

1998

## UA68/13/1 Journalism Self-Study Report Part 2 Sections 2-4

WKU Journalism

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# GUIDELINES FOR THE SELF-STUDY REPORT

## FOR RE-ACCREDITATION IN JOURNALISM AND MASS COMMUNICATIONS

Submitted to the

ACCREDITING COUNCIL ON EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS

Western Kentucky University

*Name of Institution*

Department of Journalism

*Name of Journalism/Mass Communications Unit*

Wilson Hall 304/ 1 Big Red Way

*Address*

Bowling Green, KY 42101-3576

*Date of Scheduled Accrediting Visit* January 25-28, 1998

We hereby submit the following report as required by the Accrediting Council on Education in Journalism and Mass Communications for the purpose of an accreditation review.

*Journalism/mass communications administrator:*

Name (please type) Jo-Ann Huff Albers

Title (please type) Department Head

Signature 

*Administrator to whom journalism/mass communications administrator reports:*

Name (please type) David Lee

Title (please type) Dean, Potter College of Arts, Humanities & Social Sciences

Signature 



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## APPENDICES

*The Hilltopper Journalist*

*College Heights Herald*

*Limited Edition*

*Shoptalk*

*This is Western*

*AdViews*

*Contact Sheet*

*PR Perspectives*

*The Link*

University Catalog

Western Kentucky University President's Report 1988-97

Articles: "Students Revive News-ed Interest," *presstime*, May 1992

"A Passion for Pictures," *Editor & Publisher*, April 27, 1996

"WKU photojournalism school wins national honors," *The Kentucky Press*,  
June 1996

"Winning big!" *News Photographer*, November 1996

"1,000 Pictures of 1 County in Kentucky," *The New York Times*, Oct. 18, 1997

## MATERIALS TO BE AVAILABLE FOR VISIT TEAM

Complete file of syllabi for Summer 1996, Fall 1996 and Spring 1997

Files of 1995-96 and 1996-97 graduates, including transcripts and LAS check-off sheets

Copies of WKU undergraduate and graduate catalogs

Campus telephone directory

Copies of materials used in faculty evaluations

Complete file of minutes of faculty meetings since August 1996

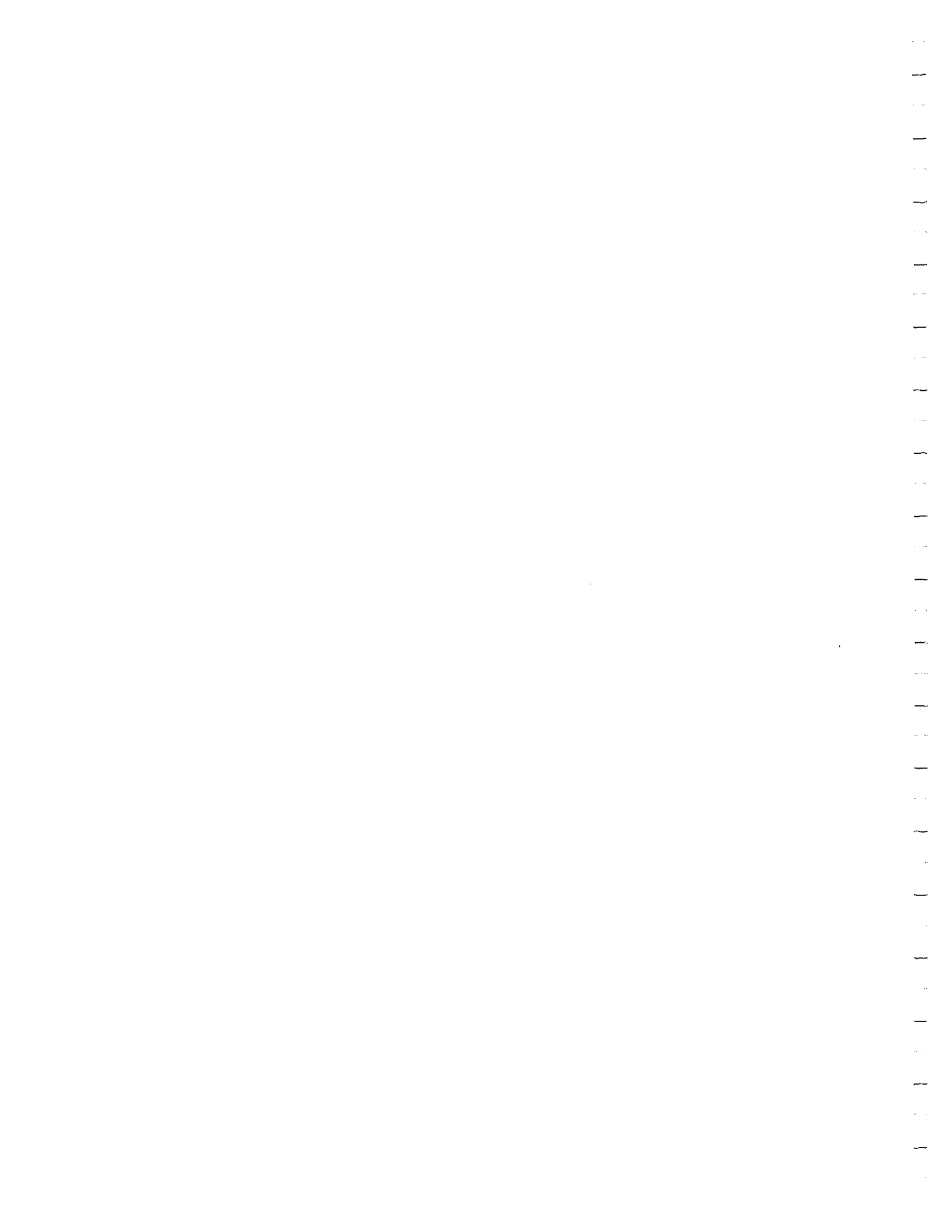
Dictionary

*Editor & Publisher* Yearbook

Directories of AAF, NPPA, PRSA and SPJ

WKU Alumni Directory





# BUDGET

## BUDGET AND EXPENDITURES

1. See Table 4 on next page for complete 1996-97 budget breakout and comparison with two previous years.
2. **Budget Development.** The budgeting process begins with general guidelines provided by the vice president for academic affairs to the dean of Potter College, who establishes criteria for the college. Within the department, sequence coordinators consult with faculty reporting to them to discuss needs. Proposed budget adjustments from sequence coordinators are considered by the department head in completing budget requests.

In recent years there has been no increase in operating budget. In fact, the department's spending power was decreased as university policy changed to require departments such as Services and Supplies to charge a 25% surcharge to generate their salaries. This is to change in the 1997-98 school year when the university will close the purchasing department and purchase supplies through an outside vendor. It is unknown how that will affect purchasing power.

Students taking journalism courses taught in computer labs or requiring use of the photo lab pay a \$10 fee per course. That money is transferred to department and is used for lab supplies and to pay student lab supervisors.

**Spending.** Funds allocated to the department are shared equally by the four sequences. If an item relates to number of majors in a sequence, funds are distributed on a per capita basis. Every effort is made to ensure that no favoritism is shown to a particular sequence. Faculty requests are responded to on a needs basis as long as funds are available. The administrative assistant is in charge of distribution of supplies and materials.

**Adequacy of budget.** The departmental budget has increased \$107,467.59 over the past three years, including \$9,754.66 spent in 1996-97 from earnings of the Hearst visiting professionals endowment. When that sum is deducted, the budget increase was \$97,712.64 or 10.68% over 1994-95.

However, most of the growth was the result of payroll increases. Payroll increase in full-time teaching salaries was \$71,064.72 over three years, or an 8.77% increase. Part-time teaching salaries decreased with reduction in the use of the supplemental teachers. Student payroll increased by \$6,026.87 or 20.15%, but a good deal of that was the result of an increase in minimum wage, not an increase in the allocation of student helper hours available. The

**Table 4**  
**Budget and Expenditures**

Shown below are expenditures for each of the past three years

<b>BUDGET</b>	<b>1994-95</b>	<b>1995-96</b>	<b>1996-97*</b>
Administrative salary	\$ 68,868.00	\$ 72,372.00	\$ 74,724.00
Teaching salaries (full time)	\$691,679.53	\$724,640.13	\$759,006.45
Teaching salaries (part time)	\$ 15,420.27	\$ 8,680.78	\$ 9,150.07
Clerical salaries	\$ 34,464.00	\$ 37,512.00	\$ 38,616.00
<b>Total salaries</b>	<b>\$810,431.80</b>	<b>\$843,204.91</b>	<b>\$881,496.52</b>
Special lectures	\$0	\$ 3,936.08**	\$ 9,754.66**
Teaching assistants	\$0	\$0	\$0
Equipment	\$ 5,452.18	\$ 9,251.28	\$ 31,664.18
Supplies	\$ 35,567.98	\$ 34,663.13	\$ 34,313.43
Books, newspapers, magazines	\$ 2,559.57	\$ 2,485.31	\$ 2,302.95
Adm. travel/entertainment	\$ 878.68	\$ 708.86	\$ 514.83
Faculty travel	\$ 6,825.72	\$ 7,382.35	\$ 7,465.19
Organized research	\$0	\$0	\$0
Equipment maintenance	\$ 4,138.20	\$ 2,092.18	\$ 2,361.86
<b>OTHER</b>			
Postage, freight, telephone	\$ 10,112.40	\$ 12,112.40	\$ 11,726.87
Printing	\$ 4,121.39	\$ 5,869.05	\$ 3,036.35
Awards	\$ 621.08	\$ 223.86	\$ 145.88
Membership dues	\$ 3,900.00	\$ 700.00	\$ 1,267.00
Student payroll	\$ 29,903.13	\$ 30,893.73	\$ 35,930.00
<b>TOTAL ANNUAL BUDGET</b>	<b>\$914,512.13</b>	<b>\$953,523.14**</b>	<b>\$1,021,979.72**</b>

**Notes:**

\*pending final budget numbers

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\*\*speakers grant money included in budget year 95-96 and 96-97

photojournalism student payroll was increased \$2,000 after our full-time volunteer left.

When salaries are deducted, the operating budgets for the three years were:

1994-95	\$104,080.33	
1995-96	\$110,318.23	increase of 5.82% over '94-95
1996-97	\$140,483.20	increase of 6.42% over '94-95.

Additional money for department operations was generated through grants. This is especially evident in the increase in the special lecturers budget, which went from zero three years ago to \$9,754.66 spent in 1996-97. (The dean made \$900 a year available to departments in the college, but it was not part of the department budget).

The basic operating budget remains tight. Limited funds for travel and organized research limit scholarship/professional activity within the department. The university travel allocation is \$235 a year for faculty members and \$335 for the department head. This is hardly enough to take the whole faculty to the state capital for three days, much less finance a trip to a professional meeting for each faculty member. Faculty members are encouraged to apply for college development grants, and the department head diverts funds from other budget lines to help cover expenses for paper presentations and other development activity.

Funds to purchase needed equipment also increased because of grant development efforts and university support. The dean's office provided \$35,000 in 1994-95. In 1995-96 he successfully pushed to have \$100,000 allocated to us from fund balances. In 1996-97 the dean provided \$22,000 for equipment and \$10,000 to help defray renovation costs; Academic Affairs added \$10,000 to renovation costs and at year end made \$50,000 available for equipment that was purchased in Fall 1997. We still need more than \$400,000 for equipment to be able to expand our offerings across the department.

A full-time teaching position in the advertising sequence was eliminated in budget cuts three years ago. This faculty line has not been replaced. Another budget inadequacy is lack of funds for a full-time computer lab technician in the department and for a full-time staff person to manage photography labs in the absence of a full-time volunteer the sequence had three years ago. Likewise, we have no replacement for the 20-hour-a-week volunteer who did computer maintenance for us until four years ago.

The department acknowledges that it is treated fairly by the university in comparison with other departments. But all are grossly underbudgeted.

**Table 5  
Student Aid**

	1996-97	1995-96
Total scholarship money awarded by institution to undergraduate and graduate students in the unit	<b>\$60,401.</b>	<b>\$57,092.</b>
Number of undergraduate students receiving scholarships controlled by the department	<b>39</b>	<b>33</b>
Number of graduate students receiving scholarships controlled by the department	<b>N/A</b>	<b>N/A</b>
Total amount of undergraduate scholarship money controlled by the department	<b>\$18,375.</b>	<b>\$16,175.</b>
Total amount of graduate scholarship money	<b>N/A</b>	<b>N/A</b>
Highest scholarship awarded by the department	<b>\$ 1,000.</b>	<b>\$ 1,000.</b>
Lowest scholarship awarded by the department	<b>\$ 125.</b>	<b>\$ 125.</b>
Median scholarship awarded by the department	<b>N/A</b>	<b>N/A</b>
Number of graduate students holding teaching or research assistantships	<b>N/A</b>	<b>N/A</b>
Range in the amount of stipends for graduate assistants	<b>N/A</b>	<b>N/A</b>
Number of undergraduates holding assistantships or work-study appointments	<b>30</b>	<b>32</b>
Range in the amount of stipends for undergraduate assistantships or work-study appointments	<b>\$14.25 to \$71.25 per week</b>	<b>\$12.75 to \$63.75 per week</b>

3. **Student Aid.** Table 5 - Student Aid is on page 175. A substantial number of students receive scholarships each year. In addition, the department had funds for 218 student work hours each week during the fall and spring semesters. This number was reduced with the 1997 increase in minimum wage.

**Academic Common Market.** Photojournalism majors from five southeastern states -- Alabama, Georgia, Maryland, Tennessee and Virginia -- have out-of-state tuition waived if they qualify for ACM benefit. (There are 13 states in ACM. Each state selects academic programs it wants made available for its residents, usually those for which it grants no degrees.)

4. **Student Tuition.** The tuition schedule for the 1997-98 school year is:

<b>Full-time</b>	<b>Resident</b>	<b>Non-resident</b>
Undergraduate	\$1,045	\$2,845
Graduate*	\$1,135	\$3,115

**Part-time (per credit hour)**

Undergraduate	\$85	\$235
Graduate*	\$123	\$343

\* Journalism has no graduate program.

There are course-specific fees. Journalism has a \$10 fee for all courses that use computer and photo labs.

**Refund policy.** The refund policy as stated in the Fall 1997 schedule bulletin is as follows:

Tuition refunds or reductions in outstanding fee liabilities for students who officially withdraw through the Registrar's Office, or who change their status from full-time to part-time or who change their part-time status through drop/add in the Registrar's Office, will be made according to the following schedule:

<u>Official Withdrawal Date</u>	<u>Tuition Refund Percentage</u>
On or before July 23	100%
July 24 - August 19	100% less the lesser of \$100 or 5% of tuition charges
Classes begin August 20 August 20-27	100% less the lesser of \$100 or 5% of tuition charges
August 28-September 16	50%
September 17 - October 15	25%
No refunds after October 15, 1997.	

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# CURRICULUM

1. Information to be available in the team workroom:  
Complete set of syllabi for Spring 1998, Summer and Fall 1997.  
Transcripts of all students graduating in 1995-97 and 1996-97,  
separated by sequence.
2. There is no graduate program, so Table 6 is not included. Substituted for Table 6 are reports on 1995-96 and 1996-97 showing distribution of hours completed. They are on pages 178-185.
3. There is no graduate program. Two graduate courses are offered in cooperation with the College of Education and Behavioral Studies for K-12 teachers. They are JOUR 427G School Journalism, taught by a department faculty member on an independent study basis, and JOUR 481G Workshop/Newspaper Class (Problems in Mass Communication) taught by faculty of the College of Education and Behavioral Studies.
4. Admission of graduate students. Not applicable.
5. Liberal arts preparation of graduate students. Not applicable.
6. To what extent can individualized programs of study be planned to meet the special interests and needs of students?

All four majors include restricted electives that allow some tailoring of individual degree programs.

**Advertising:** Two restricted electives are included in the major. Choices are:

JOUR 231 Basic Photography	JOUR 351 Fundamentals of Public Relations
JOUR 301 Press Law and Ethics	JOUR 481 Problems in Mass Communication
JOUR 331 Intermediate Photography	JOUR 448 Internship
JOUR 344 Retail Advertising	BCOM 266 Basic Television Production
JOUR 347 Broadcast Advertising	

**Photojournalism:** Students choose either JOUR 436 Advanced Photojournalism or JOUR 437 Electronic Photo Editing/Design and select one restricted elective from among:

BCOM 266 Basic Television Production  
JOUR 323 Newspaper Editing  
JOUR 425 Editorial and Feature Writing



## Summer 1995 Graduation Class - Advertising

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Cromer, Joe Allen	145	78	29	107	38
Park, Shin Sung	60	74	21	27	33
Penn Natalie	132	71	28	99	33

## Fall 1995 Graduation Class - Advertising

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Alm, Lance	131.9	63.9	35	98.9	33
Clayton, Joseph Darrin	129	90	6	96	33
Gornet, William	128	69	26	95	33
Klatt, Chelsea	133	71	29	100	33
Munday, Kenneth	129	87	9	96	33
Oliver, Lorri	135	75	27	102	33
Rediker, Chad	129	87	9	96	33
Sandifer, Tiffany	135	66	36	102	33
Tindle, Donna	140.5	67.5	40	107.5	33
Zimheld, Nicole	135	66	36	102	33

## May 1996 Graduation Class - Advertising

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Beatty, Lana	132	75	21	96	36
Biggs, Cynthia	132	66	33	99	33
Bynum, Tamara	148	64	51	115	33
Clements, Carol	138	66	39	105	33
Edwards, Don	135	78	24	102	33
Ferguson, Joseph	128	69	26	95	33
Feulner, Christy	131	76	22	98	33
Fiss, Christie	141	66	42	108	33
Gaffney, Devin	129	72	26	96	33
Graybill, Karen	128	69	26	95	33
Gregory, Joseph	133	75	25	100	33
Harris, Roger	188	82.5	72.5	155	33
Humphrey, Lisa	128	66	29	95	33
John, Carolyn	132	82	17	99	33
Pawlowski, Adam	185	78	74	152	33
Ralph, Amy	129	70	26	96	33
Ranger, Shari	128	70	25	95	33
Tennill, James	137	65	39	104	33
Vincent, Jason	136	85	18	103	33

**COMPLIANCE WITH STANDARD 3 - 1995-96 GRADUATES**

**Summer 1995 Graduation Class - Photojournalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Lyons, Cathy B	128	82	13	95	33
Nuttle, Jason	143	78	26	104	39
Proctor, Rebecca J	132	81	18	99	33

**Fall 1995 Graduation Class - Photojournalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Albano, Tracy	166	93	16	109	57
Coan, Linda	139.30	91.4	3.58	94.98	44.32
Howell, Joseph Christian	131.67	82.8	15.87	98.67	33

**May 1996 Graduation Class - Photojournalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Allen, Craig	146	88	13	101	45
Carmody, John	139	90	16	106	33
Jackson, Clayton	135	76	22	98	37
Lovett, Gregory	131	88	10	98	33
Meese, Raymond	146	75	20	95	51
Witty, Patrick	128	75	20	95	33
Wolf, Mark	128	79	16	95	33

**COMPLIANCE WITH STANDARD 3 1995-96 GRADUATES**

**Summer 1995 Graduation Class - Print Journalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
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**Fall 1995 Graduation Class - Print Journalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Cecil, Jill	147	96	18	114	33
Clinton, Kendall	128	87	8	95	33
Harris, Dwain	131	93	5	98	33
Hasson, Maria Suzanne	129	87	9	96	33
Nichols, Michael	141	105	3	108	33
Spears, Brian	170	90	47	137	33
Wen, Sydney	149	68	48	116	33
Wilson, Sherry	129	75	21	96	33

**May 1996 Graduation Class - Print Journalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Allen, Craig	146	88	13	101	45
Gagel, Courtney	128	90	5	95	33
Gagliardi, Melissa	130	90	7	97	33
Mahaney, Kara	149	108	8	116	33
Morris, Linda S.	159	83	43	126	33
Nienaber, August	150	94	23	117	33
Reynolds, Rebecca	133	90	10	100	33
Scott, Michael	189	100	53	153	36
Thomas, Kimberly S.	142	106	3	109	33
Tolliver, Lisa	128	68	27	95	33
Varney, G. Dennis	128.50	77.5	18	95.5	33
Whipple, Catherine	135.5	87.5	12	99.5	36

**COMPLIANCE WITH STANDARD 3 1995-96 GRADUATES**

**Summer 1995 Graduation Class - Public Relations**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Bartling, Catherine	135	66	36	102	33
Miller, Denise Ann	136	66	37	103	33

**Fall 1995 Graduation Class - Public Relations**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Blessitt, Ilsa	145	66	46	112	33
Daniel, Lloyd Christopher	170	124	10	134	36
Gilkison, Tamara Kate	129	87	9	96	33
Parish, Richard	135	75	27	102	33
Spear, Lori K.	130.50	70.5	27	97.5	33

**May 1996 Graduation Class - Public Relations**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Drake, Angela	128	70	25	95	33
Eichler, Steven	128	69	26	95	33
Ghazalay, Dalilah	176	78	20	98	78
Huber, Andrea	133	84	16	100	33
Kurtz, Todd	129	73	23	96	33
Lynch, Jennifer	133	67	33	100	33
Minton, Lynn	157	67	54	121	36
Moore, John	131	67	31	98	33
Templeton, Kristeen	128	87	8	95	33
Vandagriff, Debra	139	91	15	106	33
Wallace, Andrea	130	68	29	97	33
Webb, Chante	151	70	48	118	33
Weigel, Lisa	131	71	27	98	33
Williams, Tiefvic	145	92	20	112	33

**COMPLIANCE WITH STANDARD 3 1996-97 GRADUATES**

**Summer 1996 Graduation Class - Advertising**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Waters, Katriesa G.	132	66	33	99	33

**Fall 1996 Graduation Class - Advertising**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Blevins, Bert	135.20	67.2	23	90.2	45
Hutzel, Christina	136	67	36	103	33
Root, Tonya	140	90	8	98	42

**May 1997 Graduation Class - Advertising**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Arvin, Erica	131	76	22	98	33
Ashley, Kaylyn	131	66	32	98	33
Bewley, Kathy	153	69	51	120	33
Cobb, Timothy	132	66	33	99	33
Conner, Kevin	131	69	29	98	33
Cottingham, Scott	130	66	31	97	33
Flanary, Brian	131	74	21	95	33
Grey, Susan	163.67	64.8	66.17	130.97	33
Justice, Shawn	132	87	12	99	33
Lack, Davida	128	66	29	95	33
Loehr, Jason	128	66	29	95	33
Maier, Angela	128	74	21	95	33
Newkirk, Michael	128	66	29	95	33
Watson, Sam	150	66	51	117	33

**COMPLIANCE WITH STANDARD 3 1996-97 GRADUATES**

**Summer 1996 Graduation Class - Photojournalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Cooper, Greg A.	182	85	24	109	73

**Fall 1996 Graduation Class - Photojournalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Bradford, Diane	186	78.6	35.5	134.1	51.9
Davis, Lucinda	142.6	101.1	1.9	103	39.6
Dennis, Doreen	129	87	9	96	33
Hughes, Kimberly	161	84	14	98	63
Owsley, Cara	137	81	23	104	33
Panella, Scott	131	87	11	98	33
Rafkin, Joel	138	98	4	102	36
Silva, Darron	128	75	20	95	33
Smith, David Walter	166	75	19	94	72
Timm, Joshua	137	96	2	98	39
Williams, Barry L.	157.90	92.1	29.2	121.3	36.6

**May 1997 Graduation Class - Photojournalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Boyar, Stefanie	137.40	91.7	73	98	33
Chandler, William	156	92	7	98	33
Dieker, Regina	131	79	19	98	33
Fortier, Michel	178	92	16	98	33
Gardner, Thomas*	33*	0*	0*	0*	33
Hammer, Robbie	140	81	23	104	33
Stanford, Christopher	142.33	79.23	22.6	101.83	33

\* Received B.S. in Police Administration from Michigan State and Master's in Public Service from MTSU before entering photojournalism program; transcript shows 160.33 hours completed for second bachelor's degree in photojournalism.

**COMPLIANCE WITH STANDARD 3 1996-97 GRADUATES**

**Summer 1996 Graduation Class - Print Journalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Likens, Terri	144	103	5	108	36
Marshall, Elizabeth B.	139	81	25	106	33
Tungate, Matthew T.	139	86	17	103	36

**Fall 1996 Graduation Class - Print Journalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Broadbent, Stephanie	128	87	8	95	33
Davidson, Janean	129.5	66	30.5	96.5	33
Lowe, Karin	128	81	14	95	33
Nagel, Elizabeth	130	78	19	97	33
Napoli, Steven	129	87	9	96	33
Root, Tonya	140	90	8	98	42

**May 1997 Graduation Class - Print Journalism**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Brim, Risa	138	94	8	102	36
Dunn, Rita (Genie)	129	93	3	96	33
Lega, Stephen	150	111	6	117	33
Miller, Kristen	134	96	5	101	33

**COMPLIANCE WITH STANDARD 3 1996-97 GRADUATES**

**Summer 1996 Graduation Class - Public Relations**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Aldridge, Blake	128	66	29	95	33
Kinsler, Kim	137.50	65	39.5	104.5	33

**Fall 1996 Graduation Class - Public Relations**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Beckham, Corey	136.70	82.4	18.3	100.7	36
Brooks, Rebecca	135	66	36	102	33
Bushong, Ben	134	73	19	92	42
Davis, Margaret Leann	130	89	8	97	33
Fuller, Amanda	131	87	11	98	33
Goldberg, Erin	129	87	9	96	33
Manning, Kristen	128	69	23	92	36
Smith, Timothy	130	70	27	97	33
Ward, Kelly	128	84	11	95	33

**May 1997 Graduation Class - Public Relations**

128 hours required for graduation

STUDENT NAME	TOTAL HOURS TAKEN FOR GRADUATION	TOTAL LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL NON-LIBERAL ARTS & SCIENCE HOURS COMPLETED	TOTAL HOURS OUTSIDE JOURNALISM AND MASS COMMUNICATION	TOTAL HOURS TAKEN IN JOURNALISM AND MASS COMMUNICATION
Birchell, Marta	133	72	28	100	33
Bradshaw, John	128	84	11	95	33
Butterworth, Leigh	129	75	21	96	33
Clark, Angela	145	84	28	112	33
Hook, Amity	129	93	3	96	33
Leonard, Pamela	167	99	35	134	33
Myers, Gina	129	93	3	96	33
Payne, Nikcole	160	90	37	127	33
Shain-Parsley, Kimberly	129	90	6	96	33
Stodghill, Brandy	130	82	12	94	36
Swift, Timothy Michael	128	70	25	95	33
Warren-Klein, Amy	148	93	22	115	33



**Print Journalism:** Students choose one course each from three pairs of courses:

JOUR 343 Print Design or JOUR 435 Photo Editing

JOUR 421 American Press History or JOUR 422 Current Issues in Mass Communication

JOUR 425 Editorial and Feature Writing or JOUR 426 Advanced Reporting

In addition, they select two restricted electives from among the courses included in the compulsory pairs and:

JOUR 341 Principles of Advertising

JOUR 437 Electronic Photo Editing/Design

JOUR 351 Fundamentals of PR

JOUR 454 PR Publications

JOUR 423 Advanced Editing

BCOM 265 Basics of Broadcast News

JOUR 428 Newspaper Management

**Public Relations:** Students choose between JOUR 321 Public Affairs Reporting and JOUR 425 Editorial and Feature Writing and take one restricted elective from among:

JOUR 231 Basic Photography

JOUR 426 Advanced Reporting

JOUR 301 Press Law and Ethics

BCOM 266 Basic Television Production

JOUR 321 Public Affairs Reporting

SCOM 148 Interpersonal Communication

JOUR 331 Intermediate Photography

SCOM 461 Organizational Communication

JOUR 341 Principles of Advertising

7. Describe the teaching of ethics, law, history and mass communications theory in the journalism curriculum.

The teaching of ethics is worked into courses in each of our majors. We do not offer a separate course in ethics, although students are encouraged to take the subject in the Department of Philosophy and Religion. Every Western student is required to take a course in ethics or two courses with ethics emphasis.

The Academic Council of WKU says that courses designated with an E for ethics "are intended to instill an appreciation for the values which govern moral and ethics choices. The anticipated outcome is an educated citizen who recognizes the value of ethical behavior and can thoughtfully and objectively consider ethical issues in the conduct of his or her life and career. Courses in the major may be designated by an 'E' by providing recurring consideration of the nature and importance of moral and ethical behavior in the profession. Other courses that devote at least 20% of the syllabus and course effort to a relevant study of ethical philosophies or issues (in the course content) also may be designated by 'EE' for ethics emphasis."

JOUR 301 Press Law and Ethics is required of all photojournalism and print journalism majors. Most of the course concentrates on law, but at least 20% of the course focuses on ethics. Teaching qualifications for the course are a terminal degree in JMC or substantial professional experience.

JOUR 421 American Press History is taught by an individual with a Ph.D. in mass communications, as is appropriate. The course is paired with JOUR 422 Current Issues in Mass Communication, taught by the same teacher. One of the two is required for all print journalism majors. JOUR 422 has substantial ethics content.

JOUR 201 Journalism and Society is required of all majors and minors and is taught by a Ph.D. in mass communications.

Students majoring in advertising are given an overview of law and ethics and history in JOUR 341 Principles of Advertising. Specific applications are made in skills courses such as copy writing and layout, advertising research and advertising media. Teaching qualifications for the course are a terminal degree in JMC or substantial professional experience.

JOUR 351 Fundamentals of Public Relations offers similar exposure to PR students as that given by JOUR 341 to advertising majors. Teaching qualifications for the course are a terminal degree in JMC or substantial professional experience.

JOUR 353 Public Relations Theory examines applicable communication theories used in developing public relations campaigns and introduces research methods and sources necessary in formulating and evaluating public relations campaigns. The course is required of all PR majors. It is taught by a Ph.D. in mass communication.

Evaluation of teaching is done as for all department courses. Details are in Part II, Section 5 -- Instruction/Evaluation..

8. Outside Speakers -- Persons not connected with Western who gave lectures for journalism majors in 1996-97 included some nationally known professionals, thanks in great part to our receipt a few years ago of a \$200,000 grant from the William Randolph Hearst Foundation to establish a visiting professionals program. See list on page 193.
9. Multiple-section courses. Wherever possible multiple-section courses are taught by one teacher. Sequence coordinators are responsible for ensuring that instructional objectives for courses with multiple sections are met. This usually happens through meetings with teachers of a course to discuss content to cover in a semester. A common syllabus is required for JOUR 202 Basic Reporting. In Fall 1996 we started offering all 202s in a once-a-week format, and in Fall 1997 we started requiring attendance at eight one-hour common lectures to be sure all 202 students received common material from the same speaker. The eight speakers include 202 teachers and other full-time faculty members who are

not teachers of record for any 202 class but do have expertise in the topics they cover.

10. Progression of Courses -- Catalog copy showing numbering and prerequisites of journalism courses is on pages 189 and 190. Advising sheets that inform students of the proper order of taking courses are in Part II, Section 4 - Student Records/Advising. Copy from the *Two Plus Two Transfer Guidebook* on pages 191 and 192 shows information about course progression made available at community colleges in the state.

3. To enhance the student's understanding of the role of the press in a democratic society.

Required courses for a major in journalism are JOUR 201, 202, 231, 232, 301, 321, 323, 343 or 435, 421 or 422, and 425 or 426. In addition, the journalism major must elect six hours from the following restricted electives: JOUR 341, 343, 351, 421, 422, 423, 425, 426, 428, 435, 437, 454 and BCOM 265. Also, students must complete GOVT 110, GOVT 210, ECON 203, HIST 141 and GEOG 110 or 360.

Teacher Certification in Journalism—To meet state Department of Education requirements for certification to teach journalism, grades 7-12, the student must take Journalism 427 School Journalism, in addition to the 36 hours required for a major in journalism.

## Major in Public Relations

The major in public relations (reference number 763) requires 36 semester hours and leads to a bachelor of arts degree. (Hours in journalism and communication taken above the 36 required hours must be added to the 128 hours needed for graduation.)

Students receive a detailed introduction to the public relations profession and learn necessary skills to successfully work in public relations agencies, businesses, government and non-profit organizations.

Students plan public relations programs and prepare materials for print, oral, audio-visual and broadcast presentations. Photography, graphic arts and computer techniques are integrated into instruction. Majors study individual, group and societal communication theories and their relationships with public relations practices.

The major requires a broad program of study. In addition to general education requirements of the University and 36 hours in journalism, students must select an appropriate minor or second major, approved by their public relations advisor. Popular minors or second majors include marketing or other business area, health care administration, government, agriculture, natural sciences, social sciences or foreign languages.

Objectives of the Public Relations major:

1. To promote a broad understanding and appreciation of the expanding and important role of public relations in modern society.
2. To increase knowledge and develop skills required for entry-level positions in the public relations field.
3. To instill high standards of ethical content.
4. To build a foundation for lifelong learning and advanced education in communications, journalism, social sciences and public relations.

Required courses for a major in public relations: JOUR 201, 202, 232, 323, 343, 351, 352, 353, 425 or 321, 454 and 456. In addition, the public relations major must select one course from the following restricted electives: JOUR 231, 301, 321 (or 425), 331, 341, 426, 458, BCOM 266, SCOM 148 or SCOM 461. Also, students must complete ECON 203, GEOG 110 or 360, GOVT 110 and 210, SCOM 161, and one course in statistics from the following: MATH 203, ECON 206, PSY 201 or SOCL 300.

## Minor in Journalism Education

A certifiable journalism education minor (reference number 402) requires 21 semester hours including JOUR 201, 202, 231, 301, 323, 421 and 427. Students also must meet the certification requirements of the State Department of Education.

## Courses of Instruction

Note: Any course approved for general education credit, either categorical or non-categorical, is designated to the right of the title. For details refer to the section of the catalog titled "General Education Requirements."

A grade of "D" in any journalism class will not be accepted toward graduation or to fulfill prerequisite requirements.

### JOURNALISM (JOUR)

#### 201 JOURNALISM AND SOCIETY. 3 HOURS.

(Must be taken by majors prior to enrolling in any 300-level course)

A study of newspapers, radio and television, magazines, public relations, advertising and allied topics. Includes consideration of communication theory, current practices, history, involvement of minorities and women, legal restrictions, ethics, government-press relations and career opportunities. (every semester)

#### 202 BASIC REPORTING. 3 HOURS.

GEN ED A-IV (W)

Prerequisite: Ability to type.

A beginning course in reporting and writing with emphasis on journalistic style and grammar, basic news story structure, the interview, the coverage of speeches and meetings and elementary feature writing. (every semester)

#### 231 BASIC PHOTOGRAPHY. 3 HOURS.

Designed to introduce students to the processes and aesthetic values of black and white editorial photography, including content and composition. Numerous photographic projects. (every semester)

#### 232 ELECTRONIC TECHNOLOGIES FOR JOURNALISM. 3 HOURS.

Prerequisite: Must be enrolled as a journalism major.

A comprehensive survey of how new emerging electronic technologies can be used by journalists and other media practitioners to collect, process, analyze and publish information. (every semester)

#### 301 PRESS LAW AND ETHICS. 3 HOURS.

GEN ED (EE)

Prerequisites: JOUR 201 and 202.

An in-depth study of concepts basic to freedom of expression, with emphasis on libel, privacy, free-press and fair-trial guidelines, access to government information, and obscenity. Attention is given to attendant ethical considerations. (every semester)

#### 321 PUBLIC AFFAIRS REPORTING. 3 HOURS.

GEN ED (W)

Prerequisites: JOUR 201 and 202.

A professional newspaper course which focuses on the news coverage of the police department, the Kentucky judicial system, municipal government, county government and state government. (every semester)

#### 323 NEWSPAPER EDITING. 3 HOURS.

Prerequisites: JOUR 201, 202 and 321.

\*321 not required for public relations majors.

A course of basic instruction in copy editing and headline writing, as well as an introduction to picture handling, outline writing, and the use and abuse of the language. (every semester)

#### 331 INTERMEDIATE PHOTOGRAPHY. 3 HOURS.

Prerequisites: JOUR 201, 202 and 231.

A course of further study of photography with emphasis on lighting and studio work. Topics such as portraiture, fashion and still life, as well as advanced technical topics, are covered. (every semester)

#### 334 PHOTOJOURNALISM. 3 HOURS.

GEN ED (EE)

Prerequisites: JOUR 201, 202, 231 and 331.

A study of the concepts of documentary-style photojournalism and a close examination of the works of prominent photojournalists. Extensive practical work in developing ideas photographically and producing the photographic story is required. (every semester)

#### 341 PRINCIPLES OF ADVERTISING. 3 HOURS.

Prerequisites: JOUR 201 and 202 (except for non-majors).

A survey course in the fundamental principles and practice of advertising including study of the techniques of creating advertisements, functions of advertising agencies, budgets, media selection, research and other topics. (every semester)

#### 342 RESEARCH IN ADVERTISING. 3 HOURS.

Prerequisites: JOUR 201, 202 and 341, MKT 320 and a course in statistics.

(See program requirements.)

An introduction to the techniques and practice of advertising research with emphasis on understanding research techniques and use of research results. Includes consideration of consumer analysis, attitude measurement, print and broadcast copy testing, evaluation of externally supplied research. (Spring)

- 343 PRINT DESIGN, PRODUCTION AND TYPOGRAPHY. 3 HOURS.**  
 Prerequisites: JOUR 201 and 202 or permission of instructor.  
 Introduction to practical and creative aspects of designing and preparing materials for print media. Includes design, layout and typography for preparing newspaper, magazine, advertising and promotional publications materials for various print processes. (every semester)
- 344 RETAIL ADVERTISING. 3 HOURS.**  
 Prerequisites: JOUR 201, 202 and 341 or permission of instructor.  
 A study of consumer advertising at the retail level. Investigation into the roles of retail store advertising personnel, including research, creative and media functions. Case projects are a key component of the course. (fall)
- 345 COPYWRITING AND LAYOUT. 3 HOURS. GEN ED (W)**  
 Prerequisites: JOUR 201, 202, 341 and 343.  
 A practical course in the creation of advertisements for print and broadcast media. Includes considerations of audience, product or service, theories, practices and appeals. (fall)
- 346 ADVERTISING ACCOUNT PLANNING. 3 HOURS.**  
 Prerequisite: JOUR 342 or equivalent.  
 The course is designed to provide information and discussion on the roles of the account executive and account supervisor in today's advertising agencies. (fall)
- 347 BROADCAST ADVERTISING. 3 HOURS. GEN ED (W)**  
 Prerequisites: JOUR 201, 202 and 341.  
 A practical course in the creation of advertisements for the electronic media. Includes consideration of audiences, product or service, theories, practices and appeals. (spring)
- 349 ADVERTISING MEDIA. 3 HOURS.**  
 Prerequisites: JOUR 201, 202, 341 and 342. PR majors may substitute 353 for 342.  
 Study and evaluation of principal advertising media, including newspapers, magazines, trade publications, radio, television and outdoor. Includes consideration of media and audiences, media rates, budgeting, negotiating, scheduling and evaluations. (fall)
- 351 FUNDAMENTALS OF PUBLIC RELATIONS. 3 HOURS. GEN ED (W)**  
 Prerequisites: JOUR 201 and 202 (for journalism majors), typing skill.  
 Introduction to principles, practices and theory of public relations. Provides basic understanding of role played by PR in society; historical, ethical and sociological foundations of PR; and tasks and functions performed in organizations by those responsible for managing and implementing PR activities. (every semester)
- 352 PUBLIC RELATIONS COMMUNICATION. 3 HOURS. GEN ED (W)**  
 Prerequisites: JOUR 201, 202 and 351.  
 Use of tools and techniques to support public relations programs. Attention is given to objectives, content, style and graphic presentation to interpret organizational policies to internal and external publics through mass and specialized media. (every semester)
- 353 PUBLIC RELATIONS THEORY. 3 HOURS.**  
 Examines applicable communication theories used in developing public relations campaigns and introduces research methods and sources necessary in formulating and evaluating public relations campaigns. (fall)
- 421 AMERICAN PRESS HISTORY. 3 HOURS. GEN ED (W)**  
 Major events and personalities in the development of print and electronic journalism, advertising and public relations from Gutenberg to the present, with future projections. Includes consideration of involvement of minorities and women. Analysis of contemporary journalism in the context of its history. (every semester)
- 422 CURRENT ISSUES IN MASS COMMUNICATION. 3 HOURS. GEN ED (W, EE)**  
 Prerequisite: 18 hours of journalism.  
 A senior-level seminar designed as a capsule course for journalism students focusing on a variety of topics including, but not limited to, access to the media, protection of confidential sources, objectivity, fairness, the media influence on the decision-making process, and the new technology. (fall)
- 423 ADVANCED EDITING. 3 HOURS.**  
 Prerequisites: 201, 202, 321 and 323.  
 A course of advanced instruction in copy editing and headline writing as well as design and layout of professional newspapers. (on demand)
- 425 EDITORIAL AND FEATURE WRITING. 3 HOURS. GEN ED (W)**  
 Prerequisites: JOUR 201, 202, 321\* and 323 or consent of instructor. \*321 not required for PR majors.  
 A professional course that emphasizes editorial thinking and writing and column writing. Also a course designed to teach the writing and marketing of feature articles for magazines and newspapers. May be used as capstone course in print journalism curriculum. (every semester)
- 426 ADVANCED REPORTING. 3 HOURS. GEN ED (W)**  
 A course designed to produce for publication in-depth articles using interviewing, observation and public records research skills coupled with survey research and team and computer-assisted reporting. May be used as capstone course in print journalism. (spring)
- 427 SCHOOL JOURNALISM. 3 HOURS.**  
 Prerequisite: Senior or graduate standing.  
 A course designed to meet the state requirements for secondary certification in journalism. Explores resources available to journalism teachers and the responsibility of publications advisors. (on demand)
- 428 NEWSPAPER MANAGEMENT. 3 HOURS.**  
 Prerequisites: 18 hours of journalism.  
 Critiquing of solutions reached by newspaper management and the decision-making process. Topics will include circulation, promotion, advertising, production, managing newsroom personnel, and the law regarding newspaper publication and distribution. (spring)
- 435 PHOTO EDITING. 3 HOURS.**  
 Prerequisites: JOUR 231, 323\*, 331\* and 334\*.  
 \*323 not required for photo majors; 331 and 334 not required for print majors.  
 A study of the process of publishing photographs and how various factors affect editorial decisions concerning the use of pictures in publications. Practical work in layout and design and other duties of a newspaper or magazine picture editor. (spring)
- 436 ADVANCED PHOTOJOURNALISM. 3 HOURS.**  
 Prerequisites: JOUR 231, 331, 334 and 435.  
 A professionally oriented course incorporating extensive shooting projects as well as numerous guest speakers. Designed to polish photojournalists' shooting skills to a high degree. (fall)
- 437 ELECTRONIC PHOTO EDITING/DESIGN. 3 HOURS.**  
 Prerequisites: JOUR 231, 331, 334 and 435.  
 This course expands principles taught in photo editing to encompass publication design. In addition, use of graphics, infographics and other design devices will be examined. Students will gain practical knowledge through numerous design projects and research. (fall)
- 438 PHOTO MANAGEMENT. 3 HOURS.**  
 Prerequisites: JOUR 231, 331, 334 and 435.  
 An examination of the business and management aspects of playing a leadership role in publications. Special attention will be paid to budgets, personnel selection, interpersonal relationships, staff development newsroom negotiations and departmental organization. The capstone course in photojournalism curriculum. (spring)
- 446 ADVERTISING CAMPAIGNS. 3 HOURS.**  
 Prerequisites: JOUR 345 and 349.  
 Preparation of an advertising campaign including research, marketing, creative, media and sales promotion plans. The capstone course in the advertising curriculum. (spring)
- 448 ADVERTISING INTERNSHIP OR PRACTICUM. 3 HOURS.**  
 Prerequisites: 18 hours of journalism and permission of sequence head.  
 Professional-quality experience outside or inside the University for a fixed period of time and conforming to standards established by the sequence. Follow-up may consist of student reports and evaluation. (every semester)
- 454 PUBLIC RELATIONS PUBLICATIONS. 3 HOURS. GEN ED (W)**  
 Prerequisites: JOUR 323, 343, 351 and 352.  
 An advanced course in conceptualizing, planning, managing, creating, producing and evaluating specialized and periodic publications for corporate, service and government institutions. Basic desktop publishing techniques include producing documents, computer illustrations and page designs. (every semester)
- 456 PUBLIC RELATIONS CAMPAIGNS. 3 HOURS. GEN ED (W)**  
 Prerequisites: JOUR 323, 343, 351, 352, 353 and 454.  
 Course provides a conceptual overview of mass communications and the strategic-planning process, a substantive familiarity with effects of various types of campaigns, and practical guidance and experience in applying logic to the design, implementation and evaluation of commercial and social campaigns. The capstone course for public relations curriculum. (every semester)
- 458 PR INTERNSHIP OR PRACTICUM. 3 HOURS.**  
 Prerequisites: 18 hours of journalism and permission of sequence head.  
 Professional-quality experience outside or inside the University for a fixed period of time and conforming to standards established by the sequence. Follow-up may consist of student reports and employer evaluation. (every semester)
- 481 PROBLEMS IN MASS COMMUNICATION. 3 HOURS.**  
 Study of contrived and real problems involving research, planning and implementation. (on demand)
- 491 INTERNSHIP OR PRACTICUM. 3 HOURS.**  
 Prerequisite: 18 hours of journalism and permission of instructor.  
 Professional-quality experience outside or inside the University for a fixed period of time and conforming to standards established by sequence heads. Follow-up may consist of seminars at which participants share their experiences and write reports on internship or practicum. (on demand)

Department of History Social Studies Major, Reference Number 592			
<b>Freshman</b>		<b>Sophomore</b>	
Cat. A-I (Composition) English 101	3	Cat. B (Literature) Select from B-I	3
Cat. A-III COM 181	3	Cat. C (Soc. & Beh.) Select from C	3
Cat. B (Humanities) Select from B-II	3	Cat. D (Nat. Sci.) Select from D-I w/Lab.	3
Cat. C (Soc. & Beh.) Hist. 104	3	Cat. D (Math) Select from D-II	3
Cat. D (Nat. Sci.) Select from D-I	3	Cat. E (Phy. Dev.) Select from E	1
	15	HIST 108 - U.S. To 1865	3
			16
Cat. A-II (For. Lang.) Select from A-II	3	Cat. B (Humanities) Select from B-II	3
Cat. B (Humanities) Select from B-II	3	Cat. C (Soc. & Beh.) SOC 101	3
Cat. C (Soc. & Beh.) HIST 105	3	Cat. E (Phy. Dev.) Select from E	1
Cat. C (Soc. & Beh.) PS 101	3	Cat. F (Cult. Div.) GEO 152	3
Cat. D (Nat. Sci.) Select from D-I	3	HIST 109 - U. S. Since 1865	3
	15	PSY 100 or ANTH 121	3
			16
<b>Total Hours</b>	<b>30</b>	<b>Total Hours</b>	<b>32</b>
<b>Junior</b>		<b>Senior</b>	
Cat. A-I (Composition) ENG 300	3	Upper Div. History Elective	3
GOVT 210 - State Government	3	GOVT 310 or 316 or 371	3
Upper Div. U. S. History	3	Other major courses chosen w/advisor	6
Other course chosen with advisor	6	Other courses chosen with advisor	6
	15		18
Upper Div. European History	3	Upper Div. History elective	3
Upper Div. Non-Western History	3	Other courses chosen with advisor	12
GOVT 252 or 360	3		
Upper Div. Sociology course	3		
GEOG 350 or 425 or 430	3		
Other course chosen with advisor	3		
	18		
<b>Total Hours</b>	<b>33</b>	<b>Total Hours</b>	<b>33</b>

Non-Categorical Requirements should be considered when selecting general electives and course options within general education categories.

Department of Journalism Advertising Major, Reference Number 727			
<b>Freshman</b>		<b>Sophomore</b>	
Cat. A-I (Composition) English 101	3	Cat. A-IV (Composition) JAT 204	3
Cat. B (Humanities) Select from B-II	3	Cat. A-III COM 181	3
Cat. C (Soc. & Beh.) Select from C	3	Cat. B (Literature) Select from B-I	3
Cat. D (Nat. Sci.) Select from D-I	3	Cat. C (Hist. 104 or 105)	3
COM 249 - Mass Media and Culture or	3	Cat. D (Nat. Sci.) Select from D-I	3
JAT 101 - Intro. to Comm. Media	3	Cat. E (Phy. Dev.) Select from E	1
	15		16
Cat. B (Humanities) Select from B-II	3	Cat. A-II (For. Lang.) Select from A-II	3
Cat. C (Soc. & Beh.) ECON 201 (MACRO)	3	Cat. C (Soc. & Beh.) Select from C	3
Cat. D (Math) MATH 109	3	Cat. E (Phy. Dev.) Select from E	1
Cat. D (Nat. Sci.) Select from D-I w/Lab.	3	STA 291 or STA 200 Statistics	3
Cat. F (Cult. Div.) Select from F	3	Elective	6
	15		16
<b>Total Hours</b>	<b>30</b>	<b>Total Hours</b>	<b>32</b>

The WKU Department of Journalism will accept only the equivalents of JOUR 201, 202 and 231 toward graduation. No credit is given for transferred practicums or internships.

<b>Junior</b>		<b>Senior</b>	
Cat. A-I (Composition) ENG 300	3	JOUR 345 - Copywriting Layout	3
MKT 320 - Basic Marketing	3	JOUR 349 - Advertising Media	3
JOUR 341 - Principles of Advertising	3	Major course chosen with advisor	3
Minor course chosen with advisor	3	Minor courses chosen with advisor	6
Other courses chosen with advisor	6	Other course chosen with advisor	3
	18		18
JOUR 342 - Advertising Research	3	JOUR 446 - Advertising Campaigns	3
JOUR 343 - Print Design	3	Major course chosen with advisor	3
Major course chosen with advisor	3	Minor course chosen with advisor	3
Minor course chosen with advisor	3	Other courses chosen with advisor	6
Other course chosen with advisor	3		
	15		
<b>Total Hours</b>	<b>33</b>	<b>Total Hours</b>	<b>33</b>

Note: The WKU Department of Journalism requires all majors to complete a minimum of 65 hours of study in the traditional liberal arts and sciences. It is recommended that all electives be used for such courses.

Non-Categorical Requirements should be considered when selecting general electives and course options within general education categories.

Department of Journalism Photojournalism Major, Reference Number 750			
<b>Freshman</b>		<b>Sophomore</b>	
Cat. A-I (Composition) English 101	3	Note: It is recommended that students transfer to WKU at the end of the freshman year because the photojournalism major requires six semesters to complete on campus.	
Cat. B (Humanities) Select from B-II	3	Note: The WKU Dept. of Journalism requires all majors to complete a minimum of 65 hours of study in the traditional liberal arts and sciences. It is recommended that all electives be used for such courses.	
Cat. C (Soc. & Beh.) PS 101 Am. Govt	3	*The WKU Dept. of Journalism will accept only the equivalents of JOUR 201, 202, and 231 toward graduation. No credit is accepted for transferred practicums or internships.	
Cat. D (Nat. Sci.) Select from D-I	3		
Cat. E (Phy. Dev.) Select from E	1		
COM 249 - Mass Media & Culture or	3		
JAT 101 - Intro. to Comm. Media	3		
	16		
Cat. A-II COM 181	3		
Cat. A-IV JAT 204	3		
Cat. B (Humanities) Select from B-II	3		
Cat. C (Soc. & Beh.) Select from C	3		
Cat. D (Nat. Sci.) Select from D-I	3		
Cat. E (Phy. Dev.) Select from E	1		
	16		
<b>Total Hours</b>	<b>32</b>		
<b>Sophomore (WKU)</b>		<b>Junior</b>	
Cat. A-II (For. Lang.) Select from A-II	3	Cat. A-I (Composition) ENG 300	3
Cat. B (Literature) ENG 200	3	Cat. C (Soc. & Beh.) Select from C	3
Cat. D (Math) Select from D-II	3	JOUR 334 - Photojournalism	3
Cat. F (Cult. Div.) Select from F	3	GOVT 210	3
JOUR 231 - Basic Photo	3	Minor course chosen with advisor	3
JOUR 301 - Press Law	3		
	18		
Cat. C HIST 119 or 120	3	JOUR 333 - Color Photo	3
Cat. D (Nat. Sci.) Select from D-II w/Lab.	3	JOUR 435 - Photo Editing	3
JOUR 232 - Intern. Photo	3	Minor courses chosen with advisor	6
JOUR 321 - Pub. Aff. Rep	3	Other course chosen with advisor	3
Minor course chosen with advisor	3		
	15		
<b>Total Hours</b>	<b>33</b>	<b>Total Hours</b>	<b>30</b>
<b>Senior</b>		<b>Total Hours</b>	
JOUR 436 - Adv. Photojournalism or	3	JOUR 438 - Photo Management	3
JOUR 437 - Adv. Photo Editing	3	Minor courses chosen with advisor	6
Minor courses chosen with advisor	6	Other courses chosen with advisor	6
Other courses chosen with advisor	9		
	18	<b>Total Hours</b>	<b>33</b>

Non-Categorical Requirements should be considered when selecting general electives and course options within general education categories.



**Department of Journalism**  
Print Journalism Major, Reference Number 716

Freshman		Sophomore	
Cat. A-I (Composition) English 101	3	Cat. A-IV JAT 204	3
Cat. B (Humanities) Select from B-II	3	Cat. B (Literature) Select from B-I	3
Cat. C (Soc. & Beh.) PS 101 Am. Govt.	3	Cat. C (Soc. & Beh.) ECON 201 (Macro)	3
Cat. D (Nat. Sci.) Select from D-I	3	Cat. D (Nat. Sci.) Select from D-I w/Lab.	3
COM 249 - Mass Media and Culture or JAT 101 - Intro. to Comm. Media	3	Cat. D (Math) Select from D-II	3
	<u>3</u>	Cat. E (Phy. Dev.) Select from E	1
	15		16
Cat. A-II (For. Lang.) Select from A-II	3	Cat. A-III COM 181	3
Cat. C Hist. 104 or 105	3	Cat. B (Humanities) Select from B-II	3
Cat. D (Nat. Sci.) Select from D-I	3	Cat. C (Soc. & Beh.) Select from C	6
PS 255 - State Government	3	Cat. E (Phy. Dev.) Select from E	1
Elective	<u>3</u>	Cat. F (Cult. Div.) Select from F	3
	15	Elective	3
			16
<b>Total Hours</b>	<b>30</b>	<b>Total Hours</b>	<b>32</b>

Note: The WKU Department of Journalism will accept only the equivalents of JOUR 201, 202 and 231 toward graduation. No credit is given for transferred practicums or internships.

Junior		Senior	
JOUR 231 - Basic Photography	3	Major courses chosen with advisor	6
JOUR 301 - Press Law and Ethics	3	Minor courses chosen with advisor	6
JOUR 321 - Public Affairs Reporting	3	Other courses chosen with advisor	<u>6</u>
Minor courses chosen with advisor	6		18
Other course chosen with advisor	<u>3</u>		
	18		
Cat. A-I (Composition) ENG 300	3	JOUR 425 - Edit./Feature writing	3
JOUR 323 - Newspaper Editing	3	Major course chosen with advisor	3
Major course chosen with advisor	3	Minor course chosen with advisor	3
Minor course chosen with advisor	3	Other courses chosen with advisor	<u>6</u>
Other course chosen with advisor	<u>3</u>		15
	15		33
<b>Total Hours</b>	<b>33</b>	<b>Total Hours</b>	<b>33</b>

Note: The WKU Department of Journalism requires all majors to complete a minimum of 65 hours of study in the traditional liberal arts and sciences. It is recommended that all electives be used for such courses.

Non-Categorical Requirements should be considered when selecting general electives and course options within general education categories.

**Department of Journalism**  
Public Relations Major, Reference Number 763

Freshman		Sophomore	
Cat. A-I (Composition) English 101	3	Cat. A-IV JAT 204	3
Cat. B (Humanities) Select from B-II	3	Cat. B (Literature) Select from B-I	3
Cat. C Hist. 104 or 105	3	Cat. D (Nat. Sci.) Select from D-I w/Lab.	3
Cat. C (Soc. & Beh.) Select from C	3	Cat. E (Phy. Dev.) Select from E	1
Cat. D (Nat. Sci.) Select from D-I	3	Elective	<u>6</u>
COM 249 Mass Media and Culture or JAT 101 Intro. to Comm. Media	3		16
	<u>3</u>		
	18		
Cat. A-II (For. Lang.) Select from A-II	3	Cat. B (Humanities) Select from B-II	3
Cat. C (Soc. & Beh.) ECON 201 Macro	3	Cat. C (Soc. & Beh.) Select from C	3
Cat. D (Math) MATH-109	3	Cat. E (Phy. Dev.) Select from E	1
Cat. D (Nat. Sci.) Select from D-I	3	Cat. F (Cult. Div.) Select from F	3
Elective	<u>3</u>	STA 291 or STA 200 Statistics	3
	15	Elective	3
			16
<b>Total Hours</b>	<b>33</b>	<b>Total Hours</b>	<b>32</b>

Note: The WKU Department of Journalism will accept only the equivalent of JOUR 201, 202, and 231 toward graduation. No credit is given for transferred practicums or internships.

Junior		Senior	
Cat. A-III SCOM 161 - Bus. & Prof. Spkg.	3	JOUR 454 - PR Publications	3
JOUR 351 - Fundamentals of PR	3	JOUR 425 - Edit./Feature Writing or	3
JOUR 343 - Print Design	3	JOUR 321 - Public Affairs Report	3
Minor courses chosen with advisor	6	Minor courses chosen with advisor	6
Other course chosen with advisor	<u>3</u>	Other courses chosen with advisor	<u>6</u>
	18		18
Cat. A-I (Composition) ENG 300	3	JOUR 456 - Pub. Relations Campaigns	3
JOUR 323 - Newspaper Editing	3	Major course chosen with advisor	3
JOUR 352 - PR Communications	3	Other courses chosen with advisor	<u>6</u>
JOUR 353 - PR Theory	3		
Minor course chosen with advisor	3		
Other course chosen with advisor	<u>3</u>		
	18		12
<b>Total Hours</b>	<b>36</b>	<b>Total Hours</b>	<b>30</b>

Note: The WKU Department of Journalism requires all majors to complete a minimum of 65 hours of study in the traditional liberal arts and sciences. It is recommended that all electives be used for such courses.

Non-Categorical Requirements should be considered when selecting general electives and course options within general education categories.



**Department of Modern Languages and Intercultural Studies**  
French Major, Reference Number 665

Freshman		Sophomore	
Cat. A-I (Composition) English 101	3	Cat. B (Literature) Select from B-I	3
Cat. A-II (For. Lang.) French 101*	3	Cat. C (Soc. & Beh.) Select from C	3
Cat. B (Humanities) Select from B-II	3	Cat. D (Nat. Sci.) Select from D-I w/Lab.	3
Cat. C (Soc. & Beh.) Select from C	3	Cat. D (Math) Select from D-II	3
Cat. D (Nat. Sci.) Select from D-I	3	Cat. E (Phy. Dev.) Select from E	1
	<u>3</u>	FR 201 - Intermediate French	<u>3</u>
	15		16
A-III COM 181	3	Cat. B (Humanities) Select from B-II	3
Cat. A-IV French 102*	3	Cat. C (Soc. & Beh.) Select from C	3
Cat. C Hist. 104 or 105	3	Cat. E (Phy. Dev.) Select from E	1
Cat. D (Nat. Sci.) Select from D-I	3	FR 202 - Intermediate French	3
Cat. F (Cult. Div.) Select from F	<u>3</u>	Elective	<u>6</u>
	15		16
<b>Total Hours</b>	<b>30</b>	<b>Total Hours</b>	<b>32</b>

Junior		Senior	
Major courses chosen with advisor	6	Major course chosen with advisor	3
Minor courses chosen with advisor	6	Minor courses chosen with advisor	6
Other courses chosen with advisor	<u>6</u>	Other courses chosen with advisor	<u>9</u>
	18		18
Cat. A-I (Composition) ENG 300	3	Major courses chosen with advisor	3
Major courses chosen with advisor	6	Minor courses chosen with advisor	3
Minor course chosen with advisor	3	Other courses chosen with advisor	<u>9</u>
Other course chosen with advisor	<u>3</u>		15
	15		
<b>Total Hours</b>	<b>33</b>	<b>Total Hours</b>	<b>33</b>

\*100-level courses in French will not count toward major or minor in French.

Non-Categorical Requirements should be considered when selecting general electives and course options within general education categories.

**Department of Modern Languages and Intercultural Studies**  
*German Major, Reference Number 683*

Freshman		Sophomore	
Cat. A-I (Composition) English 101	3	Cat. B (Literature) Select from B-I	3
Cat. A-II (For. Lang.) German 101*	3	Cat. C (Soc. & Beh.) Select from C	3
Cat. B (Humanities) Select from B-II	3	Cat. D (Nat. Sci.) Select from D-I w/Lab.	3
Cat. C (Soc. & Beh.) Select from C	3	Cat. D (Math) Select from D-II	3
Cat. D (Nat. Sci.) Select from D-I	3	Cat. E (Phy. Dev.) Select from E	1
		GERM 201 - Intermediate German	3
	15		16
Total Hours		32	
Junior		Senior	
Major courses chosen with advisor	6	Major course chosen with advisor	3
Minor courses chosen with advisor	6	Minor courses chosen with advisor	6
Other courses chosen with advisor	6	Other courses chosen with advisor	9
	18		18
Cat. A-I (Composition) ENG 300	3	Major course chosen with advisor	3
Major courses chosen with advisor	6	Minor courses chosen with advisor	3
Minor course chosen with advisor	3	Other courses chosen with advisor	9
Other course chosen with advisor	3		
	15		15
Total Hours		33	

\*100-level courses in German will not count toward major or minor in German.

Non-Categorical Requirements should be considered when selecting general electives and course options within general education categories.

**Department of Modern Languages and Intercultural Studies**  
*Spanish Major, Reference Number 778*

Freshman		Sophomore	
Cat. A-I (Composition) English 101	3	Cat. B (Literature) Select from B-I	3
Cat. A-II (For. Lang.) Spanish 101*	3	Cat. C (Soc. & Beh.) Select from C	3
Cat. B (Humanities) Select from B-II	3	Cat. D (Nat. Sci.) Select from D-I w/Lab.	3
Cat. C (Soc. & Beh.) Select from C	3	Cat. D (Math) Select from D-II	3
Cat. D (Nat. Sci.) Select from D-I	3	Cat. E (Phy. Dev.) Select from E	1
		SPAN 201 - Intermediate Spanish	3
	15		16
Total Hours		32	
Junior		Senior	
Major courses chosen with advisor	6	Major courses chosen with advisor	6
Minor courses chosen with advisor	6	Minor courses chosen with advisor	6
Other courses chosen with advisor	6	Other courses chosen with advisor	9
	18		18
Cat. A-I (Composition) ENG 300	3	Major course chosen with advisor	3
Major courses chosen with advisor	6	Minor courses chosen with advisor	3
Minor course chosen with advisor	3	Other courses chosen with advisor	9
Other course chosen with advisor	3		
	15		15
Total Hours		33	

\*100-level courses in Spanish will not count toward major or minor in Spanish.

Non-Categorical Requirements should be considered when selecting general electives and course options within general education categories.

**Department of Philosophy and Religion**  
*Philosophy Major, Reference Number 745*

Freshman		Sophomore	
Cat. A-I (Composition) English 101	3	Cat. B (Literature) Select from B-I	3
Cat. B (Humanities) PHI 100	3	Cat. C (Soc. & Beh.) Select from C	3
Cat. B (Humanities) Select from B-II	3	Cat. D (Nat. Sci.) Select from D-I	3
Cat. C (Soc. & Beh.) Select from C	3	Cat. D (Math) Select from D-II	3
Cat. D (Nat. Sci.) Select from D-I	3	Cat. E (Phy. Dev.) Select from E	1
		PHIL 130 - Introductory Ethics	3
	15		16
Total Hours		32	
Junior		Senior	
PHIL 302 - Hist. of Phil. I	3	PHIL 303 - Hist. of Phil. II	3
PHIL 350 - Ethical Theory	3	Major course chosen with advisor	3
Minor courses chosen with advisor	6	Minor courses chosen with advisor	6
Other courses chosen with advisor	6	Other courses chosen with advisor	6
	18		18
PHIL 402 - Theory of Knowledge	3	PHIL 403 - Metaphysics	3
Major course chosen with advisor	3	Major course chosen with advisor	3
Minor courses chosen with advisor	6	Minor courses chosen with advisor	6
Other course chosen with advisor	3	Other courses chosen with advisor	3
	15		15
Total Hours		33	

Non-Categorical Requirements should be considered when selecting general electives and course options within general education categories.

**Department of Philosophy and Religion**  
*Religious Studies Major, Reference Number 769*

Freshman		Sophomore	
Cat. A-I (Composition) English 101	3	Cat. B (Literature) Select from B-I	3
Cat. A-III COM 181	3	Cat. C (Soc. & Beh.) Select from C	3
Cat. B (Humanities) English 270	3	Cat. D (Nat. Sci.) Select from D-I	3
Cat. C (Soc. & Beh.) Select from C	3	Cat. D (Math) Select from D-II	3
Cat. D (Nat. Sci.) Select from D-I	3	Cat. E (Phy. Dev.) Select from E	1
		Elective	3
	15		16
Total Hours		32	
Junior		Senior	
Major courses chosen with advisor	6	Major courses chosen with advisor	6
Minor courses chosen with advisor	6	Minor courses chosen with advisor	6
Other courses chosen with advisor	6	Other courses chosen with advisor	6
	18		18
Cat. A-I (Composition) ENG 300	3	Major courses chosen with advisor	6
Major courses chosen with advisor	6	Minor courses chosen with advisor	3
Minor courses chosen with advisor	3	Other courses chosen with advisor	6
Other courses chosen with advisor	3		
	15		15
Total Hours		33	

Non-Categorical Requirements should be considered when selecting general electives and course options within general education categories.



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## OUTSIDE SPEAKERS IN 1996-97

The following is a partial list of outside speakers brought on campus last year. An asterisk denotes speakers whose appearance was funded through the Hearst Foundation endowment.

Gordon Parks,\* photographer, motion picture director, author, artist and composer.  
Bob Mong, publisher of the *Owensboro Messenger-Inquirer*  
Tim Ballard, editor and general manager of the *Springfield Sun* and *Lebanon Enterprise*  
Matt Tungate, editor of the *Henry County (Ky.) Local*  
Charles Theis, circulation manager of the *Daily News* in Bowling Green.  
Tim Kelly, publisher of the *Lexington Herald-Leader*  
Georgiana Vines,\* editor of the *El Paso Times*  
Thomas George III,\* National Football League writer for *The New York Times*  
Bob Lynn,\* assistant managing editor/graphics, *The Virginian Ledger-Star*, Norfolk  
Judy Walgren, photojournalist, *The Dallas Morning News*  
Renee Byer, photojournalist, *The Oregonian*  
John Kaplan, president, The Media Alliance  
Jack Corn, WKU photojournalist in residence, retired.  
Tamara Voninski,\* photojournalist, *The Virginian Ledger-Star*, Norfolk  
Tim Broekema,\* picture editor, *The Chicago Tribune*  
Steve Jones, photojournalist/lighting specialist from the Memphis *Commercial Appeal*  
Glen Hartung, photojournalist, *The Cincinnati Enquirer*  
Amy Deputy, photojournalist, *The Baltimore Sun*  
Torsten Kjellstrand, NPPA's 1996 Photographer of the Year  
Mark Humphrey, photojournalist, the Associated Press, Nashville  
Don Schultz,\* professor of integrated marketing communications, Northwestern University  
Chris Poore,\* development reporter, *The Herald-Leader*, Lexington, Ky.  
Larry Muhammad,\* reporter for *The Courier-Journal*  
Mark Nichols,\* director of interactive communications, Sheehy and Associates, Louisville  
Nikita Stewart, Southeast Kentucky bureau chief of *The Courier-Journal*  
Walt Stricklin, graphics director, *The Chattanooga Times*  
Daryl Knauer, owner, Knauer Marketing Communications, Cincinnati  
Bob Ashley, editor, *The Messenger-Inquirer*, Owensboro  
Karl Harrison, editor, *The Paducah Sun*  
Max Heath, executive editor, Landmark Community Newspapers  
Jim Bye, director of graphics, Evansville Newspapers  
Tom Hardin, retired *Detroit News* and *Courier-Journal* photojournalist  
Ray Sullivan, editor, *The Lima News*, Ohio  
Steve Chandler, photo editor, *The Lima News*  
Eric Davis, account executive, McNeely Pigott and Fox, Nashville public relations agency  
Chief Justice John Stephens, Kentucky Supreme Court  
Al Tompkins, news director, WSMV-TV, Nashville  
Matt Stockman, staff photographer, *Allsport*  
Todd Buchanan, freelance photojournalist, Chicago

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# RECORDS/ADVISING

1. Advising forms used by faculty and students that are enclosed are:

## Guide to Forms and Letters Used in Advising Department Majors

	Page
A. Liberal Arts Forms	
1. Check-Off Sheet	200
2. List of Approved Liberal Arts Courses for Journalism Majors to Take	201
B. Application for admission to major	203
C. Sample degree programs and advising sheets	
1. Advertising sample degree program	204
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5. Print Journalism sample degree program	212
6. Print Journalism advising sheet	214
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8. Public Relations advising sheets	218
D. Flyer advising of necessity to file degree program	220
E. Letters announcing counseling/preregistration for Fall 1997	
1. Admitted journalism majors	221
2. Unadmitted seniors seeking admission	222
3. Unadmitted juniors seeking admission	223
4. Unadmitted sophomores and freshmen seeking admission	224
F. Letters advising students of special circumstances	
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2. Progress toward admission to major	226
G. Admission to major	
1. Admission letter to tell student of assigned adviser	227
2. Major/Minor/Adviser Update Forum	228
H. Letters encouraging students to finish degrees	
1. Encouragement to student who dropped out to return to school	229
2. Letter to student who dropped current semester schedule	230
I. Letter to transfer student with course projection and degree program	231
J. Preregistration Class Roll	234
K. Preregistration Schedule Form	236
L. Adviser identification numbers	237

Copies of recent Schedule Bulletins will be available for inspection by the visit team. Check of individual student folders will show tracking of completed courses.

2. **Description of advising and counseling services and resources offered by the unit or institution and available to students in the unit.**

**ADVISING PROCESS**

The university requires advisement of all students seeking degrees. Registration clearance is given only after a student's faculty adviser has approved a schedule. Journalism majors are alerted by individual letter to the imminent release of the schedule bulletin for the upcoming semester and told to contact their individual advisers for advisement.

The department head, with the help of her administrative assistant, is adviser of record for all unadmitted transfer students for their first two semesters at WKU and all unadmitted sophomore and freshmen majors.

Until Fall 1997, students were admitted to the department immediately upon enrollment in the university. They were identified by pre-admission numbers until admitted to a major. Those numbers are:

- 715 Print Journalism majors seeking admission
- 717 Advertising majors seeking admission
- 749 Photojournalism majors seeking admission
- 762 Public Relations majors seeking admission.

With the beginning of the University College established in Fall 1997, new premajors are identified as:

- 715P Print Journalism majors seeking admission
- 717P Advertising majors seeking admission
- 749P Photojournalism majors seeking admission
- 762P Public Relations majors seeking admission.

While they are enrolled in the University College, journalism majors have two advisers, one assigned by the UC. Once these students meet requirements of the University College, their advising is the full responsibility of the department. This was at the insistence of the department, which did not want to lose immediate contact with journalism majors.

The University College requirements are:

- Completion of 24 hours of baccalaureate degree credit;
- Attainment of grade point average specified by the desired academic program;
- Removal of any pre-college curriculum deficiencies; and
- Completion of the University Core Component of the general education program:
  - ENG 100 Freshman English
  - SCOM 145 Fundamentals of Public Speaking or SCOM 161 Business and Professional Speaking (Journalism prefers SCOM 161 because it includes some interviewing)
  - HIST 119 or 120 Western Civilization I or II
  - Mathematics

Simultaneous with UC courses, journalism majors start taking courses in the department. The initial schedule depends on the ACT English score of each student. Students who have qualified for ENG 100 credit through an advanced placement class or ACT score may take JOUR 202 Basic Reporting in the first semester. Otherwise they take JOUR 201 Journalism and Society and ENG 100 in the first semester and JOUR 202 in the second. Photojournalism majors take JOUR 231 Basic Photography in the first semester.

Advising forms follow on the pages indicated on the first page of this section. In the first advising session, a student completes an admission form, designating the desired major, and reads and signs the liberal arts/sciences tracking form that is used to ensure compliance with the 65-hour LAS standard. Sample degree program forms that show requirements for a major are used to track students' progress until official degree programs are completed and filed with the Registrar. A new student also is given a chart showing projected completion of classes needed for graduation. Each is advised as though he or she were admitted to a major. An adviser in the desired sequence is assigned when a student is admitted to a major.

Admission to a major requires completion of 48 hours of college study with an overall GPA of 2.25 and a grade of C or better in JOUR 201, 202 and 232 Electronic Technologies for Journalism, and ENG 100 by students declaring a major in Spring 1997 or later. Students who declared a major before then are required to complete 32 hours and do not have to take JOUR 232.

Course passes, now in the form of electronic authorization, are issued on presentation in the department office of an approved schedule signed by an adviser. A student's on-line advising screen is updated to indicate advising is completed and the student is cleared to register by TOPLINE, a telephone registration system. Spaces in restricted classes are allocated on a first-come, first-served basis. Students' names are entered on preregistration rolls because so many students fail to register in a timely fashion after being advised.

## **DEGREE PROGRAMS**

Students who have completed 60 hours of study are required to have a degree program on file before they are cleared to register. Degree programs of transfer students who have not been admitted to a major are kept on file in the department office until they are admitted to majors.

Grades are entered on degree program copies each semester so advisers can determine what a student has completed, is taking, and needs to complete. Changes are made using a degree program change form.

Degree programs are originated in the department office, checked in the office of the dean of Potter College of Arts, Humanities and Social Sciences and kept on file by the Registrar. The department verifies that students file degree programs that meet requirements of majors, minors and hours distribution. The dean's office ensures compliance with General Education Requirements and other university requirements. The Registrar verifies that courses listed on the degree program are completed successfully and authorizes awarding for degrees.

The department takes comfort in knowing that the degree program auditor in the dean's office is fully cognizant with department requirements and ensures that students don't change their degree programs in unacceptable ways.

### **ADVISERS**

Each full-time faculty member has several advisees who are majors in the adviser's sequence. Advisers approve schedules and degree programs and are available on demand to advisees. Advisers frequently help students apply for internships and after-graduation jobs. The list of adviser identification numbers is on page 237.

Career counseling takes place in advising sessions. Student organizations provide role models and career advice through programs held throughout the year. Meetings are advertised and open to students who are not organization members. Faculty members conduct resume/cover letter-writing workshops to help students get started on job hunts and critique each student's job-seeking mailings to enhance their effectiveness in placing the student.

### **3. Academic advising, career counseling and placement opportunities offered outside the department.**

**The University Academic Advising and Retention Center** in Cherry Hall provides a wide range of academic advising services to undergraduates and aims to coordinate academic advising among undergraduate colleges and academic departments. It coordinates advisement for all students and provides advisement for undeclared students, as well as re-entry, non-traditional and part-time students for departments that don't advise such students.

The center evaluates transcripts of transfer students, providing this information to the department for use in advising students desiring one of our majors. It also coordinates articulation agreements with other state schools on acceptability of transferred credits.

The center records changes of majors and adviser assignments made by the department.

**Student Support Services** provides comprehensive continuing academic assistant for undergraduate students with academic potential who meet financial guidelines and/or are from families where neither parent holds a bachelor's degree or who are physically disabled.

**The University Counseling Services Center** provides a broad range of assistance for students:

- Counseling for students with personal problems.
- Counseling on learning problems.
- Vocation counseling.
- Referral for students who need services outside the university.
- Administration of national testing programs required by various departments of the university.
- Administration of the College Level Examination Program, a proficiency testing program that allows individuals to earn college credits by examination.

**The Career Services Center** provides the following:

- Career advising.
- Career development sessions on resume-writing, interviewing and specific employers.
- Career library.
- Cooperative education/internships after the freshman year of study.
- MESA -- a computerized employer matching program.
- Campus interview coordination for potential employers with graduating seniors.
- Job vacancy information.
- Placement files that are forwarded on request of a registrant or employer.

**4. What student records are in the unit office? What measures are taken to assure appropriate confidentiality?**

Color-coded student files are kept in the administrative assistant's office in lockable files. All office staff and faculty are kept aware of the need for confidentiality. Parents are provided information only when a student writes a letter asking that this be done. Alphabetically arranged student files are grouped into "active," "graduates" or "miscellaneous."

The maintenance of academic records for undergraduate students is the responsibility of the Office of the Registrar. Records of high school performance, ACT scores and transfer credits are maintained in the Academic Advising Office.





APPROVED LIBERAL ARTS /SCIENCES COURSES  
FOR JOURNALISM MAJORS TO TAKE

**AFRICIAN AMERICAN STUDIES**

AFAM 190  
AFAM 358  
AFAM 359  
AFAM 360  
AFAM 377  
AFAM 393  
AFAM 410  
AFAM 466  
AFAM 480  
AFAM 490

**AGRICULTURE**

AGRI 101  
AGRI 108  
AGRI 491

**ANTHROPOLOGY**

All Anthropology Courses

**ART**

ART 100  
ART 105  
ART 106  
ART 300  
ART 301  
ART 302  
ART 303  
ART 309  
ART 390  
ART 401  
ART 403  
ART 405

**ASTRONOMY**

All Astronomy Courses

**BIBLICAL LANGUAGES**

All Biblical Language Courses

**BIOLOGY**

All Biology Courses

**CHEMISTRY**

All Chemistry Courses

**CHINESE**

All Chinese Courses

**ECONOMICS**

All Economics Courses

**ENGLISH**

All English Courses except  
319, 369, 402, 469, 470

**ENVIRONMENTAL SCIENCE**

ENV 280

**FOLK STUDIES**

All Folk Studies Courses

**FRENCH**

All French Courses

**GEOGRAPHY**

All Geography Courses

**GEOLOGY**

All Geology Course

**GERMAN**

All German Courses

**GOVERNMENT**

All Government Courses

**HISTORY**

All History Courses

**HONOR STUDIES**

All Honor Studies Courses

**HUMANITIES**

All Humanities Courses

**JAPANESE**

All Japanese Courses

**MATH**

All Math Courses except  
MATH 100

**MUSIC**

MUS 100  
MUS 101  
MUS 120  
MUS 200  
MUS 201  
MUS 326  
MUS 327  
MUS 328  
MUS 431

**PHILOSOPHY**

All Philosophy Courses

**PHYSICS**

All Physics Courses

**PORTUGUESE**

All Portuguese Courses

**PSYCHOLOGY**

All Psychology Courses

**RELIGION**

All Religion Courses

**RUSSIAN**

All Russian Courses

**SPEECH**

SCOM 140

SCOM 145

SCOM 161

SCOM 245

SCOM 247

SCOM 249

SCOM 345

SCOM 346

SCOM 443

**SOCIOLOGY**

All Sociology Courses

**SPANISH**

All Spanish Courses

**THEATRE**

THEA 151

THEA 351

THEA 354

THEA 355

THEA 358

THEA 455

THEA 456

THEA 459

THEA 462

THEA 482

**WOMEN'S STUDIES**

All Women's Studies Courses



Department of Journalism  
502-745-4143

Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101-3576

## Application for Admission to the Department of Journalism Major

Name of Student \_\_\_\_\_ SS# \_\_\_\_\_

Today's date \_\_\_\_\_ Date entered WKU \_\_\_\_\_

Number of hours completed \_\_\_\_\_ Grade Point Average \_\_\_\_\_

Grades received in:

JOUR 201	Journalism and Society	_____
JOUR 202	Basic Reporting	_____
JOUR 232	Electronic Technologies for Journalism	_____
FENG 100	Freshman English	_____

Seeking admission to:

716	Print Journalism
727	Advertising
750	Photojournalism
763	Public Relations

Adviser requested, if you have a preference: \_\_\_\_\_

### **FOR DEPARTMENT USE:**

Liberal arts/sciences check-off form signed and placed in file on: \_\_\_\_\_

Degree program started and placed in file on: \_\_\_\_\_

Admitted to major \_\_\_\_\_ on date \_\_\_\_\_

Adviser assigned \_\_\_\_\_

Special Notes: \_\_\_\_\_



Print Name \_\_\_\_\_ Last \_\_\_\_\_ First \_\_\_\_\_ Middle \_\_\_\_\_ Soc. Sec. Number \_\_\_\_\_  
 Local Address \_\_\_\_\_ Street or Residence Hall \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Daytime Phone Number \_\_\_\_\_

W.K.U. UNDERGRADUATE DEGREE PROGRAM FORM  
 Effective Spring 1997

Baccalaureate Degree Type:  Original Program  Revised Program  Second Degree  Proposed Date of Graduation: \_\_\_\_\_  
 Categories:  Arts, Humanities and Social Sciences  Business Administration  Education and Behavioral Sciences  Science, Technology and Health  
 Transfer Status: \_\_\_\_\_  
 Date of Prior Dbl Sem: \_\_\_\_\_

**First Major**

No. 727 Title ADVERTISING

Subject Area	Course No.	Hr.	Gr.	Tr
JOUR 201		3		
JOUR 202		3		
JOUR 232		3		
JOUR 341		3		
MKT 320		3		
JOUR 342		3		
JOUR 345		3		
JOUR 346		3		
JOUR 349		3		
JOUR 446		3		
JOUR 343A		3		

Restricted Electives:

		3		
		3		

Note: A grade "D" in a \_\_\_\_\_  
 Journalism class will not be accepted toward graduation or to fulfill prerequisite requirements.

Approved, Dept. Head \_\_\_\_\_ Date \_\_\_\_\_  
 Subtotal Hours (39) 36

**First Minor or Second Major**

No. 413 Title MARKETING

Subject Area	Course No.	Hr.	Gr.	Tr
ACCT 200		3		
CIS 241/ CS 145		3		
ECON 202/ ECON 203		3		
ECON 206		3		
MKT 320		3		
MKT 321		3		
UL MKT		3		
UL MKT		3		
UL MKT		3		

Approved, Dept. Head \_\_\_\_\_ Date \_\_\_\_\_  
 Subtotal Hours 24

**General Education**

Subject Area - Course No.	Hr.	Gr.	Tr
Eng 100	3		
Eng 300	3		
For Lang	3		
Pub. Sp. SCOM 161	3		
Lit.	3		
Humanities (9 - 12 hours)	3		
Social and Behavioral Science (12 hours)	3		
Hist 119/120	3		
ECON 202/203	3		
Math 116	3		
Natural Sciences (9 hrs)	3		
Math (9 hrs)	3		
Lectural Lab (DL)	3		
Physical Dev. (2-3 hours)	1		
World Cultures (3 hours)	3		

**Electives**

Subject Area	Course No.	Hr.	Gr.	Tr
STATS (in minor)		1		
LME 101		3		
GEOG 110/360		3		
UC 101		3		
UC 101		3		
UC 101		3		
UC 101		3		

Approved, Head, Teacher Education \_\_\_\_\_ Date \_\_\_\_\_  
 Subtotal Hours 24

**Non-Categorical Requirements**

1. Writing Component - 6 courses (w) \_\_\_\_\_ Gr. Tr \_\_\_\_\_  
 ENG 100 \_\_\_\_\_ JOUR 202 \_\_\_\_\_  
 ENG 200 \_\_\_\_\_ JOUR 345 \_\_\_\_\_  
 ENG 300 \_\_\_\_\_  
 2. Ethics Component - 2 courses (ee) or 1 course (ec) \_\_\_\_\_  
 ECON \_\_\_\_\_  
 3. Env. Comp - 1 course (e) \_\_\_\_\_

**Teacher Certification Requirements**

Approved, Dept. Head \_\_\_\_\_ Date \_\_\_\_\_  
 Subtotal Hours \_\_\_\_\_

**University Honors Program**

G. Honors Studies (9 - 15 hours)  
 1. Coll. \_\_\_\_\_ 1.5 \_\_\_\_\_  
 1. Coll. \_\_\_\_\_ 1.5 \_\_\_\_\_  
 S. Theses \_\_\_\_\_  
 Sr. Theses \_\_\_\_\_  
 Approved, Honors Director \_\_\_\_\_ Date \_\_\_\_\_  
 Subtotal Hours \_\_\_\_\_

**Degree Program Declaration**

Rules and regulations governing the completion of degree requirements are printed on the back of this form. I understand and accept responsibility for meeting the requirements for graduation.

Approved, Dept. Head \_\_\_\_\_ Date \_\_\_\_\_  
 Student Signature \_\_\_\_\_ Date \_\_\_\_\_

White - Registrar Pink - Dean Yellow - Student

# ADVERTISING MAJOR

**Advertising Course Requirements** -- 36 hours plus 3 hours in statistics and 3 hours for MKT 320  
**Statistics.** Students who major in advertising must complete one course in statistics before they enroll in JOUR 342 Research in Advertising. Choose one from:

- ECON 206 Statistics (Prerequisites: MATH 116 and ECON 202 or 203). Also required in marketing minor.
- SOCL 300 Using Statistics in Sociology (Prerequisites: MATH 109 or MATH 116, SOCL 100)
- MATH 203 Statistics (Prerequisites MATH116 or permission)
- PSY 201 Statistics (taken with PSY 210). Prerequisites PSY 100 and MATH 100 or MATH 116

**Required Courses.** You must complete all of these courses. (27 hours)

- JOUR 201 Journalism and Society
- JOUR 202 Basic Reporting/Advertising
- JOUR 232 Electronic Technologies for Journalism
- JOUR 341 Principles of Advertising -- **must be taken before all other advertising courses.**
- MKT 320 Basic Marketing (Prerequisite: Junior standing)
- JOUR 342 Research in Advertising (spring) (Prerequisites JOUR 341, MKT 320 and statistics )
- JOUR 343 Print Design/Advertising
- JOUR 345 Copywriting and Layout (fall) (Prerequisites JOUR 342 and 343)
- JOUR 346 Advertising Account Planning (fall)
- JOUR 349 Advertising Media (fall) (Prerequisites: JOUR 342, MKT 320 and statistics)
- JOUR 446 Campaigns (spring) (Prerequisites: JOUR 345 and 349)

**Restricted Electives.** Choose 2 courses in consultation with your advisor. (6 hours)

- JOUR 231 Basic Photography
- JOUR 301 Press Law & Ethics
- JOUR 331 Intermediate Photography
- JOUR 344 Retail Advertising (spring) (Prerequisites JOUR 341)
- JOUR 347 Broadcast Advertising (Prerequisites JOUR 202 and 341)
- JOUR 351 Fundamentals of Public Relations
- JOUR 481 Problems in Mass Communicaitons
- BCOM 364 Video Production (spring only)
- JOUR 448 Internship (Prerequisites: 18 hours course work in advertising major)

TOTAL: Unless listed otherwise, courses above are offered each semester. Courses are numbered in the order they normally are taken.

**NOTE:** You need 128 total hours for graduation from Western. Of these, 92 must be in courses other than journalism or communication and 65 hours must be in liberal arts courses. Any hours in journalism and communication above the 36 required must be added to the 128 hours needed for graduation.

## Schedule for Taking Advertising Course Requirements

	Fall	Spring
<b>Freshman Year</b> (plus 24 to 27 hours in general education)	JOUR 201 or 202	JOUR 201 or 202, 232
<b>Sophmore Year</b> (a statistics course* plus needed hours in general education)	JOUR 341 <u>Marketing Minor:</u> MATH 116, Econ 203 <u>Other minors:</u> SOCL 100, PSY 100, MATH 116	JOUR 343  ECON 206  SOCL 300, MATH 203 or PSY 201
<b>Junior Year</b> (plus course in minor, general education)	MKT 320 JOUR 345 JOUR elective	JOUR 342 JOUR elective (BCOM 364 if taken as a restricted elective) (spring only)
<b>Senior Year</b> (plus courses in minor)	JOUR 345 JOUR 349	JOUR 446 (restricted elective)

## Advertising Major

**Required Courses.** You must complete all of these courses (30 hours).

- JOUR 201 Journalism and Society
- JOUR 202 Basic Reporting/Advertising
- JOUR 232 Electronic Technologies for Journalism
- JOUR 341 Principles of Advertising -- **Must be taken before all other advertising courses.**
- JOUR 342 Research in Advertising (Spring) (Prerequisites JOUR 341, MKT 320, statistics)
- JOUR 343 Print Design/Advertising
- JOUR 345 Copywriting and Layout (Fall) (Prerequisites JOUR 342 and 343)
- JOUR 346 Advertising Account Planning (Fall and Spring) (Prerequisites JOUR 341, MKT 320)
- JOUR 349 Advertising Media (Fall ) (Prerequisites JOUR 342 and statistics)
- JOUR 446 Campaigns (Spring) (Prerequisites JOUR 345 and 349)

**Restricted Electives.** Choose 2 courses in consultation with your advisor (6 hours).

- JOUR 231 Basic Photography
- JOUR 301 Press Law and Ethics
- JOUR 331 Intermediate Photography
- JOUR 344 Retail Advertising (Fall) (Prerequisite JOUR 341)
- JOUR 347 Broadcast Advertising (Prerequisites JOUR 202 and 341)
- JOUR 351 Fundamentals of Public Relations
- JOUR 481 Problems in Mass Communication
- BCOM 266 Basic TV Production
- JOUR 448 Internship (Prerequisites: 18 hours course work in advertising major)

**Total** 36 hours

**Other Requirements.** Students who major in advertising must also complete 9 hours from:

- GEOG 110 or 360,
- MKT 320 Basic Marketing
- One course in statistics from these:
- ECON 206 (required in marketing minor) Prerequisites: MATH 116, ECON 202 or 203)
- SOCL 300 Prerequisites: SOCL 100, MATH 109 or 116
- MATH 203 Prerequisites: MATH 116 or permission
- PSY 201 (taken with PSY 210). Prerequisites: PSY 100, MATH 100 or 116

Unless listed otherwise, courses above are offered each semester. Courses are numbered in the order they are normally taken. You need 128 total hours for graduation from Western. Of these, 92 must be in courses other than journalism or communications. Of the 92 hours other than journalism or communications, 65 hours must be in liberal arts courses. Any hours in journalism and communication above the 36 required must be added to the 128 hours needed for graduation.

### Schedule for Taking Advertising Course Requirements

	<u>Fall</u>	<u>Spring</u>
<b>Freshman Year</b>	JOUR 201 or 202	JOUR 201 or 202, 232
<b>Sophomore Year</b>	MATH 116 JOUR 341	*Statistics JOUR 343
<b>Junior Year</b>	MKT 320 JOUR 345 JOUR elective	JOUR 342 JOUR elective
<b>Senior Year</b>	JOUR 346 JOUR 349	JOUR 446

\* A statistics course must be completed by fall of junior year to complete the advertising program in four years.



Advertising major...

### Minor

A minor in marketing is recommended for advertising students.

### Suggested General Education Courses for Advertising Majors

<b>Category A</b> 9-12 hrs	ENG 100, 300 JOUR 202 SCOM 161	<b>Category D</b> 12 hrs	ASTR 104 BIOL 115, 300, 301 PHYS 103 GEOG 100 MATH 116* MATH 109
<b>Category B</b> 9-12 hrs	ENG 200 ART 100, 105 or 106 MUS 120 THEA 151	<b>Category E</b> 2-3 hrs	HE 100 or PE courses
<b>Category C</b> 15 hrs	HIST 120 PSY 100 ECON 150 ECON 202, 203* SOCL 100 GOVT 110 GEOL 110,360	<b>Category F</b> 3 hrs	FLK 276

\*MATH 116 is required for marketing minor minor.  
ECON 202 / 203 required for marketing

### Suggested Liberal Arts Courses (65 hours required)

ECON 202 Microeconomics	SOCL 100 Introduction to Sociology
ECON 203 Macroeconomics	SOCL 450 Occupations and Professions
ENG 390 Masterpieces of American Lit	THEA 151 Theater Appreciation
ENG 490 The American Novel	PSY 100 Introduction to Psychology
ENG 385 World Literature	PSY 371 The Psychology of Sales Behavior
ENG 395 Contemporary Literature	BIOL 301 Ecology and Human Affairs
HIST 349 United States since 1945	BIOL 115 General Biology
FLK 276 Introduction to Folk Studies	GEOG 100 Introduction to Man's Physical Environment
FLK 280 Cultural Pluralism in U.S.	ART 100 Art Appreciation
MUS 120 Music Appreciation	ART 105 and 106 Art Survey I and II
MUS 431 Musical Theater	SCOM 161 Business and Professional Speaking
PHIL 120 Introduction to Philosophy	

### Business Electives

These are not liberal arts courses but are excellent electives for advertising students. Before choosing these courses, be sure that you have the necessary 65 hours in liberal arts, then strongly consider these:

ACCT 200 Introductory Accounting (Financial)**	MKT 321 Consumer Behavior**
CIS 241 Introduction to Computer Information Systems**	MKT 322 Promotion Strategy
ENG 306 Business Writing	MKT 422 Marketing Management
MGT 310 Organization and Management	

\*\* Required for Marketing minor.

W.K.U. UNDERGRADUATE DEGREE PROGRAM FORM

Print Name Last First Middle Soc. Sec. Number  
 Local Address Street or Residence Hall  
 City State Zip Daytime Phone Number

Baccalaureate Degree Type:  
 Original Program  
 Revised Program  
 Second Degree  
 Proposed Date of Graduation: \_\_\_\_\_  
 College:  
 Arts, Humanities and Social Sciences  
 Business Administration  
 Education and Behavioral Sciences  
 Science, Technology and Health  
 Final D Sem.  
 Transfer Date of Sem.

**First Major**  
 No. 750 Title PHOTOJOURNALISM

Subject Area	Course No.	Hr.	Gr.	Tr
JOUR 201		3		
JOUR 202		3		
JOUR 231		3		
JOUR 232		3		
JOUR 301		3		
JOUR 321		3		
JOUR 331		3		
JOUR 334		3		
JOUR 435		3		
JOUR 436/437		3		
JOUR 438		3		
RESTRICTED ELECTIVE: 3				
Subtotal Hours 21				

**First Minor of Second Major**  
 No. Title

Subject Area	Course No.	Hr.	Gr.	Tr
Subtotal Hours 21				

**General Education**

Subject Area	Course No.	Hr.	Gr.	Tr
A. Organization and Communication of Ideas (12-15 hours)				
Eng 100		3		
Eng 300		3		
For. Lang.		3		
Pub. Sp. SCOM 161		3		
B. Humanities (9-12 hours)				
Lit.		3		
C. Socialland Behavioral Science (12 hours)				
Hist 119/120		3		
GOVT 110		3		
D. Natural Sciences (9 hrs.)				
Math		3		
Math (3 hrs.)		3		
Lecture Lab (DL)		3		
E. Physical Dev. (2-3 hours)				
		1		
F. World Cultures (3 hours)				
		3		
Subtotal Hours 53				

**Non-Categorical Requirements**

Writing Component	6 courses (w)	Gr. Tr
ENG 100	JOUR 202	
ENG 200	JOUR 321	
ENG 300		
2. Ethics Component - 2 courses (ee) or 1 course (ec)		
JOUR 301	JOUR 334	
3. Env. Comp - 1 course (n)		

**University Honors Program**

G. Honors Studies (9-15 hours)	1. Coll. 1.5	1.5
	Coll.	1.5
	S. Thesis	1
	S. Thesis	1
Subtotal Hours		

**Elective**

Subject Area	Course No.	Hr.	Gr.	Tr
GOVT 210		3		
IME 101		1		
GEOG 110... or 360		3		
		3		
		3		
UC 101		3		
Subtotal Hours 19				

GRAND TOTAL HOURS (Sum of All Subtotal Hours) **128**

Transfer Credit Used for this Degree Program (Max combined total 67 hrs. from any or community college)

College State Years Hours

**Program Approval**

Advisor - 1st Major Date  
 Advisor - 2nd Major Date  
 College Dean Representative Date

Files and regulations governing the completion of degree requirements are printed on the back of this form. I understand and accept responsibility for meeting the requirements for graduation.

**Degree Program Declaration**  
 Approved, Dept. Head Date  
 Approved, Head, Teacher Education Date

Approved, Honors Director Date  
 Approved, Head, Teacher Education Date

Write - Registrar Pink - Dean Yellow - Student

# Photojournalism Major

## Courses needed for a major in Photojournalism

(All courses are three semester hours of credit)

### Government

All photojournalism majors must take GOVT 110 American National Government, GOVT 210 State and Local Government and GEOG 110 World Regional Geography or GEOG 360 North American Geography.

### Required Courses - 33 hours

JOUR 201 Journalism and Society  
JOUR 202 Basic Reporting  
JOUR 231 Basic Photography  
JOUR 232 Electronic Technologies for Journalism  
JOUR 301 Press Law and Ethics  
JOUR 321 Public Affairs Reporting  
JOUR 331 Intermediate Photography  
JOUR 334 Photojournalism  
JOUR 435 Photo Editing  
JOUR 436 Advanced Photojournalism - or - JOUR 437 Electronic Photo Editing/Design  
JOUR 438 Photo Management

### Restricted Electives - 3 hours

BCOM 266 Basic Television Production  
JOUR 323 Newspaper Editing  
JOUR 425 Editorial and Feature Writing

**TOTAL: 36 hours**

### Suggested Minors for Photojournalism Students:

308 Agriculture	311 Anthropology
317 Asian Studies	332 Business Administration
359 English	362 Folklore
374 Geography	383 Government
392 History	408 Latin American Studies
438 Psychology	444 Recreation
447 Religious Studies	461 Sociology
464 Spanish	413 Marketing

**Suggested Minors for Photojournalism Students**

308 Agriculture	311 Anthropology
317 Asian Studies	332 Business Administration
359 English	362 Folklore
374 Geography	383 Government
392 History	408 Latin American Studies
438 Psychology	444 Recreation
447 Religious Studies	461 Sociology
464 Spanish	

**Suggested General Education Courses for Photojournalism Majors**

**Category A** ENG 100, 300  
9-12 hrs JOUR 202  
SCOM 161  
SPAN 170

**Category B** ENG 200  
9-12 hrs ART 100, 105 or 106  
MUS 120  
THEA 151

**Category C** HIST 120  
15 hrs PSY 100  
ECON 150  
ECON 202, 203\*  
GOVT 110  
RELS 325

**Category D** ASTR 104  
12 hrs BIOL 115, 300, 301  
PHYS 103  
GEOG 100  
MATH 116\*  
MATH 109  
CHEM 301

\*if minoring in business or marketing

**Category E** HE 100/PE course  
2-3 hrs

**Category F** Before 1993 After 1993  
3 hrs SCOM 161 SPAN 200  
FLK 276 ANTH 120  
LME 101 FLK 280

**Suggested Liberal Arts Courses (65 hours required)**

FLK 276 Intro to Folk Studies  
PSY 371 The Psychology of Sales Behavior  
MUS 431 Musical Theatre  
PHIL 120 Intro to Philosophy  
SOCL 450 Occupations and Profession  
SCOM 161 Business and Professional Speaking  
ENG 390 Masterpieces of American Literature  
GEO 100 Intro to Man's Phy. ENIV  
THEA 151 Theatre Appreciation  
BIO 115 General Biology  
PSY 100 Intro to Psychology  
MUS 120 Music Appreciation  
BIO 301 Ecology and Human Affairs  
ART 100 Art Appreciation  
ENG 385 World Literature  
ENG 306 Business Writing

**Other Suggested Courses**

MGT 310 Organization and Management

**WESTERN KENTUCKY UNIVERSITY**

**DEPARTMENT OF JOURNALISM**  
Courses Needed for a Major in Photojournalism  
(All courses are three semester hours of credit)

**Government**

All photojournalism majors must take GOVT 110 (American National GOVT), GOVT 210 (State Government), and GEOG 110 (World Regional) or GEOG 360 (North America).

**Required Courses - 33 hours**

- JOUR 201 Journalism and Society
- JOUR 202 Basic Reporting
- JOUR 231 Basic Photography
- JOUR 232 Electronic Technology for Journalism
- JOUR 331 Intermediate Photography
- JOUR 301 Press Law and Ethics
- JOUR 321 Public Affairs Reporting
- JOUR 334 Photojournalism
- JOUR 435 Photo Editing
- JOUR 436 Advanced Photojournalism - or -  
JOUR 437 Electronic Photo Editing/Design
- JOUR 438 Photo Management

**RESTRICTED ELECTIVE - 3 hours**

- BCOM 266 Basic Television Production
- JOUR 323 Newspaper Editing
- JOUR 425 Editorial and Feature Writing

**TOTAL: 36 hours**

**Suggested Minors for Photojournalism Students:**

- |                       |                             |
|-----------------------|-----------------------------|
| 308 Agriculture       | 311 Anthropology            |
| 317 Asian Studies     | 332 Business Administration |
| 359 English           | 362 Folklore                |
| 374 Geography         | 383 Government              |
| 392 History           | 408 Latin American Studies  |
| 438 Psychology        | 444 Recreation              |
| 447 Religious Studies | 461 Sociology               |
| 464 Spanish           | 413 Marketing               |

Print Name \_\_\_\_\_ Last \_\_\_\_\_ First \_\_\_\_\_ Middle \_\_\_\_\_ Soc. Sec. Number \_\_\_\_\_

W.K.U. UNDERGRADUATE DEGREE PROGRAM FORM  
EFFECTIVE SPRING 1997

Street Address \_\_\_\_\_ Street or Residence Hall \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Daytime Phone Number \_\_\_\_\_

First Major \_\_\_\_\_  
Second Major \_\_\_\_\_  
Third Major \_\_\_\_\_

Baccalaureate Degree Type:  Original Program  Revised Program  Second Degree  Proposed  
 College:  Arts, Humanities and Social Sciences  Business Administration  Education and Behavioral Sciences  Science, Technology and Health  
 First Semester: \_\_\_\_\_  
 Transfer Details of Sem: \_\_\_\_\_

No.	Title	Subject Area	Course No.	Hr.	Gr.	Tr
<b>First Major</b>						
116	Title PRINT, JOURNALISM					
JOUR 201			3			
JOUR 202			3			
JOUR 231			3			
JOUR 232			3			
JOUR 301			3			
JOUR 321			3			
JOUR 323			3			
JOUR 421/422			3			
JOUR 343/435			3			
JOUR 425/426			3			
RESTRICTED ELECTIVES:						
			3			
			3			
Subtotal Hours: 21						
Approved, Dept. Head _____ Date _____						

No.	Title	Subject Area	Course No.	Hr.	Gr.	Tr
<b>First Minor or Second Major</b>						
Approved, Dept. Head _____ Date _____						

Subject Area	Course No.	Hr.	Gr.	Tr
A	Organization and Communication Ideas (12-15 hours)	Eng 100	3	
		Eng 300	3	
		For Lang	3	
		Pub. Sp. SCOM 161	3	
B	Humanities (9-12 hours)	Lit.	3	
C	Social and Behavioral Science (12 hours)	Hist 119/120	3	
		GOVT 110	3	
		ECON 203	3	
		HIST 141	3	
D	Natural Sciences (9 hrs.) Math (3 hrs.)	Math	3	
	Lectural Lab (DL)		3	
E	Physical Dev. (2-3 hours)		1	
F	Work/Cultures (3 hours)		3	
<b>Subtotal Hours: 53</b>				

Subject Area	Course No.	Hr.	Gr.	Tr
<b>General Education</b>				
<b>Non-Categorical Requirements</b>				
1.	Writing Component-6 courses (w)			
	ENG 100	JOUR 202		
	ENG 200	JOUR 321		
	ENG 300	JOUR 425		
2.	Ethics Component-2 courses (ea) or 1 course (ec)	JOUR 301	ECON 203	
<b>University Honors Program</b>				
3.	Env. Comp. - 1 course (n)			
6.	Honors Studies (9-15 hours)	1. Coll.	1.5	
		Coll.	1.5	
<b>Electives</b>				
		GOVT 210	3	
		LME 101	1	
		GEOG 110/360	3	
		HC 101	3	
			3	
<b>GRAND TOTAL HOURS (Sum of All Subtotal Hours) 128</b>				
Transfer Credit Used for this Degree Program (Max combined total of hrs. from jr. or community colleges)				
College	Sat	Year	Hours	
<b>Program Approval</b>				
Advisor - 1st Major				
Advisor - 2nd Major				
College Dean Representative				

# Print Journalism

## Required Courses Outside Department -- 15 hours

GOVT 110	American National Government
GOVT 210	State and Local Government
ECON 203	Macroeconomics
HIST 141	The United State Since 1865
GEOG 110	World Regional Geography or GEOG 360 Geography of North America

## Required Journalism Courses -- 27 hours

JOUR 201	Journalism and Society
JOUR 202	Basic Reporting*
JOUR 231	Basic Photography
JOUR 232	Electronic Technologies for Journalism
JOUR 301	Press Law & Ethics
JOUR 321	Public Affairs Reporting
JOUR 323	Newspaper Editing
JOUR 421 or JOUR 422	American Press History OR Current Issues
JOUR 343 or JOUR 435	Print Design OR Photo Editing
JOUR 425 or JOUR 426	Feature Writing OR Advanced Reporting

## Restricted Electives -- 6 hours

JOUR 341	Principles of Advertising
JOUR 343	Print Design
JOUR 351	Fundamentals of Public Relations
JOUR 421	American Press History
JOUR 422	Current Issues in Mass Communication
JOUR 423	Advanced Editing
JOUR 425	Feature Writing
JOUR 426	Advanced Reporting
JOUR 428	Newspaper Management
JOUR 435	Photo Editing
JOUR 437	Electronic Photo Editing/Design
JOUR 454	Public Relations Publications
BCOM 265	Broadcast News Reporting

**TOTAL JOURNALISM HOURS REQUIRED FOR MAJOR: 36 SEMESTER HOURS**

Of a student's total course work for a bachelor's degree, 92 of the 128 hours required for graduation must be in courses other than journalism or communication. Any hours in journalism and communication taken above the 36 required must be added to the 128 hours needed for graduation.

\*approved for General Education (Category A)

# SCHEDULE FOR TAKING JOURNALISM COURSES

	<u>Fall Semester</u>		<u>Spring Semester</u>
<b><u>Freshman Year</u></b> (plus 9 to 12 hours in general education)	JOUR 201 or 202 JOUR* 232 GOVT 110		JOUR 201 or 202 JOUR 232* HIST 119 or 120
<b><u>Sophomore Year</u></b> (plus 6-9 hours in general education)	JOUR 321 or 301 GOVT 210 or ECON 203 HIST 141		JOUR 301 or 321 GOVT 210 or ECON 203
<b><u>Junior Year</u></b> (plus needed courses in minor)	JOUR 323 JOUR 343 or 435		JOUR 231 JOUR elective
<b><u>Senior Year</u></b> (plus needed courses in minor and liberal arts electives)	JOUR 422 (fall only) JOUR elective	OR	JOUR 421 (spring only) JOUR 425 or 426

\*To be taken in the same semester as JOUR 202 Basic Reporting.

NOTE: Unless the minor or second major is in an arts and sciences area, all electives must be liberal arts/sciences courses. If students want to take a broadcasting course in addition to BCOM 265, the number of hours required for graduation will increase accordingly. If students have weak typing skill, typing training should be obtained. Typing is an important skill in the computer-driven world of journalism.

## Suggested General Education Courses for Print Journalism Majors

<b><u>Category A:</u></b> 12-15 hours	ENG 100 (w) and 300 (w) PHIL 110 PHIL 115 SCOM 161 preferred Foreign language	<b><u>Category D:</u></b> 9 hours of science; 3 of math	AGRI 101 (n) ASTR 104 (l) ASTR 106 (l) BIOL 115 GEOG 100 (n) GEOL 102 (n) MATH 109 MATH 116
<b><u>Category B:</u></b> 9-12 hours*	ENG 200, 380 or 390 (w) ART 100 PHIL 120 RELS 305 (w) (ee)	<b><u>Category E:</u></b> 2-3 hours	2 PE activity courses
<b><u>Category C:</u></b> 12 hours	ECON 203 HIST 119 or 120 GOVT 110 HIST 141	<b><u>Category F:</u></b> 3 hours	AFAM 359 ANTH 120 FLK 280 GEOG 200 or GOVT 200

\*Only 9 hours required in Category B if 15 are taken in Category A.



# Print Journalism Major

## **Suggested Minors for Print Journalism Student**

Any natural science	Sociology
Any foreign language	Economics
Psychology	Philosophy
Religion	Computer Science
English (writing)	English
Folk Studies	History
Government	For others, see adviser

In addition to general education requirements, students must meet non-categorical requirement inside and outside the major including six courses in writing (w), two with ethics emphasis (ee) or one ethics course (e), one environmental course (n) and one science laboratory course.

## **Suggested Liberal Arts Courses (65 hours required)**

ANTH 120	Introduction to Anthropology
PHIL 110	Logic
PHIL 115	Elementary Logic
SCOM 145	Speech Fundamentals
ENG 380	Masterpieces of English Literature (w)
ENG 390	Masterpieces of American Literature (w)
ART 100	Art Appreciation
PHIL 320	Ethics (e)
ECON 203	Macroeconomics
FLK 371	Urban Folklore
GOVT 110	American National Government
HIST 141	United States Since 1865
HIST 299	American Military Science
AGRI 101	Science of Agriculture (n)
ASTR 104	Solar System (I)
ASTR 106	Stellar System (I)
BIOL 115	General Biology
GEOG 100	Man's Physical Environment (n)
GEOL 102	Introduction to Geology (n)
MATH 109	General Mathematics
MATH 116	College Algebra
FLK 281	Roots of Southern Culture (w)
FLK 375	Supernatural Folklore (w)
RELS 305	Christian Religious Traditions (w) (ee)
AFAM 359	Blacks in American History Since 1877

## **Other Suggested Courses:**

FLK 280	Cultural Diversity
GEOG 200 or GOVT 200	Introduction to Latin America



## Public Relations Requirements

### Required - (30 Hours)

JOUR 201	Journalism and Society
JOUR 202	Basic Reporting
JOUR 232	Electronic Technologies for Journalism
JOUR 323	Newspaper Editing
JOUR 343	Print Design, Production and Typography
JOUR 351	Public Relations Fundamentals
JOUR 352	Public Relations Communications
JOUR 353	Public Relations Theory and Research Methods
JOUR 425	Editorial and Feature Writing or JOUR 321 Public Affairs Reporting
JOUR 454	Public Relations Publications
JOUR 456	Public Relations Campaigns

### Restricted Electives - (3 hours)

JOUR 231	Basic Photography
JOUR 301	Press Law and Ethics
JOUR 321	Public Affairs Reporting or JOUR 425 Editorial and Feature Writing
JOUR 331	Intermediate Photography
JOUR 341	Principles of Advertising
JOUR 426	Advanced Reporting
JOUR 458	Public Relations Internship
BCOM 266	Basic TV Production
SCOM 148	Interpersonal Communication
SCOM 461	Organizational Communication

### Additional required courses outside the department - (19 hours)

SCOM 161	Business and Professional Speaking
ECON 203	Principles of Economics (Macro)
Statistics	ECON 206, MATH 203, SOCL 300 or PSY 201 (must be taken with PSY 210)
GOVT 110	American National Government
GOVT 210	State and Local Government
GEOG 110	World Regional Geography or GEOG 360 Geography of North America

In addition to the general educational requirements of the university, students must select an appropriate minor or second major from the many interdisciplinary and department options. To maintain the integrity of the well-rounded educational experience and national standards of accreditation, second majors and minors exclude advertising, broadcasting, film studies, mass communication, news-editorial, photojournalism, print journalism and speech communication.

# Schedule for Taking Journalism Courses

	<u>Fall Semester</u>	<u>Spring Semester</u>
<u>Freshman Year</u>	JOUR 201 LME 101 GOVT 110	JOUR 202 JOUR 232 GOVT 210
<u>Sophomore Year</u>	JOUR 351 JOUR 343 ECON 203 GEOG 110/360	JOUR 323 Statistics
<u>Junior Year</u>	JOUR 353 JOUR 321 or 425 Restricted Elective	JOUR 352 SCOM 161
<u>Senior Year</u>	JOUR 454	JOUR 456

## Restrictive Elective Choices

JOUR 231 Basic Photography  
 JOUR 301 Press Law and Ethics  
 JOUR 321 Public Affairs Reporting or JOUR 425 Editorial and Feature Writing  
 JOUR 331 Intermediate Photography  
 JOUR 341 Principles of Advertising  
 JOUR 426 Advanced Reporting  
 JOUR 458 Public Relations Internship  
 BCOM 266 Basic TV Production  
 SCOM 148 Interpersonal Communication  
 SCOM 461 Organizational Communications

## Course Prerequisites Summary

JOUR 201 Must be taken prior to any 300-level Journalism course  
 JOUR 202 Ability to type  
 JOUR 321 JOUR 201, 202  
 JOUR 323 JOUR 201  
 JOUR 343 JOUR 201, 202, 323  
 JOUR 351 JOUR 201, 202  
 JOUR 352 JOUR 201, 202, 351  
 JOUR 353 JOUR 201, 202, 351  
 JOUR 425 JOUR 201, 202, 323  
 JOUR 454 JOUR 201, 202, 351, 352  
 JOUR 456 JOUR 201, 202, 351, 352, 454  
 JOUR 458 JOUR 201, 202, 323, 343, 351, 352

# Public Relations Major

## **Suggested Minors or Second Majors**

Agriculture	Health Care Administration	Government
Marketing	Any Business Major	Foreign Language
English	A Social Science	A Physical Science

## **Suggested General Education Courses**

Category A: Any Foreign Language  
PHIL 110 Logic  
PHIL 115 Elementary Logic

Category B: HIST 305 Ancient Greece  
HIST 306 Ancient Rome  
PHIL 320 Ethics

Category C: ECON 203 Principles of Economics(Micro)  
GEOG 101 Principles of Geography  
GEOG 350 Economic Geography  
GEOG 471 Conservation of Natural Resources  
HIST 335 Twentieth Century Europe  
PSY 100 Introduction to Psychology  
PSY 350 Social Psychology  
SOCL 100 Introduction to Sociology  
SOCL 240 Contemporary Social Problems  
SOCL 363 Population and Society

Category D: BIOL 120 Biological Concepts I  
BIOL 302 Human Biology  
CHEM 104 Chemistry and Technology  
CHEM 109 Chemistry for the Health Sciences  
CHEM 301 Consumer Chemistry  
PHYS 103 Light, Color and Vision  
PHYS 105 Concepts of the Physical World  
PHYS 130 Acoustics of Music and Speech  
MATH 118 College Algebra and Trigonometry  
MATH 126 Calculus and Analytic Geometry I

Category E: Any Category E course offering

Category F: ANTH 240 World Cultures  
SOCL 362 American Institutions and Minorities

## **Suggested Non-Categorical Requirement Courses**

Writing component requirements (six with a "w") are satisfied within the major.

For ethics component requirements (one "ec" or two "ee") we recommend:

"ec" PHIL 321 Morality and Business  
PHIL 322 Biomedical Ethics  
"ee" JOUR 301 Press Law and Ethics

For environmental components, any course is good.

## **Suggested Liberal Arts Courses (65 hours required)**

GEOG 101/425/430	GOVT 211/314/316/371/372	ECON 202 (Micro)
ENG 302/304/307/309/396	PHIL 110	PSY 371/412
Foreign Language (any)		

## **Other Suggested Electives**

AGRI 468 World Food Development	FIN 261 Personal Finance
MGT 310 Organization and Management	MKT 321 Consumer Behavior
ART 140 Drawing	

Anyone filing a degree program  
after June 3, 1997, must meet  
new general education requirements.

If you started school before Fall 1993  
better file your DP  
NOW.



Department of Journalism  
502-745-4143

Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101-3576

March 7, 1997

MEMO TO: Admitted Journalism Majors

MEMO FROM: Jo-Ann Albers, Department Head

SUBJECT: Counseling/preregistration for Fall 1997

The schedule bulletin for the fall semester will be available in Potter Hall or in the Department of Journalism on March 24. You should schedule an appointment with your adviser before your date to register. If you don't remember who is your adviser, check with the department office by calling 745-4144.

Sign-up sheets for admission to restricted Journalism classes will be ready on March 26. Spaces will go on a first-come, first-served basis. Seniors get preference if they are advised early. The earlier you schedule an appointment with your adviser, the better. Bring your signed schedule to the department office to reserve a space in a restricted class. **Even seniors must have schedules signed by their advisers to be authorized to register and secure spaces in restricted Journalism classes.**

Senior official registration is April 9-11. (If you're planning to graduate in May, ignore this memo.) Juniors register April 14-16. Sophomores register April 17-21.

If you have not completed a degree program, you will not be permitted to register. **Anyone who does not have a degree program filed by June 30 must meet new general education requirements.** Completing a degree program is no big chore if you do the following:

1. Call Suzie Hardin on 745-4143 to schedule an appointment.
2. Tell her your major and minor (or minors or second major).
3. Keep the appointment to complete the degree program.
4. Take the completed degree program for approval by department of your minor(s) or second major.
5. Bring the signed degree program back to the Department of Journalism office for my approval. We will submit it to the dean's office for you.

**TO REPEAT:** You must be advised to be allowed to register. All students -- even seniors -- must have a scheduled signed by an adviser before we will trigger the computer to allow you to register either by telephone or in person. Admission to restricted classes will be authorized on after a student submits a signed schedule in the department office.




Department of Journalism  
502-745-4143

Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101-3576

March 7, 1997

MEMO TO: Journalism Majors Seeking Admission with 90 or more hours completed  
(Seniors)

MEMO FROM: Jo-Ann Albers,  Department Head and Your Adviser

SUBJECT: Counseling/preregistration for Fall '97

It is important that you exercise your prerogative as a senior to preregister before other students. We will not be automatically saving spots in classes for you, but you have preference in signing up for what you need. Schedule bulletins will be out by March 24.

**I will be advising seniors on March 26.** Please call 745-4144 for a specific appointment with me. I want to give you priority before I start advising juniors on March 31.

If you have not completed a degree program, I must have it in hand before you can be issued course passes for journalism classes. Call Suzie Hardin on Ext. 4143 for an appointment to complete your degree program. I will not sign your schedule unless you have the degree program completed. **Anyone who does not have degree program filed by June 30 must meet new general education requirements.**

You must be advised to gain entry in restricted journalism classes. After you are advised we will enter into the university computer authorization for you to enroll in a restricted journalism class. This replaces course passes that formerly were entered, but now you won't be carrying a piece of paper away from the department office. **All students -- even seniors -- must have a schedule signed by the appropriate faculty adviser to be granted enrollment in restricted classes.**

It is important that you be admitted to a major as quickly as possible. You are not permitted to take more than 12 hours of journalism courses (four courses) without being admitted to a major. At your counseling appointment we'll go over what you lack and need to do to gain your admission as quickly as possible.





Department of Journalism  
502-745-4143

Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101-3576

March 7, 1997

MEMO TO: Journalism Majors Seeking Admission with 60 to 89 hours completed  
(Juniors)

MEMO FROM: Jo-Ann Albers, Department Head and Academic Adviser

SUBJECT: Counseling/preregistration for Fall 1997

If you want to exercise your right as a junior to register early, you should make an appointment now for advising after the schedule bulletins come out on March 24. Call 745-4144 to make an individual appointment with me. If you don't come before April 1 for advising you will be grouped with sophomores and freshmen and not receive separate attention.

I will advise juniors on March 31 from 8 to 11:30 a.m. and 2:30 to 4:00 p.m. Other times can be arranged if necessary. Fifteen minutes will be allowed for each appointment. You can pick up a schedule bulletin in Potter Hall or in the Department of Journalism on March 24 or thereafter.

If you have not completed a degree program, you must do so immediately so I have it in hand and can authorize your registration. **I will not sign your schedule unless the degree program is completed and on file in the department office.** To complete a degree program make an appointment with Suzie Hardin at 745-4143. When you call tell her your major and what minor you want to pursue. **Anyone who does not have a degree program filed by June 30 must meet new general education requirements.**

You must be advised to be allowed to register. All students -- even seniors -- must have a schedule signed by an adviser before we will trigger the computer to allow you to register either by telephone or in person. Admission to restricted classes will be authorized on the university registration system after a student submits a signed schedule in the department office.

It is important that you be admitted to a major as quickly as possible. You are not permitted to take more than 12 hours of journalism classes (four courses) without being admitted to your major. To be admitted you must have completed JOUR 201 Journalism and Society, JOUR 202 Basic Reporting and ENG 100 Freshman English with a grade of C or better and have a 2.25 overall grade point average, if you started your major before this semester. Students starting majors in Spring '97 must complete JOUR 232 Electronic Technologies for Journalism.

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March 7, 1997

MEMO TO: Journalism Majors Seeking Admission with Less Than 60 hours completed (Sophomores and Freshmen)

MEMO FROM: Jo-Ann Albers, Department Head and Your Adviser

SUBJECT: Counseling/preregistration for Fall 1997

Advising of sophomores and freshmen will begin on Tuesday, April 1. **Call 745-4144 to make an appointment.** I will complete suggested schedules for you before April 1 and will be available to talk with you if you have a problem that cannot be resolved by Suzie Hardin, my administrative assistant, who will work with you on individual schedules.

The schedule bulletin will come out on March 24. You may make an appointment any time after you receive this memo. **You should be advised between April 1 and 16.**

Freshmen and sophomore students -- and seniors and juniors who don't take advantage of earlier advising times -- will be advised in the time slots indicated below. Sophomores can start calling Topline to register on April 17; freshmen on April 22 (except for honors students who may register with seniors). You must have a signed schedule approved by me before you can register.

**You must be advised to be allowed to register.** All students -- even seniors -- must have a scheduled signed by an adviser before we will trigger the computer to allow you to register either by telephone or in person. Admission to restricted classes will be authorized on the university registration system after a student submits a signed schedule in the department office.

It is important that you be admitted to a major as quickly as possible. You are not permitted to take more than 12 hours of journalism classes (four courses) without being admitted to your major. To be admitted you must have completed JOUR 201 Journalism and Society, JOUR 202 Basic Reporting and ENG 100 Freshman English with a grade of C or better, have 32 hours of credit and a 2.25 overall grade point average, if you started your major before this semester. Majors beginning in Spring '97 require 48 hours of credit and completion of JOUR 232 Electronic Technologies for Journalism.

On the reverse side of this memo are times for advisement. **Pick one of these times now and call for an appointment.** Sign-up slots will be allocated on a first come-first served basis. If none of the slots fit your schedule, call to schedule a time that will work for you.

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Department of Journalism  
502-745-4143

Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101-3576

November 11, 1996

TO:

FROM: Jo-Ann Huff Albers, Department Head

RE: Registration for Spring '97 Semester

Registration for the spring semester was supposed to have been completed on Friday, but you have not come in for advising. Please call 745-4144 immediately to make an appointment if you intend to take classes in the spring semester.

If you are planning to leave Western and/or change your major, would you please jot a note to that effect on the bottom of this letter and return it to us so we will know your plans?

We wish you success in all that you attempt, and want to be sure you are registered in a timely fashion. Several classes already are closed. Don't put off your advising session any longer. You must be advised before the computer will allow you to register.




Department of Journalism  
502-745-4143

Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101-3576

January 2, 1997

TO:

FROM: Jo-Ann Albers,  Department Head and Adviser of Unadmitted Majors

RE: Progress Toward Admission

I am sorry that we could not admit you to your major at the end of the Fall 1996 semester. Below is documentation of why you were not admitted. You should address any problem in the Spring or Summer '97 sessions.

Until you are admitted to your major, you may take only 12 hours of journalism courses, six of which must be JOUR 201 Journalism and Society and JOUR 202 Basic Reporting. Failure to be admitted to your major quickly could cause a delay in your graduation date.

Please contact the department office if you have any questions or want to make a change in your Spring '97 schedule.

REQUIREMENT FOR ADMISSION TO MAJOR

JOUR 201 Journalism and Society- Grade of at least C

Your grade C  
Repeat needed: Yes  No

JOUR 202 Basic Reporting - Grade of at least C

Your grade B  
Repeat needed: Yes  No

ENG 100 Freshman English - Grade of at least C

Your grade B  
Repeat needed: Yes  No

Minimum of 32 hours of credit

Your total 69

Minimum grade point average of 2.25

Your GPA 2.231 \*



Department of Journalism  
502-745-4143

Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101-3576

DATE: October 27, 1995  
MEMO TO: [REDACTED]  
MEMO FROM: Jo-Ann Albers, *JAA* Your Academic Adviser  
SUBJECT: Admission To Your Major

Congratulations! You have been admitted to the photo major in the Department of Journalism. Your adviser for the rest of your studies is Dave LaBelle, GCC 118, #6301.

If you have problems and want more help than your adviser provides, don't hesitate to come to my office. We all want you to succeed.

JHA:srh





WESTERN  
KENTUCKY  
UNIVERSITY

Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101-3576

Department of Journalism  
502-745-4143

July 3, 1995

TO: [REDACTED]  
FROM: Jo-Ann Huff Albers, *JA* Department Head  
RE: Completing Your Degree Program

I'm writing to encourage you to return to school to complete your degree. You're well over half finished and could complete your studies in three semesters if you come back this fall.

If you take PJ in the fall, you may take JOUR 435 Photo Editing and JOUR 438 Photo Management in Spring '96 and JOUR 436 Advanced Photojournalism or JOUR 437 Electronic Picture Editing in Fall '96 and graduate in December. JOUR 435 and 438 are offered only in the spring and 436 and 437 only in the fall, so it's important that you get 334 this fall to allow you to get both 435 and 438 next spring.

Please let us know what your plans are. We want to count you among our graduates.

We wish you well in all that you attempt.

If you'll call Suzie Hardin, department senior secretary, or me we could help you plan a fall schedule and possibly even register you for the classes you select.

cc: Dave LaBelle, Academic Adviser



Department of Journalism  
502-745-4143

Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101-3576

July 3, 1995

TO: [REDACTED]  
FROM: Jo-Ann Huff Albers, Department Head  
RE: Completing Your Degree Program

I'm concerned that you dropped JOUR 334 Photojournalism in the spring semester and have no schedule for fall. I hope that doesn't mean you've decided not to complete your degree. It would be a shame for you to not finish when you are so close.

If you take PJ in the fall, you may take JOUR 435 Photo Editing and JOUR 438 Photo Management in Spring '96 and JOUR 436 Advanced Photojournalism or JOUR 437 Electronic Picture Editing in Fall '96 and graduate in December. JOUR 435 and 438 are offered only in the spring and 436 and 437 only in the fall, so it's important that you get 334 this fall to allow you to get both 435 and 438 next spring.

Please let us know what your plans are. We want to count you among our graduates.

We wish you well in all that you attempt.

If you'll call Suzie Hardin, department senior secretary, or me we could help you plan a fall schedule and possibly even register you for the classes you select.

cc: Dave LaBelle, Academic Adviser





WESTERN  
KENTUCKY  
UNIVERSITY

*La Belle  
FYI*

Department of Journalism  
502-745-4143

Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101-3576

July 11, 1995

██████████  
████████████████████  
████████████████████

Dear ██████████

Thank you for your interest in Western's photojournalism program. We're pleased to have you joining us in the fall.

After you left today I looked at your transcript and completed the enclosed degree program for you. I completed a liberal arts/sciences form for you and determined that you have completed 79 hours of such courses, well in excess of our 65-hour minimum requirement. We are admitting you to the major right away and assigning Dave LaBelle as your adviser.

You will take 24 hours in journalism, three hours in Government and will need an additional three hours to account for the 30-hour minimum required by Western for a second undergraduate degree. I'm enclosing the degree program for you to review, sign and return to me for filing with the dean's office. I listed a French course to come up with the 30 hours.

The enclosed worksheet projects a December '98 graduation with your taking the Fall '97 semester off for an internship. This would be the maximum time needed to complete the degree. You can count on being allowed to take JOUR 438 Photo Management along with JOUR 435 Photo Editing in the Spring '98 semester. Any decision to waive one of our photo courses would be made by the photo faculty, based on review of your progress in the major.

On your degree program I listed all the journalism/communication courses you have taken so we have a total picture of professional courses you have taken.

We'll be happy to register you for fall classes once a registration pass is authorized by the Office of Admissions.

Let me know if you have any additional questions.

Sincerely,  
*Jc-Ann Huff Albers*  
Jc-Ann Huff Albers  
Department Head

*Transfer Student*  
ⓐ

cc: Dave LaBelle, Academic Adviser ✓

7/11/95

PJ entering 953

Fall 95  
~~JOUR 201/202~~  
JOUR 231  
GOUT 210  
JOUR 321  
FREN

Spring 96  
~~JOUR 201/202~~  
JOUR 331

~~LME 101 / PE 101~~

~~LME 101 / PE 101~~

Summer 96

Fall 96  
~~JOUR 301~~  
JOUR ~~321~~ 333

Spring 97  
JOUR ~~333~~ 334

Summer 97

Fall 97  
~~JOUR 334~~

Spring 98  
JOUR 435  
JOUR 438

435 Spring only  
438 Spring only

PE 101

Summer 98

Fall 98  
JOUR 436/437

Spring 99  
JOUR 438  
Transfer student  
ⓑ



## Preregistration Class Roll Sheet

Course ID Number	Course Title	Time/Day	Bldg/Room	Instructor
_____	_____	_____	_____	_____

Special Instructions: Be sure all prerequisites are met -- and schedule is signed by student's adviser.

1. _____	16. _____
2. _____	17. _____
3. _____	18. _____
4. _____	19. _____
5. _____	20. _____
6. _____	21. _____
7. _____	22. _____
8. _____	23. _____
9. _____	24. _____
10. _____	25. _____
11. _____	26. _____
12. _____	27. _____
13. _____	28. _____
14. _____	29. _____
15. _____	30. _____

**Waiting List On Back  
Do Not Issue Course Passes To People On Waiting List!**

## Waiting List

Being On the waiting list does not guarantee you a spot in the class nor can you obtain a course pass!!! Be sure you attend the first meeting of this class - If you don't, you will not be given priority and your spot on the waiting list will be forfeited!!!

Name

Phone Number

1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____
9.	_____	_____
10.	_____	_____

**Preregistration Schedule Form**

Name: \_\_\_\_\_ Social Security Number: \_\_\_\_\_

Major: \_\_\_\_\_

Semester (Circle one):    Fall    Spring    Summer    Year \_\_\_\_\_

Course ID Number	Course Title	Credit Hours	Time	Days					Bldg Room
				M	T	W	R	F	

\_\_\_\_\_ adviser's signature

\_\_\_\_\_ date

**Preregistration Schedule Form**

Name: \_\_\_\_\_ Social Security Number: \_\_\_\_\_

Major: \_\_\_\_\_

Semester (Circle one):    Fall    Spring    Summer    Year \_\_\_\_\_

Course ID Number	Course Title	Credit Hours	Time	Days					Bldg Room
				M	T	W	R	F	

\_\_\_\_\_ adviser's signature

\_\_\_\_\_ date

## **JOURNALISM**

A060 ADAMS, ROBERT R  
A080 ALBERS, JOANN  
A123 ALLEN, HARRY  
B076 BARNUM, JOHN  
G136 GOBLE, CORBAN  
H306 HIGHLAND, JAMES  
I012 IHATOR, AUGUSTINE  
K065 KENNEY, JAMES  
K100 KING-JONES, WILMA  
L040 LABELLE, DAVID  
L450 LUMSDEN, LINDA  
M526 MORSE, MICHAEL L  
Q005 QUINN, PAULA  
S223 SHALUTA, CLIFF  
S745 STRINGER, CAROLYN  
Z944 OTHER - JOUR