The Media Communication program is designed to prepare Christ-centered students who think creatively and critically about their messages, their audiences and their communication tools. Students will develop competency in using a variety of media to communicate – including the Internet, audio and radio, television and the cinema - and they will seek to engage and transform the culture around them to better reflect the Kingdom of God. Recognizing the media’s collaborative nature, each student will also develop greater self-understanding, an appreciation of diversity, and the abilities to listen and to work in a team. The program has concentrations in production, performance, management, film studies, multimedia, and music management.

Associated Job Titles:
- Photographer
- Advertising Manager
- Copywriter
- Editor
- Motion Picture/TV Director
- Public Relations Specialist
- Radio/TV Announcer
- Teacher
- Commentator
- Foreign Correspondent
- Lawyer
- Lobbyist
- Producer
- Script Writer
- Speech Writer
- Video Engineer
- Reporter

Associated Skills:
- Ability to work with creative teams of people
- Ability to work productively under pressure and deadlines
- Ability to read accurately and analytically
- Ability to relate to people of different backgrounds
- Ability to respond quickly and efficiently to unexpected circumstances
- Ability to solve problems and make decisions
- Good questioning, clarifying and listening skills
- Excellent oral and written communication
- Can analyze, interpret, and appropriately convey events to others

Associated Personal Qualities:
Creativity
Independence
Intellectual growth
Poise and composure under pressure
Integrity
Self-confidence
Versatility
Flexibility
Friendly personality
Imagination

Career Library Resources:
Great Jobs for Communications Majors
Opportunities in TV and Video Careers
Opportunities in Advertising Careers
Peterson’s Media Companies
The Career Guide for Creative and Unconventional People
What Color Is Your Parachute?
Career Planning Today
Majoring in the Rest of Your Life
Do What You Are
The Career Connection for College Education
The Kuder Book of People Who Like Their Work

Encyclopedia of Careers and Vocational Guidance
The Enhanced Guide for Occupational Exploration
The Dictionary of Occupational Titles
The Occupational Outlook Handbook
FOCUS Computer Guidance System

Places To Contact For More Information:
National Association of Broadcasters Employment Clearinghouse
1771 N St., NW
Washington, DC 20036

Society of Motion Picture and Television Engineers
595 W. Hartsdale Ave.
White Plains, NY 10607

National Association of Broadcast Employees and Technicians
501 3rd Street, NW, Suite 880
Washington, DC 20001-2797

Radio-Television News Directors Association (RTNDA)
1600 K Street NW
Suite 700
Washington, DC 20006-2838

American Institute of Graphic Arts
164 5th Avenue
New York, NY 10010-5900

Websites To Visit:
www.nab.org
www.nabetcwa.org
www.rtnda.org
www.aiga.org
www.mediatraining.com
www.showbizjobs.com

Professors To Contact For More Information:
Dr. Jim Owens, Chair
Dr. Doug Walker, Acting Chair
Professor Greg Bandy

Nearby Employers:
Clear Channel Radio 2601 Nicholasville Rd. 422-1000
KET 600 Cooper Dr. 258-7000
Host Communications Inc. 546 E. Main St. 226-4678
WDKY Fox 56  Chevy Chase Plaza 269-5656
WKYT TV/27 WINSFIRST  Winchester Rd. 299-0411
WLEX TV Channel 18 Russell Cave Pike 255-4404
WTVQ-TV 36 2940 Bryant Rd. 233-3600
*Addresses listed are located in the Lexington, Kentucky area unless otherwise noted.

Alumni Contacts:
Schedule an appointment with Career Services to conduct a tailored search for alumni working in the fields associated with this major.

Note: For specific information concerning course requirements of this major, please pick up a major sheet at the Registrar’s Office located in the Administration Building.

Information compiled by The Center for Career and Calling located on the second floor of Fletcher-Early, “Helping you S.O.A.R.!”

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