

# *Department of* Mass Communications

Emory & Henry College

## A Unique Program

The B.A. in Mass Communications at Emory & Henry is unique from those at other colleges in that students do not choose specialty tracks or sequences in a particular media field. Instead, the broad-based curriculum will prepare you for a wide variety of career opportunities and will still allow you to develop expertise an area of interest.

Our graduates thrive in their careers because:

- 1. They are grounded in the liberal arts.** Both the college and the mass communications department at Emory & Henry operate in the finest of liberal arts traditions. You will gain strong writing and critical thinking skills plus an understanding of modern media issues. With a well-rounded academic background, combined with strong media skills, you will be ready to grow and succeed in the professional world.
- 2. They are prepared for a converged media industry.** In today's media world, reporters often must cover events for both print and electronic media. Meanwhile, public relations specialists must know how to write, design, persuade, utilize video, and build Web sites. And most media specialists move around during the course of their career. Our alumni continually praise our program for the diverse skills and knowledge that they acquired which prepared them for their challenging and successful careers.

## More Career Choices

The B.A. in Mass Communications prepares students for careers in journalism (print, TV, radio, and Web) and persuasive communication (public relations and advertising). Students learn how to communicate visually through graphic design, and they develop creative production skills for radio, television, and film. Our graduates then secure rewarding jobs across the region and the country, while their broad-based education positions them for career advancement and growth.

## Rich Media Experience

Part of the rich educational opportunity for mass communications majors at Emory & Henry is the number of media outlets in which you can participate.

- *The Whitetopper*, student newspaper
- *The Sphinx*, student yearbook
- WEHC-FM, campus & community radio station
- EHC-TV, departmental television studio
- EHCWired!, departmental news Web site

Many of our students also find media-related work experience on and off campus. While one internship is required for the mass communications degree, some of our majors work in a variety of professional settings before they graduate.

“We want our graduates to have many fulfilling career choices, so we provide them with cutting-edge technological skills so they can communicate honestly and ethically on behalf of the many organizations they will represent.”

Dr. Teresa Keller  
Chair, Department of Mass Communications

# Successful Alumni

## **Our graduates find jobs.**

Our graduates have an excellent track record in landing outstanding jobs. They work in standout local institutions such as Abingdon's famed Barter Theatre and Bristol's WCYB-TV, but they also find jobs in the national market—from news organizations in major metro markets to television and film companies in southern California. Some of the jobs held by our alums include the editor of a daily newspaper in Maine, the sales manager of a cable television company in Florida, and key positions in advertising and public relations along the East Coast communicating to communities on behalf of hospitals, universities, businesses, chambers of commerce, and nonprofit organizations.

## **Our graduates win awards.**

While getting good jobs is par for our alums, they also excel in their fields. Among our standout graduates are three Emmy winners, a two-time Pulitzer-Prize nominee, and a variety of statewide and industry-wide award winners. These stellar professionals have been recognized not only for their excellent expertise in writing, design, public relations, and video work, but also for their commitment to covering the important issues affecting their communities and our culture.

## **Our graduates stay involved.**

Strong involvement in our program doesn't end at graduation. Our alums remain active contributors to the excellence of our curriculum by offering not only financial donations, but also their valuable gifts of time. Our students benefit from the attention of alums when they return to attend special events, speak to classes, lead workshops, advise students on career decisions, and develop internship opportunities.

# Faculty

Department Chair

**Teresa Keller,** [tkeller@ehc.edu](mailto:tkeller@ehc.edu)

Ph.D. University of Tennessee

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Former television news anchor and public relations director of a regional theater, Dr. Keller was awarded the 2003 Virginia Professor of the Year by the Carnegie Foundations and CASE. She is co-author of *Television News*, and she has continued her video work in large TV markets and in regional political campaigns. She teaches media law and has a passion for educating students and the wider community on First Amendment issues.

**Tracy Lauder,** [tlauder@ehc.edu](mailto:tlauder@ehc.edu)

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With a professional background in magazines and public relations, Dr. Lauder's experience includes being a writer and editor at *Southern Living* magazine and running a freelance writing and consulting business. Her teaching interests include media literacy, persuasive communication, print design, media writing, and women's studies. She is particularly interested in how the mass media shape culture and influence behavior. Dr. Lauder is also the director of the new college-wide oral communication proficiency.

**Twange Kasoma,** [tkasoma@ehc.edu](mailto:tkasoma@ehc.edu)

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Ph.D. University of Oregon

Kasoma kicked off her journalistic career as a stringer for All Africa News Agency and a press researcher for Friedrich Ebert Foundation in Zambia. Kasoma, who teaches media writing classes, has also worked as a freelance print journalist and editor. Her research interests are mainly in international communication, and she is the co-founder of the Kasoma Media Foundation - an organization that spearheads the improvement of training for Zambian journalists. She is currently working on an Emory & Henry study-abroad course entitled Media and Journalistic Practice in Zambia.