

Lew Klein College of Media and Communication

Overview

Goals and Objectives

The Lew Klein College of Media and Communication generates knowledge and educates students to be ethical, analytical and creative leaders, producers and citizens in a multimedia and multicultural society. This mission is pursued through the training of students for leadership careers in media and communication, through advancing research and creative activity in these fields, and through serving the public need for free and open communication. The college is concerned not only with high standards of professional work but also with encouraging the next generation of teachers and media managers to develop an intellectual background and a sense of social responsibility. Toward this end, Klein students are encouraged to take coursework in disciplines outside the college. For some, history and political science are related areas of interest; others choose literature and the arts; still others choose business, economics, or the social sciences. In this way, the college participates in providing not only professional training but also a broad humanistic education for its students.

The faculty of the college comes from diverse backgrounds. Many come to the college through academic study, doing graduate work and continuing the practice of research and scholarship while teaching at Temple. Others have extensive professional experience as journalists, television producers, speech writers, advertising executives, and public relations practitioners.

Renowned for their research, teaching, and professional experience, our faculty prepare our graduates for a wide range of careers in media and communication industries, as well as lead graduate students towards PhD, MA, MS, and MJ degrees.

History

The study of communication began formally at Temple University with the founding of the Department of Journalism in 1927. It was the first such department in the Commonwealth of Pennsylvania.

Theater was an extracurricular activity at Temple until 1931, when formal courses were developed.

Radio-Television became an instructional division in 1947, and extensive film offerings were added in 1967. That year, Journalism and Radio-Television-Film joined Theater to form the School of Communications and Theater. In 1987 the highly respected Department of Speech moved to the school from the College of Arts and Sciences. A year later, Speech became two departments: Rhetoric and Communication, and Speech-Language-Hearing.

The school was restructured in 1995. Radio-Television-Film became the Department of Film and Media Arts and the Department of Broadcasting, Telecommunications, and Mass Media; Journalism became Journalism, Public Relations, and Advertising; Rhetoric and Communication became Speech Communication. In 1998, the Department of Communication Sciences (Speech-Language-Hearing) moved to the College of Health Professions.

Effective Fall 2004, a change occurred with the Departments of Journalism, Public Relations and Advertising, and Speech Communication. Advertising became a separate department. The Department of Speech Communication changed its name to Strategic and Organizational Communication and included Public Relations as one of three concentrations: Public Communication (formerly Speech Communication), Public Relations, and Organizational Leadership. In 2010, the Department of Strategic and Organizational Communication changed its name to the Department of Strategic Communication.

In Fall 2011, Communication Studies replaced the former Communications major.

On July 1, 2012, the School of Communications and Theater was renamed the School of Media and Communication. It housed the departments of Advertising; Journalism; Media Studies and Production (formerly Broadcasting, Telecommunications, and Mass Media); and Strategic Communication. The Communication Studies program remained a part of the School of Media and Communication. The Departments of Theater and Film and Media Arts comprised the Division of Theater, Film and Media Arts and joined Boyer College of Music and Dance and the Tyler School of Art to form the Center for the Arts.

Also in 2012, the Department of Broadcasting, Telecommunications, and Mass Media changed its name to Media Studies and Production while the Department of Strategic Communication renamed the Public Communication concentration to Rhetoric and Public Advocacy.

On March 29, 2017, the School of Media and Communication was renamed the Lew Klein College of Media and Communication in tribute to broadcasting pioneer Lew Klein.

Effective March 2017, the Department of Strategic Communication was renamed the Department of Communication and Social Influence. The newly named department, along with a new major of the same name, introduced a new area of study in the communication discipline. Additionally, the Communication Studies major is housed in the Department of Communication and Social Influence. The Department of Advertising was renamed the Department of Advertising and Public Relations and offers a new major in Public Relations in addition to the existing Advertising major.

In Fall 2017, the following minors were added: Content Creation, Digital Media Engagement, Journalism Studies, and International Communication.

In Fall 2019, the minor in Communication and Activism was added. Also, a new Production concentration for Communication Studies was established and is offered only in Temple Japan. Thus, there are five concentrations in Communication Studies: Communication and Entrepreneurship; Contemporary Media Environments; Global and Community Engagement; Production; and Communication Thesis (Major of Distinction).

In 2021, Klein officially launched the Certificate in Sports Media for undergraduates. Klein College also established the Jonathan Logan Family Foundation Center for Urban Investigative Journalism in 2021. The Logan Center will focus exclusively on the issues facing Philadelphia and other large American cities, including gun violence, economic inequality, education and health disparities, crumbling infrastructure and eroding trust in institutions. Through the Logan Center, Klein students and faculty will report aggressively not only on these problems, but on potential solutions, closely examining what has worked well in other cities and across the nation and the globe.

In 2023, Klein launched the BA in Audio and Live Entertainment, the BA in Virtual Media Management, a minor in Global Communication and Media Arts, and a certificate in Children's Media.

Academic Departments

The Lew Klein College of Media and Communication currently consists of the following departments:

- Advertising and Public Relations
- Communication and Social Influence
- Journalism
- Media Studies and Production

Diversity, Equity and Inclusion

Equity and diversity play a significant role in Klein College's hiring, cross-college initiatives, coursework and student life. For example, students launched the university's first Spanish language programming on TUTV, Temple University's television station, and in 2020 added its first Mandarin programming with *Temple Moment*. The capstone course in journalism, *Philadelphia Neighborhoods*, requires students to cover underserved parts of the city that receive less attention from traditional outlets.

In 2018, Klein College of Media and Communication received the Association for Education in Journalism and Mass Communication (AEJMC) Equity and Diversity Award, honoring the College's commitment to inclusion. The AEJMC Equity and Diversity Award recognizes academic programs that are working toward, and have maintained measurable success in, increasing equity and diversity within their units. AEJMC is a nonprofit association that promotes high standards for journalism and mass communication education, communication research and multicultural society in the classroom and curriculum. It also works to defend and maintain freedom of communication to improve professional practice and create a better-informed public.

In 2019, Assistant Professor of Public Relations David W. Brown was named Klein's first Diversity Advisor to the Office of the Dean. In this role, he launched a workshop series in the Fall of 2019 called "Can We Really Talk" for faculty in partnership with the University's Center for Advanced Teaching (CAT) and the IDEAL Office (Institute for Diversity, Equity, Advocacy, and Leadership) to better equip instructors to have uncomfortable conversations about diversity and race in our classrooms. Now as Assistant Dean for Community and Communication and Associate Professor, Brown has helped establish and hold Klein accountable to DEI goals in faculty hiring, curriculum development and student proficiency.

Special Facilities

Klein College of Media and Communication is housed in buildings designed for teaching, research and production.

The College's primary location is Annenberg Hall, which houses the Departments of Advertising and Public Relations, Journalism, and Media Studies and Production. Television and film production areas (studios and editing, graphics, and film labs) occupy the first floor. The building also includes extensive video and film editing areas, a 75-seat multimedia screening room, photographic labs, two news writing labs and smart classrooms.

The Department of Communication and Social Influence is housed in Weiss Hall.

The Joe First Media Center is located on the first floor, linking Annenberg and Tomlinson Halls. The Center is a communications and media hub for the college and includes a cyber-café, a multimedia information center, and a venue for displaying student work.

Special Programs

Klein Rising

Klein College requires that all new first-year and transfer students enroll in an introductory seminar course, either KLN 1001 or an equivalent course, in their first term of enrollment in the college. Students enrolled in either KLN 1001 or KLN 2001 are assigned a Klein Rising Peer Mentor—a sophomore, junior, or senior-status student who guides new students through their first semester and beyond. In the second semester, students take KLN 1002 Klein College Introduction to Professional Development.

The Klein Rising program is anchored by the seminars, and it offers opportunities to get engaged with student organizations and academic research. The Klein Rising program includes a workshop series for all undergraduate and graduate students to explore co-curricular engagement opportunities throughout the year.

TUTV - Temple University Television

In Fall 2010, the university launched TUTV, a new regional cable television channel with associated new media platforms, which showcases the innovative work done by Temple students, faculty, and alumni.

TUTV offices and master control are located on the first floor of Annenberg Hall and is a part of the Kal & Lucille Rudman Media Production Center. The Rudman Center also features a broadcast studio and a computer-equipped classroom. The station features news, sports, music, comedy, and documentary programs. TUTV presents content from many of the university's other professional schools plus programs produced in association with community cultural groups and professional broadcasters. Student volunteers are also accepted. For more information, contact the TUTV General Manager at paul.gluck@temple.edu.

Temple Update

Temple Update is a production course in which students can gain experience producing, reporting, and editing for a half-hour weekly news magazine format. The program airs on a cable outlet. The course gives students the opportunity to produce material for a résumé tape and provides students with valuable experience in field work, news writing, video editing, and the pressure of a live program.

Career Services

The Klein College Career Center is an exclusive professional development resource for all Klein College students and alumni. Located in Annenberg Hall, Room 7, the Career Center is dedicated to helping students prepare for a life and career they want in the field of media and communication.

Our most recent survey shows 89% of our seniors found employment or went on to graduate school within 9 months of graduation. Over 80% of full-time and part-time jobs are related to their field of study.

The Director of Career Services, Chris Blackman, is former Vice President of News at NBC10 Philadelphia and was previously Vice President of News and Programming at CNBC Asia in Hong Kong and Singapore. Most recently, Chris has been working as a media consultant for a range of industries. All students and alumni can meet with Chris and our career peer advisors to review résumés, cover letters and plan for their future.

The Career Center calendar includes weekly workshops for creating résumés, cover letters, LinkedIn profiles, a career network and job hunt specifically for the media and communication industry.

The Career Center offers individual recruiting and hiring events with employers and typically hosts two Klein College Internship and Career Fairs each year. At the Spring fair, more than 50 media and communication employers come to campus to recruit Klein College students.

The Klein Career Center is home to KleinConnect, an exclusive media and communication internship and job database. Students and alumni with approved résumés and cover letters can apply for the hundreds of opportunities updated in KleinConnect on a daily basis. Students and employers can access KleinConnect.

Every day students receive an email from KleinConnect with the latest internship postings. Alumni receive a weekly email with full time job opportunities.

Internship Program

Although the requirements may vary, internships are available to junior and senior students of every department in the college. Internships are for academic credit and must involve professional activity related to the student's course of study. The internships must be approved by the administrator or faculty member charged with supervising internships.

Global Opportunities

The Lew Klein College of Media and Communication offers several programs for undergraduate and graduate students who are interested in studying away and strongly encourages students to participate in these programs.

Global Opportunities offers programs ranging from a week-long excursion embedded in a course to a full semester away. There are several unique short-term opportunities for those who cannot be away a full semester. For example, over winter break in *Rocking the World: Disrupting Stereotypes of Race, Class and Religion* students travel to Washington D.C. and learn methods of communication to disrupt unfair caste practices in society. Students can choose to explore the Children's Media Industry in Los Angeles or *The Art of Visual Storytelling* in Puerto Rico. New short-term programs are added each year and students are able to participate in multiple programs throughout their time at Temple University.

In 2021, Klein College developed a new program called Klein on the GO for Philadelphia-based excursions. Each semester, faculty and staff from Klein College lead small group tours around the region to help students connect what they're learning in the classroom to our surrounding urban environment.

Summer programs are also an important feature of the college's Global Opportunities, and one such program is the Global Internship Program. This program offers students the opportunity to participate in 8-week full-time internship opportunities in international locations including but not limited to: Barcelona, Dublin, Lisbon, Paris, San José, or Sydney, or students can stay in the U.S. and intern in New York City. All students, regardless of their internship location, spend time together studying Intercultural Communications in the Workplace as a group before they depart for their chosen destination. Students work one-on-one with an industry expert so as to secure an internship in their desired field. Each of the programs is a unique combination that includes travel, learning, and exciting events, with a résumé building internship. Knowledge of a foreign language is not required

to study in any of these locations. However, some previous experience with a city's local or national language can lead to even more internship opportunities while abroad.

All of the Klein Global Opportunities coursework can be counted towards the International Communication Concentration/Minor within Klein.

Klein is also in the process of developing new Global Opportunities. Check with the Global Opportunities office for information on these developments. Current information on the Klein programs listed here is available from Klein Global Opportunities (e-mail: kleingo@temple.edu; phone: 215-204-2354).

See Education Abroad and Overseas Campuses for more information about University Study Abroad options.

Student Contact

For current students seeking information about Klein College of Media and Communication, please contact the Vice Dean for Student Success at 215-204-6967. For questions regarding registration and course scheduling, contact Klein Academic Advising at advise@temple.edu or call 215-204-5273.

Administration

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Career Services

<https://klein.temple.edu/student-life/preparing-career/career-services>

Global Opportunities

<https://klein.temple.edu/study-away>

Undergraduate Programs

- Advertising BA with Account Management Concentration
- Advertising BA with Art Direction Concentration
- Advertising BA with Brand Strategy and Research Concentration
- Advertising BA with Copywriting Concentration
- Advertising BA with Media Planning Concentration
- Audio and Live Entertainment BA
- Children's Media Certificate
- Communication and Activism Minor
- Communication and Social Influence BA
- Communication Studies BA with Communication and Entrepreneurship Concentration
- Communication Studies BA with Communication Studies Thesis Concentration
- Communication Studies BA with Contemporary Media Environments Concentration
- Communication Studies BA with Global and Community Engagement Concentration
- Communication Studies BA with Production Concentration (TUJ)

- Communication Studies Minor
- Content Creation Minor
- Digital Media Engagement Minor
- Digital Media Technologies Minor (KCMC)
- Global Communication and Media Arts Minor
- International Communication Minor
- Journalism BA
- Journalism, Society and Culture Minor
- Leadership Minor
- Media Studies and Production BA with Media Analysis Concentration
- Media Studies and Production BA with Media Business Concentration
- Media Studies and Production BA with Media Production Concentration
- Public Relations BA
- Public Relations Minor
- Sports Media Certificate
- Virtual Media Management BA

Academic Policies and Regulations

Please see the Undergraduate Academic Policies section of this *Bulletin*. Students are responsible for complying with all university-wide academic policies as well as those of the Lew Klein College of Media and Communication that appear below.

Academic Standing

A matriculated undergraduate student in the university is in Academic Good Standing if enrolled in a baccalaureate degree-seeking program.

Please see the University's policy on Academic Standing for detailed information about Academic Warning, Academic Probation, and Academic Dismissal.

Change of Program

Students from other Temple University schools/colleges may change their primary major to Klein if they possess a cumulative GPA of 2.0 or higher. Students interested in switching their primary major into Klein, or adding a minor, certificate, or second major, should attend a Change of Program Information Session hosted by the Academic Advising Office. To sign-up for a Change of Program Information Session, please contact advise@temple.edu.

Credits Not Applied Toward the Degree

Credits earned in the following courses are not applied toward a degree in the Lew Klein College of Media and Communication: lower-level courses in Military Science.

Dean's List

Each fall and spring semester, those undergraduates who have met the credit hour and academic criteria for their school or college are placed on the Dean's List. See the Dean's List policy for specific GPA and credit-hour requirements.

Re-enrollment

Students returning to the Lew Klein College of Media and Communication after an absence of one semester (unless an approved Leave of Absence form was filed prior to the leave) must use the *Undergraduate Bulletin* in effect at the time of readmission or any subsequent *Undergraduate Bulletin*. Credits more than 10 years old require additional review in order to determine if they remain applicable toward a degree in the college. For the re-enrollment form, please visit: <https://admissions.temple.edu/apply/request-re-enroll>.

Transfer Students

Refer to the Transfer Students Admissions section of this *Bulletin* for general information on transferring courses to Temple. In addition to these criteria, each department in the Lew Klein College of Media and Communication will evaluate any credit to be transferred into a major. The maximum number of credit hours allowed to transfer in for use toward major requirements are: 12 hours in Advertising; 20 hours in Audio and Live Entertainment; 20 hours in Media Studies and Production; 24 hours in Communication Studies; 9-12 hours in Journalism; 12 hours in Public Relations; 12 hours in Communication and Social Influence; and 12 hours in Virtual Media Management.

College Requirements for Graduation

The Lew Klein College of Media and Communication requires 124 credits to graduate; completion of the university General Education (GenEd) requirements; completion of departmental requirements, including two writing-intensive courses in the major; and a minimum of 2.00 GPA, both cumulative and in the major.

Minimum and maximum credit requirements within each major are listed with the departmental requirements. Students are also required to complete KLN 1001 (or an equivalent course) and KLN 1002 Klein College Introduction to Professional Development.

Students who are planning to graduate must schedule an official graduation review with their assigned academic advisor and complete the application for graduation at least one semester prior to the anticipated graduation date. Appointments may be made on the TUportal with the student's assigned academic advisor.

Program Descriptions

1. The total number of credit hours at graduation may be greater for some students based on initial placement exams, transfer evaluations, individual curricular choices, and academic progress.
2. Students must fulfill the necessary prerequisites for any given course or course sequence. See the Prerequisites and Co-requisites Policy in the university-wide Academic Policies section of this *Bulletin*.

Advising

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<https://klein.temple.edu/student-life/advising>
advise@temple.edu

Students in the Lew Klein College of Media and Communication are advised by professional academic advisors and faculty advisors. Klein College students can make advising appointments on the online appointment system, which is accessible on the Klein College tab on TUportal, or by visiting the Klein Academic Advising Center, located on the ground floor of Annenberg Hall. Consult your major departmental office for assignment to an appropriate faculty advisor. Effective Fall 2021, Klein Advising implemented a caseload advising system so that every student has an assigned academic advisor.

To further enhance our commitment to student success, we have instituted the Klein Rising Program, which includes two required one-credit courses, both of which are strongly supported by a staff of trained peer mentors:

- KLN 1001 Klein First-Year Seminar, for new college students, or KLN 2001 Klein College Experience, for transfer students, is taught by Klein College professional academic advisors.
- KLN 1002 Klein College Introduction to Professional Development is taught by Klein College faculty and professional staff in Klein College Career Center.

Academic advisors attempt to avoid errors when advising students about their program requirements, but schools and colleges cannot assume liability for errors in advising. Therefore, students must assume primary responsibility for knowing the requirements for their degree and for acquiring current information about their academic status.

Most students will be eligible to register for classes online via the Registration and Planning tab on Student Tools page of TUportal. However, all students should meet with an advisor prior to the eligible registration period. Students preparing to graduate must complete an online graduation application in their graduating term but should consult with an academic advisor at least one semester prior to the graduation date for advice and clarification of graduation requirements.

Faculty

Quaiser D. Abdullah, Assistant Professor of Instruction, Department of Communication and Social Influence, Lew Klein College of Media and Communication; PhD, Temple University.

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