



**Department of Communication  
College of Business & Technology**

# Broadcasting & Electronic Media

## Broadcasting & Electronic Media at EKU

The Bachelor of Arts in Broadcasting and Electronic Media offers students three attractive options: (1) Video Production, (2) Broadcast News and (3) Film Techniques and Technology. This major emphasizes hands-on learning. It provides students with the creative and technical skills necessary for successful careers in a variety of traditional and new media outlets.

## Broadcasting & Electronic Media Careers

EKU graduates with a Broadcasting & Electronic Media degree are employed at radio and television stations, cable companies, networks, video production companies, corporations, government, and direct programming systems. Taught by exceptional faculty members possessing strong professional skills, new graduates pursue careers as anchors, audio producers, camera operators, directors, general managers, news directors, news reporters, producers, radio and TV talent, sales managers, sports reporters, video editors, videographers, video production assistants, writers, and salespersons. As broadcasting, cable TV, video production companies, corporate communications industries, as well as Web sites with audio and video playback features expand, the need for qualified broadcast and electronic media professionals will continue to increase.

## What To Expect

Students majoring in Broadcasting & Electronic Media (BEM) begin their studies taking courses in the arts and humanities, and physical and social sciences designed to provide a strong base of understanding about the world in which we live. As students progress in their studies, professional communication courses will become more prevalent in their semester schedules, and students will learn how to master the changing electronic environment. Courses in BEM emphasize building technical abilities, and students are expected to produce portfolio quality material in each class.

## Department Faculty and Student Organizations

BEM majors use the department's digital audio labs, digital video labs, and two computer writing labs. Students have access to a professional TV studio for production classes. They receive direct news production experience by working on the department's cable news magazine, by producing commercials, public service announcements, by producing one of the many video productions created and premiered each semester, and through opportunities to work on independent film projects. Students are also encouraged to take advantage of internship and cooperative education opportunities.

### Suggested First Semester/First Year

BTO 100	Academic Orientation	1
Block IA	English Composition	3
Block VA	Social/Behavioural Sci.	3
Block II	Mathematics	3
Block IC	Oral Communication	3
COM 200	Mass Media and Society	3
<b>Total Hours:</b>		<b>16</b>

## For More Information

Office of Admissions  
SSB CPO 54  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
800-465-9191  
[www.eku.edu](http://www.eku.edu)

Department of Communication  
317 Combs Building  
Eastern Kentucky University  
521 Lancaster Avenue  
Richmond, KY 40475-3102  
859-622-1871  
[www.communication.eku.edu](http://www.communication.eku.edu)

### Related websites:

[www.broadcastingcable.com](http://www.broadcastingcable.com)  
[www.b-roll.net](http://www.b-roll.net)  
[www.dga.org](http://www.dga.org)  
[www.medialine.net](http://www.medialine.net)  
[www.poynter.net](http://www.poynter.net)  
[www.kba.org](http://www.kba.org)  
[www.ket.org](http://www.ket.org)  
[www.nab.org](http://www.nab.org)  
[www.newslink.org](http://www.newslink.org)  
[www.pixelmonger.com](http://www.pixelmonger.com)  
[www.rtnda.org](http://www.rtnda.org)  
[www.tvjobs.com](http://www.tvjobs.com)



# University requirements for: **Broadcasting & Electronic Media (B.A.)**

## **Total Required Courses**

### **University Requirements (1 hour)**

BTO 100 (Academic Orientation).

### **General Education Requirements (37-39 hrs)**

Courses selected from Communication, Mathematics, Arts and Humanities, Natural Sciences, Social and Behavioral Sciences, Wellness, and Breadth and Depth of Knowledge.

### **College Requirement: Professional Skills Seminar**

BTS 300 (Juniors) and BTS 400 (Seniors)

### **Major Requirements (40-42 hours)**

Basic Media Skills, Video Production I, Performance in Electronic Media, Electronic Cinema Production or Video Production II, Audio Practicum or Cooperative Education or Electronic Video Practicum, Mass Media and Society, Senior Seminar; plus one of the following options:

**General Option:** Students select courses in the Undergraduate Catalogue under the Broadcasting & Electronic Media major; for example, Writing for the Electronic Media; Operations Management; International Media; Desktop Video or Sportswriting & Reporting.

**Broadcast News Option:** Students select courses in the Undergraduate Catalogue under the Broadcasting & Electronic Media major; for example, Writing & Reporting News; Broadcast News; Desktop Publishing; Media Law or Media Ethics.

**Film Techniques & Technology Option:** An option for BEM majors reflecting the Commonwealth's attraction of major film productions. Students select from courses in Cinema History I & II; Screenwriting; Electronic Cinema Production; Media Management; Video Production III; and Film Technique & Technology.

### **Free Electives (37-39 hours)**

### **Total Curriculum Requirements (128 hours)**

## **EASTERN KENTUCKY UNIVERSITY**

As you consider where you'll pursue your studies, Eastern Kentucky University encourages you to ask yourself, "What do I want to do with my life?" and "Who can help me reach that destination?"

Before we tell you about ECU, let's focus on your needs. What are you looking for in a college or university?

- Renowned, accessible professors; low student/faculty ratio
- State-of-the-art facilities
- Extensive curriculum
- Wide network of campus organizations
- Affordable cost
- Inviting campus

Achieving your goals depends on the quality of the faculty and curriculum at the school you choose to attend.

Every college and university touts facilities, but few can match the accolades of our faculty. At ECU you'll reach beyond the borders of classroom discussion to hands-on experience and networking opportunities with experts in the field.

ECU graduates are world leaders in areas as diverse as international business and homeland security; local, state and national government; as well as drama and law. Campus facilities, such as the Studio for Academic Creativity, which is designed to enhance research, writing, and presentation skills, and our new state-of-the-art science building, ensure our students of exposure to technologies vital to real world success.

### **We hope you'll see that from our view there no limitations, just possibilities.**

- A comprehensive, public university serving more than 16,000 students.
- Undergraduate and graduate excellence through 168 associate, baccalaureate, master's, specialist and cooperative doctoral programs.
- Quality and diversity in faculty and staff.
- Student/professor ratio of 17:1.
- 66-acre main campus in Richmond, regional campuses in Corbin, Danville, Lancaster and Manchester, and higher education centers throughout the Commonwealth.

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