



Journalism and Mass Communication

Department of Journalism and Mass Communication

COLLEGE OF ARTS AND SCIENCES

KEY STRENGTHS

- The JMC department is nationally accredited by the Accrediting Council on Education in Journalism and Mass Communication. ACU is the only university affiliated with the Churches of Christ to earn this credential, one of only seven in Texas, one of only five church-affiliated universities nationwide and the only program among member schools of the Council of Christian Colleges and Universities.
- Graduate and law school students who have completed their baccalaureate work in the department universally have been very successful.
- The department was an early adopter, beginning in 1978, of computer applications to media fields and has been a leader in developing convergence curriculum. In January 2008, the department returns to the Don H. Morris Center after a major renovation including a converged media newsroom housing operations for print, online and broadcast news media.
- Message focused, technology driven and committed to convergence, the JMC curriculum is designed not only to prepare graduates for their first job, but to make them flexible, mobile and prepared for the rapidly changing media environments of the future. Faculty seek to balance theory and practice in every course and to engage their students in the learning that takes place in and out of the classroom.
- Every student is required to participate in an internship; the faculty believes internships are doors to entry level jobs and is active in helping to arrange internships and entry level jobs.
- The network of ACU JMC alumni helps to place graduates in good entry-level positions. Interns and new graduates are impressing employers with their intelligence, problem-solving abilities, hands-on experience and ethical performance.

DEGREES OFFERED

- Bachelor of Science

MAJORS AVAILABLE

- Integrated marketing communication
- Journalism (tracks in print, broadcast or photojournalism)
- Electronic media (tracks in visual communication or digital media)
- Advertising/graphic design (interdisciplinary with art)

CAREER OPPORTUNITIES

- Journalism (reporters, copy editors, graphic journalists, Web, online journalists, photojournalists, announcers, videographers, producers, video editors)
- Integrated marketing communications (agencies, graphic designers, copy writers, sales, media buyers, media sales persons, marketing and positions in health services, education, corporations, military, foreign service, and all levels of government)
- Electronic media (Web site management, media development, film industry production, corporate multi-media)
- Other (university teachers, film-related careers, lawyers, researchers)

STUDENT OPPORTUNITIES

Nationally-affiliated Organizations

- Ad Club (American Advertising Federation student chapter)
- Kappa Tau Alpha (national JMC honor society chapter)
- Public Relations Student Society of America (student chapter)
- Society of Professional Journalists (student chapter)
- National Broadcasting Society

Student Media

- KACU-FM (affiliated with National Public Radio and Associated Press)
- KXN-TV7 (LPTV channel)
- *Optimist* (twice weekly student newspaper)
- *OptimistOnline* (online news))
- *Prickly Pear* (DVD and print yearbook)

Events

- Gutenberg Dinner (Homecoming dinner honoring alumni for distinguished professional achievements)
- Kappa Tau Alpha Initiation (induction of new scholars and Abilene honorary member)
- Spring Fling (honoring graduating seniors and outstanding student academic and media performance)
- Senior Sanctuary (time of blessing and celebration with graduating seniors)

Off-campus Study and Research Opportunities

- Internships -- summer, fall and spring (recently in cities such as Washington, D.C.; Los Angeles, Calif.; Nashville, Tenn.; Boston, Mass.; Dallas; San Antonio; Abilene; Lubbock; Fort Worth; Houston; Oklahoma City, Okla.; Leesburg, Fla.; Burbank, Calif.; Honolulu, Hawaii.)
- Study Abroad Program in summers
- Part-time employment in Abilene media, agencies and institutions

Scholarships

- Lydia Clark Heston Photojournalism Scholarship – recipient must be a junior or senior, have a 2.5 GPA, and be a *Prickly Pear* or *Optimist* photographer.
- Bradley and Corliss Hudson Englert Scholarship – recipient selected by a faculty committee based on need, academic achievement, character and potential for professional achievement.
- ACT/SAT Academic Scholarships

Please consult with your admissions counselor for details on these and other scholarships available to you.

Awards

- Wendell H. Bedichek Award is presented each spring to the most valuable staff member of the student newspaper, *The Optimist*. The award was established by Bedichek, who was editor of the paper in 1921-24.
- Lowell G. Perry Award memorializes the late founder of the broadcasting program, who was killed in a plane crash while searching for a site for a Christian short wave radio station. The award is presented annually to a broadcasting student who measures up to the principles modeled and taught by Perry.
- Vonda K. Dietz Award is a memorial to the editor of the 1989 *Prickly Pear*, who died in an auto accident a few days before the book was completed. The award is presented annually to the most valuable yearbook staffer.
- Horizons Award is presented annually to recognize outstanding design work on the *Prickly Pear*.
- Clarion Award is presented every year to the top graduate who plans a career in public relations. This award is funded by Elise Mitchell ('83).

FACILITIES

The three-story Don H. Morris Center includes the Coffee Communication Hall, which is the home of the media, classrooms, labs and offices of the department.

State-of-the-art broadcasting equipment and 60-plus networked Apple iMacs and G-5s, which are replaced on a three-year rotation, provide the faculty and students with current technology for use in offices, media offices, labs and the new newsroom. Students have access to the university's high-speed internet connection and to: Adobe's most recent CS (InDesign, Illustrator and Photoshop), Digital Darkroom, Microsoft Office, Authorware, Flash, Dreamweaver, Adobe Premiere and other applications; a 300-font type library; and electronic catalog of Abilene and other libraries.

- **KACU-FM:** KACU/Abilene Public Radio is a 33,000-watt National Public Radio station serving West Texas. It is affiliated with NPR and the Associated Press as well as American Public Media, Public Radio International and the BBC. KACU features a fully digital Audio Vault computerized operations system, a

Pro-Tools Digital Audio Workstation, and the Radio Works traffic system. It broadcasts 24 hours per day worldwide on the Internet using RealPlayer at www.kacu.org.

- **KXN-TV;** KXN-TV, channel 7, is a LPTV station broadcasting to the Abilene area. KXN is carried on Suddenlink Cable in the Abilene area. KXN has Sony DXC30 digital studio cameras, a Rush Works Video Automation system and has a six-station Final Cut Pro Editing Lab and two advanced Avid editing suites. The studio has recently been upgraded with Brightline fluorescent lighting and a new ETC Express digital control console. KXN is affiliated with Annenberg educational television 24 hours per day.
- **Optimist:** The lab broadsheet newspaper is paginated and produced camera-ready with assistance of InDesign, Illustrator and Adobe Photoshop on Macintosh G-5s and PowerBooks and a 1200 dpi laser printer.
- **Prickly Pear:** The yearbook is equipped with Macintosh G-3s and software to produce digital spreads for Taylor Publishing Co. of Dallas, Texas.

DISTINGUISHED ALUMNI

Alumni listed here are recipients of the Gutenberg Award for distinguished professional achievement with the title appropriate at the time the award was presented

- Lane Cubstead**, class of 1956; USIS, Washington, D.C.
- Jimmy Parsons**, class of 1964; Houston Light and Power
- Bob Armistead**, class of 1962; journalist, educator
- Dr. Ed Bailey**, class of 1967; educator, lawyer, religious RTV, Nashville, Tenn.
- Mike Blanton**, class of 1976; owner, Reunion Records, Nashville, Tenn.
- Max Lucado**, class of 1983; minister and author, San Antonio, Texas.
- Wayne Gurley**, class of 1975; owner, Gurley & Associates, Nashville, Tenn.
- Regina Whiting Burns**, class of 1983; director of promotions and community relations, Sossaman, Bateman, McCuddy Advertising, Memphis, Tenn.
- Gary Thornton**, class of 1972; attorney, Small, Craig & Werkenthin, Austin, Texas.
- David Leeson**, class of 1978; photojournalist, *The Dallas Morning News*, Pulitzer Prize finalist, Dallas, Texas.
- Kent Hunter**, class of 1979; executive design director and principal, Frankfurt Balkind Partners, New York, N.Y.
- Lance Barrow**, class of 1981; Emmy-winning producer, CBS Sports, New York, N.Y.
- Nelson Coates**, class of 1984; production designer, Emmy nominee, Los Angeles, Calif.
- Elise Smith Mitchell**, class of 1983; APR, director of development marketing for Promus Hotels, The Promus Co. Inc.
- David Ramsey**, class of 1981; sports writer, *Syracuse (N.Y.) Herald-Journal*
- Mark Cullum**, class of 1985; editorial cartoonist, Birmingham News; creator of "Walnut Cove," King Features; and syndicated cartoonist, Copley
- Perry Flippin**, class of 1965; manager of news services, Donrey Media, Fort Smith, Ark.
- Alan Miller**, class of 1975; regional public affairs manager, State Farm Insurance Companies, Greeley, Colo.

Kelly Tolson, class of 1983; executive director, Tennessee 2000, Nashville, Tenn.

Kevin Gwin, class of 1986; public relations specialist, Nissan, Nashville, Tenn.

Karen Hughes Strong, class of 1973; associate executive director, Texas Association of School Boards, Austin, Texas.

Laura Burt Michew, class of 1981; vice president, children's products, Word Publishing, Dallas, Texas.

Dr. Bob Woodroof, class of 1974; APR, associate professor of public relations, Pepperdine University, Malibu, Calif.

Susan Tunnell Rovegno, class of 1975; regional marketing director, USA Today, Phoenix, Ariz.

Robert Nutt, class of 1980; vice president and creative director, Zachry Associates, Abilene, Texas.

Dr. Mark Shifflet, class of 1983; senior research associate, Center for Journalism Resources, Rutgers University, New Brunswick, N.J.

Cecilia Hufstедler Morgan, class of 1974; attorney, Dallas, Texas.

Brent Magers, class of 1976; CEO/administrator, Harris Regional Hospital, Cleburne, Texas.

Bonnie Curtis, class of 1988; associate producer, "Saving Private Ryan," Los Angeles, Calif.

David Himes, class of 1971; executive vice president/COO, the AB&C Group, Inc.

Steve Green, class of 1977; president, Upwords Inc. San Antonio, Texas.

Doug Ferguson, class of 1983; chief golf writer, The Associated Press, Jacksonville, Fla.

Les Hunter, class of 1986; producer, Pacific Data Images, Palo Alto, Calif.

Martin Perry, class of 1983; production manager, Phillips Productions, Denton, Texas.

Doug Mendenhall, class of 1982; graphics editor, Huntsville Times, Huntsville, Ala.

Yvette Moore-Turner, class of 1980; managing editor, Response, New York, N.Y.

Grant Rampy, class of 1987; correspondent, Tribune Broadcasting, Washington, D.C.

Dr. Marilyn Roberts, class of 1981; associate professor of advertising, University of Florida, Gainesville, Fla.

Grant Boone, class of 1991; sports director, The Golf Channel, Orlando, Fla.

Gary Foster, class of 1979; post-production director, Bill Young Productions, Sugar Land, Texas.

Amber Lavender, class of 1983; director of business affairs, Weiden & Kennedy, Portland, Ore.

Mark Carver, class of 1984; owner, Mark Carver Designs, Nashville, Tenn.

Greg Easterly, class of 1983; news director, WJA-TV, Cleveland, Ohio.

Barbie Mayben, class of 1982; public affairs leader, operations, Dow Chemical Company, Midland, Mich.

Brown Bannister, class of 1975; music producer, Brentwood, Tenn.

Kenneth Pybus, class of 1989; editor, *Nashville Business Journal*, Nashville, Tenn.

Lelia Santiago Holmes, class of 1987; vice president and co-founder, DQ Advertising Group, San Francisco, Calif.

Col. Monte Brock, class of 1984; commander, 389th Fighter Squadron, Mountain Home AFB, Idaho

Loren Halifax, class of 1991; news anchor and reporter, WDAF-TV, Kansas City, Mo.

Craig Smith, class of 1984; president, World Bible Translation Center, Fort Worth, Texas.

Wendell Edwards, class of 1992; general assignments reporter, KHOU-TV, Houston, Texas.

Marcia Prior Miller, class of 1970; associate professor and Meredith Apprenticeship Professor, Greenlee School of Journalism and Mass Communication, Iowa State University, Ames, Iowa

Harold Straughn, class of 1961; developer of Life Spiral Communications, Oklahoma City, Okla.

James Batts, class of 1964; senior writer-editor, American Heart Association, Dallas, Texas.

Serene Goh, class of 1994; IN editor, *Straits Times*, Singapore.

Ron Hadfield, class of 1979; assistant vice president for university communication, ACU, Abilene, Texas.

Byron Harrell, class of 1988; program/operations director, WDVD & WDRQ, Detroit, Mich.

Pamela Ham, class of 1985; anchor-reporter, KWES NewsWest 9, Midland, Texas.

Wen Ho "Steve" Lin, class of 1986; president and CEO, Gray Global Group, Singapore

Greg Staley, class of 1992; communications manager, Travel Industry Association of America, Washington, D.C.

RECENT GRADUATES

Shelby Coates, class of 2007, reporter, KRBC-TV, Abilene, Texas.

Gary Rhodes, class of 2006, staff photographer, *Midland Reporter-Telegram*, Midland, Texas

Sarah Carlson, class of 2006; copy editor, *Abilene Reporter-News*, Abilene, Texas.

Jonathan Smith, class of 2006, page designer, *Corpus Christi Caller Times*, Corpus Christi, Texas.

April Ward, class of 2006, law student, Harvard Law School, Cambridge, Mass.

Lori Bredemeyer, class of 2005; assistant news editor, *Redding Record Searchlight*, Redding, Calif.

Taylor Hemness, class of 2004, anchor, KTRE-TV Lufkin/Nacogdoches, Lufkin, Texas.

Brady Lane, class of 2004, multimedia journalist, Experimental Aircraft Association, Oshkosh, Wis.

Paul Anthony, class of 2004; general assignments reporter, *San Angelo Standard Times*, San Angelo, Texas.

Ronni Gregoire, class of 2003; casting travel coordinator, Bunim/Murray, Los Angeles, Calif.

Brooks Larr, class of 2002; Thompson Murray advertising; Fayetteville, Ark.

Jessica Smith, class of 2002; Ph.D. student, The University of North Carolina at Chapel Hill, Chapel Hill, N.C.

Ryan McNeill, class of 2002, associate producer, "Deadliest Catch," Discovery Channel, Hollywood, Calif.

Marjon Zabih, class of 2004, public relations manager, Nieman-Marcus, Dallas, Texas.

Jaci Schneider, class of 2006, copy editor/project coordinator, David C. Cook Publishers, Colorado Springs, Colo.

Valerie Morby, class of 2006, assistant vice president SporTyler, Tyler (Texas) Chamber of Commerce

Students and student media annually compete in state, regional and national intercollegiate championships in advertising, broadcasting, reporting, copy editing, design, cartooning, photography, public relations, and yearbooks against the largest universities in the Southwestern Journalism Congress, Society of Professional Journalists, Public Relations Student Society of America, Texas Intercollegiate Press Association and the prestigious Hearst Foundation Awards. Total awards received since the mid-80s now number in the thousands with hundreds of first place, Best of Show and Sweepstakes recognitions.

The Optimist, the ACU student newspaper, has been rated All-American every year since 1975 by the Associated Collegiate Press – 28 consecutive years. The yearbook, *Prickly Pear*, and the video yearbook, *Visions*, also have been All-American several times.

FACULTY ACHIEVEMENTS

- Faculty members are engaged in consulting for universities, advertising agencies, religious publishing companies, corporations, non-profit organizations, political candidates, newspapers, and radio and TV stations.
- Faculty members have been named teacher of the year for the university, and the College of Professional Studies at ACU, and have been honored for mentoring and lifetime achievement by the College of Arts and Sciences. Faculty members are recognized nationally and internationally as authorities in advertising, media ethics, public relations, religious journalism, First Amendment history and photography.
- Students and faculty have provided presidential and board leadership for state and regional organizations including the Southwestern Journalism Congress, Southwest Education Council for Education in Journalism and Mass Communication, Rocky Mountain Collegiate Media Association, Society of Professional Journalists, Texas Intercollegiate Press Association, Texas Intercollegiate Press Association Advisors, American Advertising Federation, and American Journalism Historians Association.

FACULTY

- Cheryl M. Bacon, Ed.D.**, *professor, chair*; B.A., Abilene Christian University, 1976; M.A., ACU, 1979; Ed.D., Texas Tech University, 1991; APR, Public Relations Society of America, 1993.
- John Best**, *part-time instructor*, director of broadcast operations; B.F.A., Hardin-Simmons University, 1973; M.A., Abilene Christian University, 2000.
- Larry Bradshaw, Ph.D.**, *professor emeritus*; B.A., Abilene Christian University, 1965; M.A., The University of Arizona, 1966; Ph.D., Southern Illinois University, 1970.
- Joyce Haley**, *instructor*; B.S., Pepperdine University, 1981; M.S., Abilene Christian University, 2003
- Dave Hogan**, *instructor, director of integrated marketing communication program, faculty adviser of the PRSSA chapter*; B.A., University of Memphis, 1975; M.A., The Ohio State University, 1978.
- Susan Lewis**, *instructor*; B.A., Abilene Christian University, 1993; M.A., ACU, 1997; Ed.D. candidate, Pepperdine University, current.
- Charles H. Marler, Ph.D.**, *professor emeritus*; B.A., Abilene Christian University, 1955; M.A., ACU, 1968; Ph.D., University of Missouri, 1974.
- Kenneth Pybus, J.D.**, *assistant professor, faculty adviser of The Optimist*; B.S., Abilene Christian University, 1989; J.D. Baylor University School of Law, 1992.
- George Saltsman**, *part-time instructor, ACU director of educational technology*; B.S., Abilene Christian University, 1990; M.S., ACU, 1994.
- Cade White**, *instructor, faculty adviser of the Prickly Pear*; B.A., Abilene Christian University, 1990; M.A., ACU, 1998.

About the Department

Cheryl Bacon, Ed.D., APR, *Chair*
Department of Journalism and Mass Communication
301 Don H. Morris Center
ACU Box 27892, Abilene, Texas 79699-7892
325-674-2296 • Fax: 325-674-2139
cheryl.bacon@jmc.acu.edu
www.acu.edu/jmc

About ACU and Admissions

Abilene Christian University Admissions Office
800-460-6228
info@admissions.acu.edu
www.acu.edu

FOR MORE INFORMATION