various internship opportunities, contact the internship coordinator directly to discuss potential opportunities, look on BroncoJOBS, or find/create an internship yourself following the internship guidelines.
2. **Fill out an application:** Find and complete the internship application located on the School of Communication internship page – this detailed contract outlines the responsibilities and expectations for students to fulfill internship requirements. NOTE: If our internship coordinator does not think that the internship provides you with the minimal learning experiences and responsibilities that an internship should fulfill, the contract may be rejected pending further clarification and adjustment.

3. **Turn in the application:** You can turn in the completed internship application to the internship coordinator or to the School of Communication main office, 300 Sprau Tower. All areas of the application must be complete, including receiving signature(s) from the internship supervisor(s).

**(JRN 4990)** The following steps must be completed before the drop/add period ends for the semester in which you want to receive credit for an internship.

1. **Identify a news organization** related to your interest (newspaper, magazine, radio station, television station, online publication, etc.) The internship MUST be a news organization, not a public relations/marketing organization. In questionable cases, school approval is required (refer to the School of Communication internship page: [http://www.wmich.edu/communication/academics/internships](http://www.wmich.edu/communication/academics/internships) for a link containing various internship opportunities, contact the internship coordinator directly to discuss potential opportunities, look on BroncoJOBS, or find/create an internship yourself following the internship guidelines.)

2. **Apply for an internship** with the organization you have identified.

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 internship coordinator.

4. **Turn in the application:** You can turn in the completed internship application to the internship coordinator or to the School of Communication main office, 300 Sprau Tower. All areas of the application must be complete, including receiving signature(s) from the internship supervisor(s).

**NOTE FOR ALL INTERNSHIPS:** 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. An Internship can be completed anywhere in the world so long as the student fulfills all internship requirements, obligations and expectations, as well as meet the internship guidelines outlined on the School of Communication internship page: [http://www.wmich.edu/communication/academics/internships](http://www.wmich.edu/communication/academics/internships).

You can earn a maximum of six credits of internship during a single semester; however, a student can only earn a maximum of 12 credits through his/her academy career. Within these 12 credits, six can be applied to the student’s major (substituting for a 3000+ COM elective) and the remaining six can be applied to the student’s general electives outside of his/her major and minor as general credits toward graduation. It is the student’s responsibility to meet with the School of Communication academic advisor and the Arts & Sciences advisors to determine how these credits may be applied based on individual academic tracks.
Requirements:
1. The student must complete a minimum of 40 hours of work for EACH academic credit hour in which he/she is registered
2. Students must have consistent regular attendance to his/her internship
3. All student interns must complete the following assignments/materials:
   • The student’s learning objectives and progress made toward the learning objectives
   • The student’s journal/logs/observation of all intern activities
   • The student’s copy of all work produced
   • Verification of hours worked
   • Final paper/portfolio
   • Any additional coursework as deemed necessary throughout the semester

Credit and Grading:
• All COM 4990 and JRN 4990 Internships will be graded on a credit/no-credit basis.
• You cannot earn more than six hours of credit during a single semester.
• You cannot earn more than six hours of combined independent study (COM 3980) and internship (COM 4990 and/or JRN 4990) credit toward your major or minor.

Other:
You are encouraged to complete a student profile and upload your resumé to BroncoJOBS so you can be considered for posted internship opportunities: https://wmich.experience.com/experience/login.

V. Other Things You Should Know

Transfer Students
Transfer students should contact the School of Communication office for an appointment with a faculty advisor soon after you meet with your curriculum advisor. School policy stipulates that fifteen (15) credit hours can be transferred toward a major and nine (9) credit hours toward a minor from an approved community college or four-year college or university. Your curriculum advisor is 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, students 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; you may major in Communication Studies; Public Relations; or Film, Video and Media Studies; and minor in Journalism. If you choose to double major, only one of those majors can be in the School of Communication; a second major must be selected from another department.

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.
SPECIAL NOTE: Telecommunications-Information Management majors may not select any minor in the Haworth College of Business. This restriction is because of the accreditation requirements through the Association for the Advancement of Collegiate Schools of Business (AACSB).

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

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

- Accounting
- Addiction Studies
- Dance
- English
- Japanese
- Law
- Psychology
- Public History
- Advertising & Promotions
- Environmental Studies
- Management
- Real Estate
- Arabic
- Art
- Biological Sciences
- French
- Gender & Women’s Studies
- General Business
- Marketing
- Mathematics
- Music
- Recreation
- Social Work
- Sociology
- Coaching
- Graphic Printing Science
- Nonprofit Leadership
- Spanish
- Criminal Justice
- Holistic Health
- Political Science
- Theatre Studies

Incomplete Policy: The University has established a policy that governs the awarding of the temporary grade of “I” for course work under certain circumstances. Students are advised to carefully read the statement in the Undergraduate Catalog regarding the grade of “I” before requesting such a grade from a faculty member. Generally, a grade of “I” 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.

Registration: All students should register for classes when they are first eligible. Priority registration is available first for students who have accumulated the most completed credit hours. Use the registration schedule to determine when you may register for courses. Incoming freshmen will register for classes at Orientation.
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.
VI. Current Faculty Biographies

• **Heather Addison, Ph.D.**, Associate Professor of Communication and Director of Graduate Studies, 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 health communication, investigating interactions among health care workers and between caregivers and patients. Her areas of specialization include: communication and patient safety, interdisciplinary health teams, stress and social support, and caregiver role communication. Dr. Apker authored the book *COMMUNICATION IN HEALTH ORGANIZATIONS* (Polity Press, 2012) and has published in multiple peer-reviewed, academic journals in Communication, Medicine, and Nursing. She serves on the editorial boards of Health Communication and Communication Monographs.

• **Sandra L. Borden, Ph.D.**, Professor of Communication, specializes in media ethics. She teaches ethics, media criticism and freedom of expression. Her work has been published in several scholarly books and journals, including *THE HANDBOOK OF MASS MEDIA ETHICS*, *THE JOURNAL OF MASS MEDIA ETHICS AND COMMUNICATION MONOGRAPHS*. Her book, *JOURNALISM AS PRACTICE: MACINTYRE, VIRTUE ETHICS AND THE PRESS*, won the 2008 Clifford G. Christians Ethics Research Award and the National Communication Association’s 2008 top book award in applied ethics. Her other books are *ETHICS AND ENTERTAINMENT: ESSAYS ON MEDIA CULTURE AND MEDIA MORALITY* (co-edited with Howard Good, 2010, McFarland) and *MAKING HARD CHOICES IN JOURNALISM ETHICS* (with David Boeyink, 2010, Routledge). Borden is on the executive board of the Association for Practical and Professional Ethics and is active in the Association for Education in Journalism and Mass Communication. She is co-director of WMU’s Center for the Study of Ethics in Society, faculty sponsor of WMU’s Ethics Bowl team, and associate editor of the journal *TEACHING ETHICS*. She has a Ph.D. in mass communications from Indiana University and an M.A. in journalism from The Ohio State University.
• **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 areas of expertise include social cognitive theories as applied to the practice of journalism, diversity reporting and journalism pedagogy. She teaches courses in the foundations of journalism, social media and civic affairs coverage and specialized reporting. 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. Her articles have been published in various scholarly journals, including the *Journal of Intercultural Communication Research* and the *Journal of Intergroup Relations*. Her book, *Overcoming Bias: A Journalist’s Guide to Culture and Context* was published in late 2011 by Holcomb Hathaway. The book’s blogsite is at www.hhp-communities/overcomingbias. Professor Christian maintains a blog of WMU student journalism work at [www.journalismatwmu.com](http://www.journalismatwmu.com). She is the recipient of the WMU College of Arts and Sciences Distinguished Teaching Award.

• **Autumn Edwards, Ph.D.**, Associate Professor of Communication, earned her bachelor’s degree from Texas Tech University (1999), master’s degree from the University of Kansas (2001), and finished her Ph.D. 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.**, is an Associate Professor of Communication. Dr. Edwards received his Ph.D. from the University of Kansas. He joined the School of Communication at Western Michigan University in the fall of 2005. Previously, he was a Hartel Fellow at Marietta College. Chad’s research interests include communication in the teacher-student relationship, new-media communication, and transformative communication practices. Recent publications include articles in *Communication Education*, *Communication Research Reports*, *Basic Communication Course Annual*, the *Journal on Excellence in College Teaching* and other communication and educational studies journals. He is a co-author on a Sage textbook entitled, *Life in the Communication Age: Connecting and Engaging* (2012). He serves on numerous editorial boards including Communication Education. He has held offices at both national and regional communication conferences and is currently the 1st Vice-President of the Central States Communication Association. In 2009, Chad received the Distinguished Teaching Award from Western Michigan University (the highest teaching award given by WMU). He also has been awarded teaching awards from the College of Arts and Sciences at Western Michigan University, University of Kansas, and Texas Tech University. Additionally, Chad has received several top paper awards for his research.
• Leigh Arden Ford, Ph.D., Professor of Communication and Director of the School of Communication. 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 health messages, especially within disenfranchised communities, and the communication of hope within the uncertainty of chronic illness. 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 a Professor of Communication and Co-Director of the Telecommunications and Information Management (TIM) program at Western Michigan University where he teaches courses in media management and telecommunications as well as digital media and information technology. Dr. Gershon received his degree from Ohio University. He is the author of Telecommunications and Business Strategy (2009) and The Transnational Media Corporation: Global Messages and Free Market Competition, winner of the 1998 book of the year by the U.S. Cable Center. Dr. Gershon is a Fulbright scholar having held visiting appointments at the University of Navarra, Spain and Nihon University, Japan. Dr. Gershon has twice been selected for national 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). In 2007, he was the recipient of the Distinguished Teaching Award at Western Michigan University. Dr. Gershon is a founding member of the International Telecommunications Education Research Association (ITERA) where he served as the organization’s first President.

• Annette Hamel, M.A., is a Faculty Specialist I; she joined the School of Communication in fall 2012. Ms. Hamel has earned an M.B.A. from Lake Superior State University and an M.A. from Ohio University. She is currently working on her Ph.D. from Ohio University. Ms. Hamel teaches courses in Organizational Communication, Communication Theory, and Leadership. She also has expertise in online instruction and curriculum development in this delivery format. In all her courses, she aims to help her students develop as critical thinkers and problem solvers who are prepared to engage organizational life in a variety of contexts and positions throughout their careers. Ms. Hamel’s research interests include studies of the academy as a workplace and also examinations of the rhetoric of diversity. Her dissertation work focuses on faculty experiences of diversity within the academy as a site of work. In addition to her academic career, Ms. Hamel worked a number of years in corporate banking.
• **Richard Junger, Ph.D.**, 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 American history and literature, especially as it relates to journalism. He is the author of *Becoming the Second City: Chicago’s Mass News Media, 1833-1898* and *The Journalist as Reformer: Henry Demarest Lloyd and Wealth Against Commonwealth*, and numerous journal articles and conference papers. He is also interim general manager of the Western Herald.

• **Adam S. Kahn, Ph.D.**, Assistant Professor, received his doctoral degree in small group communication from the Annenberg School for Communication and Journalism at the University of South California. Dr. Kahn earned his M.A. in communication from USC Annenberg, as well as an M.A. in media studies, a B.S. in computer science, and a B.A. in history, all from Stanford University. He joined the School of Communication in 2013. Adam is teaching classes on the psychology of interactive media, quantitative research methods, media processes and effects, communication technology and society, and small group communication. He has received a top paper award from the Communication and Technology Division of the International Communication Association and received the USC Award for Excellence in Teaching (given annually to one graduate student per department). Adam has been published in *Human-Computer Interaction* and *The Oxford Handbook of Internet Studies*. Adam studies social and psychological aspects of computer-mediated communication and human-computer interaction with associate interests in small group communication. His current research looks at the development of transactive memory systems in video game teams. He uses both experimental and survey methods that combine self-report and server-side data. He is also examining how transactive memory can be leveraged in today’s wired classroom to design exams that encourage collaboration.

• **Joseph M. Kayany, Ph.D.**, is an Associate Professor of Communication; he 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*. He is a member of the editorial board of the Journal of Broadcasting and Media. Professor Kayany is currently engaged in research on information overload, consequences, and strategies.
• **Marilyn S. Kritzman, M.A.**, Faculty Specialist II, joined the School of Communication in 2002. Prior to joining the School of Communication, she worked at Western Michigan University in both the Division of Student Affairs and the Department of Business of Finance in various capacities. She has previous student affairs experience at both 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. She is active in a number of campus organizations including the WMU Chapter of the American Association of University Professors, the University Assessment Steering Committee (serving as its chair beginning fall 2012), and the Faculty Senate’s Undergraduate Studies Council (serving as its vice-chair beginning fall 2012). She was selected as the top faculty advisor in the State of Michigan during the 2009 school year by the Michigan Academic Advising Association and was voted one of the Top Ten Business Women in the United States by the American Business Women’s Association in 2000 (from a field of over 70,000 candidates).

• **Steven N. Lipkin, Ph.D.**, Professor of Communication joined the faculty in 1981. He received a doctoral degree from the University of Iowa. Professor Lipkin’s area of expertise is film studies. He has also 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*. He is the author of two books on docudrama, *Real Emotional Logic: Film and Television Docudrama as Persuasive Practice*, (Southern Illinois University Press, 2002), and *Docudrama Performs the Past: Arenas of Argument in Films Based on True Stories*, (Cambridge Scholars Publishing, 2011). His feature film screenplay, “Betrayals,” was a finalist in the Table Read My Screenplay competition, Sundance Film Festival (2012), the American Screenplay Challenge, Sacramento International Film Festival (2012), and won the Grand Jury Prize for Best Screenplay in the Buffalo Niagara Film Festival, fall 2011.

• **Jennifer Machiorlatti, Ph.D.**, Associate Professor of Communication and Director of Undergraduate Studies. She 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 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 Feminist influenced media. She publishes essays on women and film, aboriginal media and popular culture in *Afterimage: Journal of Arts and Criticism, A Leadership Journal - Sharing the Vision, PostScript Cinema Journal*, and *The South Atlantic Review*. Two recent essays appear in *Talking Back: Native American Perspectives on Film and Media* (Eds. Elise Marubbio and Eric Buffalohead, University of Virginia Press, 2012) and *Framing the World: Ecocriticism and Film* (Ed. Paula Willoquet-Maricondi, University of Virginia Press, 2010). Dr. Machiorlatti’s media production background includes working at CBS and Fox affiliates in Detroit in promotion and programming, as well as producing independent art and community media. Her documentary and installation art has been shown across the U.S. and Canada at The Indie Fest, Dallas Video Festival, East Lansing Film Festival, Waterfront Film Festival, and Glass Curtain Gallery (Chicago, IL) as well as webcast on lonelyplanet.com, vagueterrain.net and docupyx.com Documentary Channel. Machiorlatti is currently in post-production on *Matriarchal Voices: Indigenous Women in Cinema and Digital Media* – a feature documentary on Native North American media storytellers.
• Leah Omillion-Hodges, Ph.D., Assistant Professor of Communication, joined the faculty in 2011. She received her Ph.D. from Wayne State University. Her research interests lie primarily in public relations, leadership, and social influence focusing specifically on the way that communication and resource exchanges impact interpersonal and group relationships within organizational contexts. Her work has been presented at numerous national and regional conferences including National Communication Association, Central States Communication Association, and the Organizational Communication Mini-Conference. She teaches courses in public relations development, public relations writing, persuasion and social influence, and leadership.

• Mark Orbe, Ph.D., Professor of Communication, joined the faculty fall 1997. He received his M.A. from the University of Connecticut, Ph.D. from Ohio University, and taught at Indiana University Southeast prior to coming to WMU. His principal area of teaching and research revolves around explorations of the inextricable relationship of communication, culture, and power in different contexts (including interpersonal, intercultural, and mass-mediated settings). His research has been presented at regional, national, and international conferences and published in a wide variety of journals and books.

• Kathleen M. Propp, Ph.D., 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 States Communication Association. She teaches courses in organizational communication, small group communication, training and development, conflict management, communication theory, and research methods.

• Jocelyn Steinke, Ph.D., Professor of Communication, joined the faculty in 1995. She received her Ph.D. degree in Journalism and Mass Communication from the University of Wisconsin-Madison. Jocelyn Steinke’s research focuses on images of science and scientists in the mass media. She has earned over $789,000 of research funding from the National Science Foundation for her interdisciplinary research on the significance of gender in media representations of scientists and the effects of these representations on adolescent girls’ career aspirations. Her research has been published in the JOURNAL OF WOMEN AND MINORITIES IN SCIENCE AND ENGINEERING, JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA, SCIENCE COMMUNICATION, PUBLIC UNDERSTANDING OF SCIENCE, JOURNALISM EDUCATOR, and other journals. Jocelyn Steinke was recognized as an AAAS Fellow by the American Association for the Advancement of Science in 2007 and was awarded the College of Arts and Science Gender Scholar Award in 2012. She holds a joint appointment with the Program in Gender and Women’s Studies at Western Michigan University. She teaches courses in news writing and reporting, feature writing, environmental reporting, and science writing.
Kelly Wittenberg, M.A., Assistant Professor, joined the faculty at WMU in 2014. Kelly has been an Assistant Professor at Missouri Western State University in the Department of Communication Studies, Theatre and Cinema. Collaborating with colleagues from Art, journalism, and Music, her experience includes teaching graduate level courses for the Master of Applied Arts Degree in Applied Digital Media. Kelly has taught a wide range of courses in film production, digital video, and interdisciplinary media, including screenwriting, cinematography, and nonlinear editing using both Final Cut Pro and Adobe Premiere systems. Kelly began her academic career as a studio art major with an emphasis on photography, video, and time-based media. Her work crosses disciplines ranging from short films, video art installations, and traditional photographs, to small hand-illustrated book objects and WordPress driven website design. Her work has been encouraged by such varied organizations as the Saint Louis International Film Festival, the Association for Independent Film and Video, and the Multnomah County Library in Portland, Oregon. Kelly received a Bachelor of Arts degree in Art from the University of Nevada, Reno, and a Master of Fine Arts degree in Film from Syracuse University. She is an active member of the University Film and Video Association.

The following faculty members hold administrative positions on campus:

- James A. Gilchrist, Ph.D., Associate Professor of Communication; Vice Provost for Budget and Personnel and Chief Information Officer; 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.

- Keith Michael Hearit, Ph.D., Professor of Communication, Associate Dean, College of Arts and Sciences; 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.