

# Reed School of Media and Communications

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## Degrees Offered

- **Bachelor of Science in Journalism** with majors in Advertising and Public Relations, Journalism and Sport and Adventure Media
- **Bachelor of Arts** with majors in Multidisciplinary Media Studies
- **Bachelor of Science** with a major in Integrated Marketing Communications

## Areas of Emphasis

Advertising and Public Relations:

- Advertising
- Public Relations

Sports and Adventure Media:

- Adventure Media
- Sports Media

## Minors

- Advertising
- Entertainment Media
- Event Planning
- Health Promotion
- Journalism
- Public Relations
- Sport Communication (offered jointly with the College of Applied Human Sciences)
- Strategic Social Media

## Nature of the Program

The School of Media and Communications is a student-centered media school that has been graduating journalists and strategic communicators since 1939. While rooted in tradition, the School of Media and Communications offers an innovative curriculum and real-world experiences that prepare students for careers in today's media industries. The College is known for its innovative course projects and ability to build community in the classroom and beyond.

In all programs at the School of Media and Communications, our students learn by doing, producing stories and projects using the latest digital media technology. Our graduates work in top news organizations and communication agencies around the world, leading the industry and transforming the media landscape.

We believe that robust, independent media are fundamental to a democratic society in which individuals are empowered as critical thinkers, creative problem-solvers and engaged citizens. We expect our students, faculty and staff to use their communications skills and expertise to help our communities adapt and thrive in a complex global society. We aspire to be a catalyst for positive change in our region and a national leader in modern media education.

The School of Media and Communications currently offers a bachelor of science in journalism (BSJ) degree in 1) advertising and public relations; 2) journalism, which includes multimedia storytelling and broadcast production coursework; and 3) sports and adventure media. The School also offers a bachelor of arts (BA) degree in multidisciplinary media studies and an online major in integrated marketing communications.

While they are still in school, students intern at various on- and off-campus locations, including top regional and national TV stations, sports programs, newspapers and advertising and public relations firms. Students also have the opportunity to work for campus media, including U-92 (the campus radio station) and The Daily Athenaeum (the student newspaper). Many students also build their skills by working part-time at local media outlets, agencies, non-profit organizations and within programs and departments across the WVU campus, such as athletics and health sciences, as well as by taking active roles in one of our School's many professionally affiliated student organizations, including the Public Relations Student Society of America, National Association of Black Journalists, Association of Women in Sports Media, Radio Television Digital News Association, Mirage Magazine, RAPID Technology Club, Film Club, HER Campus, American Advertising Federation and Society of Professional Journalists.

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## **FACULTY**

### **DIRECTOR**

- Diana Martinelli - Ph.D. (University of North Carolina at Chapel Hill)  
Vice Dean; Widmeyer Professor in Public Relations

### **ASSOCIATE DIRECTOR**

- Emily Hughes Corio - M.S.J. (West Virginia University)  
Teaching Professor, Television Journalism and Podcasting

### **PROFESSORS**

- Joel Beeson - Ph.D. (Union College and University)  
Visual Journalism and Documentary
- Dana Coester - M.A. (University of Missouri-Columbia)  
Media Innovation, Entrepreneurship, Audience Engagement
- Geah Pressgrove - Ph.D. (University of South Carolina)  
Public Relations, Advocacy, Strategic Communications
- Maryanne Reed - M.S. (Northwestern University)  
Television Journalism

### **TEACHING PROFESSORS**

- Robert Britten - Ph.D. (University of Missouri)  
Data and Visual Journalism, Media Literacy
- Gina Martino Dahlia - M.S.J. (West Virginia University)  
Television Journalism
- Elizabeth Oppe - Ph.D. (Ohio University)  
Media and Society, Public Relations, Sports

### **ASSOCIATE PROFESSORS**

- Rita Colistra - Ph.D. (University of North Carolina at Chapel Hill)  
Public Relations, Community Branding, Strategic Communications
- Julia Fraustino - Ph.D. (University of Maryland)  
Public Interest Communications, Public Relations, Strategic Communications
- Lois Raimondo - M.A. (University of Missouri-Columbia)  
Visual, Photojournalism

### **TEACHING ASSOCIATE PROFESSORS**

- Ashton Marra - M.S. (West Virginia University)  
Integrated Marketing Communication
- Mary Kay McFarland - M.S. (University of Missouri-Columbia)  
Visual and Multimedia Journalism
- Catherine Mezera - M.S.J. (West Virginia University)  
Advertising, Public Relations
- David Smith - M.A. (West Virginia University)  
Experimental, Augmented and Virtual Reality Storytelling

### **ASSISTANT PROFESSORS**

- Joseph Jones - Ph.D. (University of Missouri)  
Ethics, Law, Media and Society

### **TEACHING ASSISTANT PROFESSORS**

- Chuck Scatterday - M.S.J. (West Virginia University)  
Shott Teaching Assistant Professor, Sports and Adventure Media
- Jesse Wright - B.S.J. (West Virginia University)  
Audio Broadcasting and Reporting

## INSTRUCTORS

- Aaron Hawley - M.S.J. (West Virginia University)  
Multidisciplinary Media Studies

## Admissions

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- Accelerated Bachelor's/Master's Program (p. 3)

## Admission to the School of Media and Communications

The School of Media and Communications uses the same undergraduate admission standards for first-time freshmen as West Virginia University (WVU). Visit the WVU undergraduate admissions page for details on general WVU admission.

Students who have completed at least one full-time semester of college work (either at WVU or elsewhere) with a cumulative GPA of 2.0 or higher may also qualify for direct admission into the School of Media and Communications irrespective of standardized test scores. Students who do not meet these criteria will automatically be enrolled in WVU's Center for Learning, Advising and Student Success (CLASS). Students advised in CLASS may declare a major in the School of Media and Communications once they have earned a cumulative GPA of 2.0 at WVU.

## Choosing a Major

The School of Media and Communications offers six majors: advertising and public relations; integrated marketing communications (online); gaming and interactive media design; journalism; sports and adventure media; and multidisciplinary media studies.

Direct admission students are admitted to the School upon admission to the University and declare their majors at that time.

## Accelerated Programs

ABM for Master of Science in Journalism

Students in the advertising and public relations or journalism BSJ programs in the School of Media and Communications with a minimum cumulative GPA of 3.4 are eligible for admission to the Accelerated Master's of Science in Journalism program. The accelerated MSJ program allows students to customize a research project that is relevant to their interests, whether they are advertising and public relations or journalism majors. Interested students must meet with the Director of Graduate Studies, by the fall of their junior year. Students will be admitted to the program no later than the second semester of their junior year and begin taking graduate courses during the first semester of their senior year. Information is posted on the School's website.

ABM for Master of Science in Integrated Marketing Communications or Media Innovation and Solutions

Students in the advertising and public relations, integrated marketing communication, journalism or multidisciplinary media studies undergraduate programs in the School of Media and Communications and with a minimum cumulative GPA of 3.4 are eligible for admission to the Accelerated Master of Science in Integrated Marketing Communications program or Media Innovation and Solution program beginning the first semester of their junior year. They will meet with Aaron Hawley in the School of Media and Communications by fall of their junior year. Students will be admitted to the program no later than the second semester of their junior year and begin taking graduate courses during the first semester of their senior year. Information is posted on the School's website.

Accelerated 3+3 BSJ and JD Degrees

The School of Media and Communications and WVU College of Law cooperate on a 3+3 degree program, where qualified students may earn a BSJ and J.D. in six years. Details about this program's requirements may be found on the School of Media and Communications website.

## Policies

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## Graduation Requirements

School of Media and Communications students majoring in advertising and public relations, journalism or sport and adventure media earn a Bachelor of Science in Journalism (BSJ) degree that requires a minimum of 120 credit hours. Of the 120 credit hours required to graduate, advertising and public

relations and journalism majors must take a minimum of 72 credit hours outside of the School of Media and Communications in non journalism/non-mass communications courses. Please review the major requirements for each major in the Undergraduate Catalog for specific information.

Students majoring in interactive design for media or multidisciplinary media studies earn a Bachelor of Arts (B.A.) degree that requires a minimum of 120 hours. Please review those major requirements in the Undergraduate Catalog for specific information.

Students majoring in integrated marketing and communications earn a Bachelor of Science (B.S.) degree that requires a minimum of 120 hours. Please review those major requirements in the Undergraduate Catalog for specific information.

Some courses are available only once a year; it is the student's responsibility to arrange their schedule accordingly. Please note that while some classes can count in more than one category, students still need to complete at least 120 credit hours.

The School of Media and Communications will accept no more than fifteen hours of journalism/mass-communication courses from community colleges.

Students may not double major or dual degree within the School of Media and Communications, but they can pursue a dual-degree program with another academic unit on campus.

## **Scholastic Requirements**

To be eligible for graduation, students must earn a minimum 2.0 cumulative grade point average. Students also must earn a grade of C- or better in all major pre-requisite courses to advance. Students who do not earn a C- or better will not be allowed to remain enrolled in subsequent courses until the required grade has been earned in the pre-requisite course. Students must earn a grade of C- or better in all major courses that are counted toward graduation requirements. Minor requirements are set by the College(s) where the minor is housed.

To help ensure timely progression toward a WVU degree, if a student earns D/F/W grades in three attempts at any single major course, even if the student's overall GPA is 2.0 or greater, they must meet with the assistant and/or associate dean to assess progress toward graduation and the likelihood of success within their current major. If, after consultation with the student, it is deemed that the major is not the right academic program, the student will be referred to WVU's Center for Learning, Advising and Student Success (CLASS) to explore other possible majors.

Students found guilty of violating the University's Student Conduct Code may be dismissed from the School of Media and Communications.

All students must see their respective advisors each semester to schedule classes and ensure they are progressing appropriately. In addition, during the semester prior to applying for graduation, students must complete a graduation audit with their advisor during the registration advising session.

## **Academic Minors**

Students pursuing the advertising and public relations or journalism major must complete an officially sanctioned minor outside the School of Media and Communications. However, students may pursue the sport communication minor, which is offered jointly by the School of Media and Communications and the College of Applied Human Sciences, or the interactive media design minor within the College of Creative Arts and Media. Students in the School of Media and Communications may add a second minor in event planning or strategic social media; however, these minors will not fulfill the requirement of having a minor outside of the School. Students completing a dual-degree are exempt from the requirement to complete a minor. Students should consult their advisor before starting a minor, as many minors require at least four semesters to complete. The minor will also fulfill the University's GEF 8 requirement.

## **Full-Time Load**

Students may not enroll for more than 20 hours in a single term or 14 hours in two summer sessions without permission from the College's Associate Dean for Academic Affairs. For requests to register for more than 21 credit hours during the fall/spring and more than 15 credits during the summer, the request must also be approved by the Associate Provost for Undergraduate Academic Affairs.

## **Priorities for Admission to MDIA 215 and Major Program Specific Courses**

MDIA 215 is restricted to School of Media and Communications students. Pre-media majors with at least a 2.0 cumulative GPA may enroll in MDIA 215 if space permits after School of Media and Communications students have received their registration priority. Major courses are restricted to School of Media and Communications majors, with priority given to those students pursuing that specific area of study.

## **Career**

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## Professional Relationships

Relationships are maintained with state and national communications and journalism professionals through the West Virginia Press Association, the West Virginia Broadcasters Association, the West Virginia Associated Press Broadcasters Association, Public Relations Society of America, American Advertising Federation, National Press Photographers Association, the National Association of Black Journalists, the Broadcast Education Association, the Association for Women in Sports Media and the Society of Professional Journalists. These groups have provided educational and financial support to the College along with internships and job opportunities.

Every year, the School provides opportunities for students to get advice on how to find jobs, write resumes, produce professional portfolios and broadcast clips, and conduct themselves on job interviews. Employers also regularly visit campus to interview School of Media and Communications students for internships and permanent positions.

The School also hosts events to spur innovation and creativity in media, including workshops and panel discussions on such themes as journalists' safety, social documentary storytelling, social justice reporting, misinformation, sport communication and storytelling through augmented and virtual reality and digital and mobile media.

## Experiential Learning

Students gain real-world experience through service-learning and senior capstone courses, as well as with special projects and student organizations. For example, advertising and public relations students work with local nonprofit organizations to help plan campaigns and special events and they work through Martin Hall Agency to assist regional and statewide clients. Journalism students write, report, and produce multimedia content for newspapers, television, and other media and sports networks across the state and region. Faculty and students work together on high-profile projects that impact the community and give students valuable hands-on experience. These have included research-based community branding campaigns to support regional tourism; local television news and public affairs shows; public broadcasting podcasts; special sports packages for the Big 12 and ESPN+; courses with Pulitzer Prize-winning investigative journalists and collaborative courses and multimedia content production with faculty and students from other institutions including George Washington University, the University of Oklahoma and Morgan State University.

Students also develop their professional skills and portfolios through internships at news organizations and advertising and public relations agencies, as well as in the communications departments of companies and nonprofit organizations. College of Media students have interned at such organizations as the Charleston Gazette-Mail, Porter-Novelli, the Washington Nationals, DEC PR (Sydney, Australia), Fox Sports, the Smithsonian Institute, WTAE-TV Pittsburgh, ReedPOP Events, Spectrum News, PepsiCo and West Virginia Public Broadcasting among others.

## Advertising and Public Relations, Journalism and Sports and Adventure Media Organizations

Several organizations affiliated with the School of Media and Communications provide honor and recognition as well as fellowship and education. They include:

- American Advertising Federation (AAF), the nation's oldest national advertising trade association, and the only association representing all facets of the advertising industry
- Association for Women in Sports Media, an organization supporting the advancement of women in sports media
- Her Campus, a media site for college women, written entirely by the world's top college journalists
- Kappa Tau Alpha, a national scholastic honorary for students with exceptional academic records in journalism
- Martin Hall Agency, a student-run professional advertising/public relations agency
- Mirage Magazine, a student-run lifestyle and fashion publication
- National Association of Black Journalists, an organization dedicated to strengthening ties among African-American journalists and promoting diversity in newsrooms
- Online News Association, a nonprofit membership organization of digital journalists
- Public Relations Student Society of America, the student arm of the largest professional organization devoted to public relations
- Radio Television Digital News Association, the world's largest organization exclusively serving the electronic news profession
- RAPID, an organization that explores emerging media and technology
- Society of Professional Journalists, the journalism profession's most broad-based organization
- WVU Film Club, a student-run group that helps people learn more about film, its production and creation process

## Internship/Practicum Credit

Students may choose any of the following options when taking an internship or practicum:

- Resume experience—no College credit or monetary compensation
- Experience—paid, but not for credit

- Experience—College credit plus monetary compensation
- Experience—College credit but no monetary compensation

Typically, students choose to do an internship/practicum for credit because the employer requires it or the student needs the elective credit(s). Students who wish to do an internship/practicum for credit must see the School of Media and Communications director of student careers and opportunities to complete a contract and to be registered for JRL 441 (3 credits, typically done in the summer) or JRL 442 (1–2 credits). Students in the Sport and Adventure Media major take MDIA 441 (1-3 credits) which is a graded course required in the Area of Emphasis for the major. (Students cannot receive credit retroactively, per School policy). Fifty hours on the job equals one credit hour. If internship/practicum is graded as pass/fail, it may be used for general elective credit, but cannot be used to fulfill major course elective requirements.

## **Job Placement**

The School of Media and Communications director of student careers and opportunities assists future graduates in finding professional positions by acting as a placement clearinghouse for current students and alumni. School of Media and Communications faculty also advise and assist students in the preparation of resumes and portfolios. Representatives of newspapers, magazines, public relations, broadcasting, advertising firms and many units on campus frequently request that School of Media and Communications faculty provide applicants for job openings and internships.