Reed College of Media

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 Interactive Design for Media and 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
- Interactive Media Design (offered jointly with the College of Creative Arts)
- Journalism
- Public Relations
- Sport Communication (offered jointly with the College of Physical Activity and Sport Sciences)
- Strategic Social Media

Nature of the Program

The WVU Reed College of Media is a student-centered media school that has been graduating journalists and strategic communicators since 1939. While rooted in tradition, the College of Media 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 College of Media, 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 College of Media 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 College also offers a bachelor of arts (BA) degree in multidisciplinary media studies; an interdisciplinary major with the College of Creative Arts in interactive media design; and an online interdisciplinary major with the Chambers College of Business and Economics 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 College’s many professionally affiliated student organizations, including the Public Relations Student Society of America, Martin Hall Agency, 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.
Accreditation

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) fully accredits the College of Media's undergraduate programs in journalism and advertising and public relations. Only about 115 colleges and universities with journalism or communications programs have earned this demanding ACEJMC approval. The College is also one of fewer than 50 programs internationally to earn the Certification in Public Relations Education (CEPR) from the Public Relations Society of America. The College is also a member of the Association of Schools of Journalism and Mass Communications.

Reed College of Media Diversity, Equity and Inclusion Statement

The Reed College of Media believes in and takes action to further the University’s commitment to excellence in equity, inclusion and diversity in recruitment and retention of students, faculty and staff. As members of a land-grant institution that seeks to extend knowledge and to serve the people of West Virginia, we in the Reed College of Media actively embrace and propound inclusive excellence to strengthen and diversify our teaching, scholarship and community engagement. We emphasize a shared responsibility for fostering a safe, welcoming and inclusive environment for individuals of all races, genders, ethnicities, religions, sexual orientations, socioeconomic statuses, geographical origins and physical abilities, and to express their culture, experience and perspectives through the art and science of ethical journalistic storytelling and professional communications.

Through its curricula, service, faculty and student scholarship and media, the College is committed to presenting diverse viewpoints to a general audience and to seeking and maintaining ties to a range of diverse sources. In public relations, advertising and interactive media design, the college considers excellence as authentically representing and communicating with diverse clients and audiences. In news, sports and adventure storytelling, excellence is equated with the ability to produce stories for and about a wide range of communities and audiences, and with exploring new forms of media technology that empower and drive inclusion and equity for underrepresented groups.

The Reed College of Media has a formal Diversity, Equity and Inclusion Plan, which is developed in collaboration with a faculty and staff DEI committee, and with faculty and staff oversight. The committee works each semester with faculty and staff to document progress on stated goals in the plan, meets quarterly to review progress and prepares an annual end-of-year report. Goals for the College include:

1. deepen the College of Media’s understanding of diversity, equity and inclusion issues as central to our standards for providing a quality education with focused attention to the items of emphasis outlined above;
2. improve and increase the organic incorporation of diversity, equity and inclusion in curricula and course instruction for all College of Media faculty and students;
3. increase efforts to recruit and retain qualified faculty and staff members representing historically underrepresented groups, with an emphasis on domestic racial and ethnic diversity;
4. increase efforts to recruit and retain top students from diverse/minority groups, with an emphasis on domestic racial and ethnic diversity; and
5. increase programming and collaborations that address contemporary diversity, equity and inclusion issues and that are intentional in integrating underrepresented perspectives and experiences into media research, professional practice, community service and curriculum development.

ADMINISTRATION

PROVOST
• Maryanne Reed - M.S. (Northwestern University)
  Professor

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

ASSISTANT DEANS
• Gina Dahlia - M.S.J. (West Virginia University)
  Academic Affairs
• Chad Mezera - M.S. (West Virginia University)
  Online Programs

DIRECTOR OF GRADUATE STUDIES
• Steve Urbanski - Ph.D. (Duquesne University)
  Associate Professor
Degree Designation Learning Outcomes

BACHELOR OF ARTS (BA)

The WVU Reed College of Media prepares its students to excel as professional communicators, scholars and innovators in a rapidly changing global media environment. As such, the College maintains the following overarching learning goals for its B.A. in Multidisciplinary Media Studies (MDS) students. MDS students must have at least two of their three minors in the College of Media.

Upon completion of the B.A. in MDS, students will:

• understand the interrelationships among different disciplines and possess a knowledge of and aptitude with principles, practices, facts, concepts, theories and tools in three minor areas of concentration
• understand and apply the U.S. principles and laws of freedom of speech and press
• understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
• demonstrate an understanding of the history and role of professionals and institutions in shaping communications
• demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
• demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
• understand concepts and apply theories in the use and presentation of images and information
• demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
• think critically, creatively and independently
• conduct research and evaluate information by methods appropriate to the communications professions in which they work
• write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
• apply basic numerical and statistical concepts
• apply tools and technologies appropriate for the communications professions in which they work.

BACHELOR OF SCIENCE IN JOURNALISM (BSJ)

The WVU Reed College of Media prepares its students to excel as professional communicators, scholars and innovators in a rapidly changing global media environment. As such, the College maintains the following overarching learning goals for its Bachelor of Science (Journalism and Advertising and Public Relations) students.

Upon completion of the BSJ, students will:

• demonstrate professional communications knowledge, skills and judgment
• demonstrate the ability to work professionally and effectively as part of a diverse team
• understand and apply the U.S. principles and laws of freedom of speech and press
• understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
• demonstrate an understanding of the history and role of professionals and institutions in shaping communications
• demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
• demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
• understand concepts and apply theories in the use and presentation of images and information
• demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
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• conduct research and evaluate information by methods appropriate to the communications professions in which they work
• write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
• apply basic numerical and statistical concepts
• apply tools and technologies appropriate for the communications professions in which they work.
Reed College of Media Minors

Each minor must have a minimum of 9 unique credit hours. If a student is majoring in Multidisciplinary Studies, all hours in each minor must be unique to that minor and not shared with other degree requirements. JRL or MDIA 101 may also count as a GEF 4.

- Advertising (http://catalog.wvu.edu/undergraduate/minors/advertising/)
- Entertainment Media (http://catalog.wvu.edu/undergraduate/minors/entertainmentmedia/)
- Event Planning (http://catalog.wvu.edu/undergraduate/minors/eventplanning/)
- Health Promotion (http://catalog.wvu.edu/undergraduate/minors/health_promotion/)
- Interactive Design for Media (http://catalog.wvu.edu/undergraduate/minors/interactivedesignformediaminor/)
- Journalism (http://catalog.wvu.edu/undergraduate/minors/journalism/)
- Public Relations (http://catalog.wvu.edu/undergraduate/minors/public_relations/)
- Sport Communication (http://catalog.wvu.edu/undergraduate/minors/sports_communication/)
- Strategic Social Media (http://catalog.wvu.edu/undergraduate/minors/strategicsocialmedia/)

Admissions

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Admission to the College of Media

The WVU Reed College of Media 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 College of Media irrespective of standardized test scores. Students who do not meet these criteria will automatically be enrolled in a pre-media major and advised by WVU’s Center for Learning, Advising and Student Success (CLASS). Students advised in CLASS may declare a major in the College of Media once they have earned a cumulative GPA of 2.0 at WVU.

Scholarships

In addition to financial aid from West Virginia University, the College of Media offers a number of scholarships each year to eligible first-time students. All students applying for scholarships must file a FAFSA form by the deadline, even if they are not eligible for need-based aid.

Choosing a Major

The College of Media offers six majors: advertising and public relations, integrated marketing communications, interactive media design, journalism, sports and adventure media and multidisciplinary studies.

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

Accelerated Bachelor’s/Master’s Program

ABM for Master’s of Science in Journalism

Students in the advertising and public relations or journalism BSJ programs in the College of Media with a minimum cumulative GPA of 3.5 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 Dr. Steve Urbanski, 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 College’s website.

ABM for Master’s of Science in Integrated Marketing Communications

Students in the advertising and public relations, integrated marketing communication, journalism or multidisciplinary media studies undergraduate programs in the Reed College of Media and with a minimum cumulative GPA of 3.5 are be eligible for admission to the Accelerated Master’s of Science in Integrated Marketing Communications program beginning in first semester of their junior year. They will meet with Aaron Hawley, College of Media undergraduate online programs advisor, 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 College’s website.
Due to Covid-19 – Admission requirements may differ from what is listed on this page. Please review the most up-to-date program admission requirements for the Reed College of Media (http://reedcollegeofmedia.wvu.edu).

Policies

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- Scholastic Requirements (p. 5)
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Graduation Requirements

College of Media 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 College of Media 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 College of Media 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 College of Media, but they can pursue a dual-degree program with another academic unit on campus. To earn a second baccalaureate degree, students must complete at least 150 credit hours (30 hours beyond the first bachelor’s degree). Students pursuing dual degrees must have their academic plan approved by the assistant dean.

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 College of Media. This includes, but is not limited to, obstruction, disruption or misconduct in the classroom as outlined in the Conduct Code.

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 College of Media. However, students may pursue the sport communication minor, which is offered jointly by the College of Media and the College of Physical Activity and Sport Sciences, or the interactive media design minor, which is offered jointly by the College of Media and the College of Creative Arts. Students in the College of Media 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 College. 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. Each minor must have a minimum of 9 unique credit hours. Students majoring in multidisciplinary studies must have unique credit hours in each minor.
Full-Time Load/Probation

Students may not enroll for more than 20 hours in a single term or 14 hours in two summer sessions without permission from the assistant dean. 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.

While on probation, a student is not permitted to register for more than 15 hours of coursework in an academic term and must successfully complete at least 12 hours. Students enrolling in more than 15 hours will be notified by the Media College’s Advising Center to reduce their credit-hour registration.

Priorities for Admission to Media 215 and Major Program Specific Courses

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

Courses for Non-Majors

The following are open to all WVU students on a first-come, first-served basis:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ADV 201</td>
<td>Advertising and Society (GEF 4)</td>
<td>3</td>
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<tr>
<td>ADV 215</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 101</td>
<td>Media and Society (GEF 4)</td>
<td>3</td>
</tr>
<tr>
<td>JRL 220</td>
<td>Introduction to Photojournalism</td>
<td>3</td>
</tr>
<tr>
<td>PR 215</td>
<td>Introduction to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>MDIA 201</td>
<td>Media Literacy</td>
<td>3</td>
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Those who attempt to enroll in other courses offered by the College of Media but who lack the appropriate prerequisites or major will be removed from such classes.

Career

- Professional Relations (p.)
- Experiential Learning (p.)
- Journalism Organizations (p.)
- Internship/Practicum Credit (p.)
- Job Placement (p.)

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 College 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 College of Media students for internships and permanent positions.

The College 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 College of Media 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 College of Media’s 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 a graded course required in the Area of Emphasis for the major. (Students cannot receive credit retroactively, per College 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 College of Media’s director of student careers and opportunities assists future graduates in finding professional positions by acting as a placement clearinghouse for current students and alumni. College of Media 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 College of Media faculty provide applicants for job openings and internships.

Accreditation

The Reed College of Media has specialized accreditation through the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC) for the advertising and public relations and the journalism major. The College is also one of only 39 programs internationally to earn the Certification in Public Relations from the Public Relations Society of America.