

WCU

A UNC Campus on the Move!



Communications—Broadcasting Concentration

What makes this program special?

The Broadcasting Concentration offers students the opportunity to work in an advanced network-quality digital television studio or in Jackson County's only FM radio station that is comparable to any major market radio station. The broadcasting faculty all have extensive professional experience to guide students in building "real-world" communications and broadcasting skills for their career. Western is the only campus in the UNC system requiring professional internships in broadcasting; students work in the media prior to graduation. Western's program in Broadcast Sales is recognized by the broadcasting industry as one of the very top in the field.

Are there any additional admission requirements?

To enter the Broadcasting Concentration a student must have, and maintain, an overall GPA of 2.5. Students are strongly urged to declare communications/broadcasting as their major early so that they can be partnered with a faculty advisor/mentor. There are a number of courses that must be taken in sequence for success in the program.

What scholarship monies are available?

All students are considered for merit-based scholarships at the time of admission. Additional scholarships are available based on FAFSA information.

The Patrick Lee Carmody Fund Scholarship: Eligible candidates for the scholarship include all WCU students who have declared a degree in Communication (concentration in the field of broadcasting) and lack at least one term of full-time study to complete the degree program. The scholarship is based on (a) the student's academic achievement, (b) potential civic and social activity, and (c) participation in and contributions to student programs and activities at WCU.

What will I be able to do with this degree when I graduate?

The communications and broadcasting skills developed at Western are valuable in today's diverse market economy and can take a student in many directions. Our graduates are in positions such as a television videographer, radio station program director, radio and television advertising sales representative, media director for a major hotel, and a media buyer for the largest advertising representative firm

Things you need to know

- Bachelor of Science Degree
- 120 credit hours leading to the BS degree
- Small class sizes in radio and television production; typically less than 15 students
- Faculty has advanced degrees and extensive network and major-market experience
- Students must meet a minimum GPA requirement to enter the program
- Opportunity to work in Jackson County's only FM radio station
- Opportunity to work in network-quality television studios and field units
- Only UNC campus to require professional internships
- Opportunity to earn nationally recognized professional certifications
- Graduates can work regionally and nationally in their chosen specialty

Careers with this Degree

Television

- Lighting Technicians
- Master Control Operators
- Production Assistant
- Video Tape Operators
- Audio Operators
- Camera Person
- Video Editor
- Stage Managers
- Studio Operations

Radio Station

- Production Coordinator
- Account Executive
- News And Sports Person
- Production Person
- Program Director
- Disc Jockey
- Music Director
- Promotions
- Traffic Reporter

Contact

Don Connelly, Director of Broadcasting

E-mail: dconnelly@wcu.edu

ph: (828)227-3851

www.wcu.edu/as/ctd/

Visit us online at **gotowestern.com**
or call 877.WCU.4YOU to apply to WCU.

WESTERN CAROLINA UNIVERSITY

Communications—Broadcasting Concentration

in the United States. Graduates are also in allied fields such as broadcast computer system solutions and lightning protection system design for broadcasters. Western's broadcasting students typically start their careers in larger markets like Charlotte, Knoxville, Asheville-Greenville-Spartanburg, and Atlanta.

What are the professors like?

The broadcasting faculty at Western have years of professional broadcasting experience and advanced degrees in their fields. They are also active in many industry related organizations and attend national conventions such as the National Association of Broadcasters with students. The faculty holds some of the highest level professional certifications and encourage students to attain industry-recognized professional certifications prior to graduation. The broadcasting faculty is always available to assist with career planning and answer questions.

What are the students in the program doing?

Recent graduates have accepted positions ranging from a promotions assistant in a major-market radio station to an advertising account executive at the NBC TV affiliate in a top 30 television market. Each year a select group of students accompany faculty to the National Association of Broadcasters convention; the world's largest gathering of industry professionals. Additionally, this year two of Western's broadcasting students were among 25 students selected nationally to participate in the elite National Association of Broadcasters Educational Foundation Media Sales Institute. Media sales students are often offered positions prior to their graduation. WCU's graduates are hired by some of the biggest names in the broadcasting industry and routinely start their careers in larger markets.

Will I be able to participate in internships, clubs and other extracurricular opportunities?

Broadcasting students who declare communications/broadcasting early can become involved in the radio station and crewing on television projects as they learn. Western's broadcasting faculty and students often accept professional projects providing valuable professional experience before graduation. Upper-level students are often given opportunities to work in commercial radio or on local and regional television projects. Broadcasting majors are required to complete a full-time internship in broadcasting in which the student works at a radio or television station during one semester of the year. Students are actively encouraged to become involved early in their profession.

Related Links

Don Connelly: <http://paws.wcu.edu/connelly>

Pat Acheson: <http://paws.wcu.edu/pacheson>

See our program site:

<http://www.wcu.edu/as/ctd/>

Visit us online at gotowestern.com
or call 877.WCU.4YOU to apply to WCU.



The University

A campus of the University of North Carolina system, WCU is located in a beautiful valley between the Blue Ridge and Great Smoky mountains, with convenient access to a region that offers tremendous opportunities for outdoor research and recreation. Western is an hour's drive west of Asheville, N.C., and 2.5 hours northeast of Atlanta.

About 9,000 students are enrolled at Western, including about 1,700 graduate students. Some classes are available online for distance education, but most are offered in person on the main campus in Cullowhee, in Asheville, and at other locations throughout Western North Carolina. A combination of service learning and engagement in the community by faculty and students is a critical part of Western's tradition of academic excellence.

*Come Visit Campus
for an Open House*