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 Ph.D., M.A., M.S., and M.J. 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.

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 School 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 2018, Klein College of Media and Communication received the Association for Education in Journalism and Mass Communication 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.

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. The capstone course in journalism, Philadelphia Neighborhoods, requires students to cover underserved parts of the city that receive less attention from traditional outlets.

In fall 2019, the minor in Communication and Activism was added. Also, a new Production track for Communication Studies was established and is offered only in Temple Japan.

**Special Facilities**

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

The primary location of the College 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**

**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 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, Lu Ann Cahn, is an author and an 8 time Emmy Award-winning journalist who launched the Career Center after 40 years of mentoring interns during her career in TV news. All students and alumni can meet with her and 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.
Special career events include bus trips to New York to meet with alumni, the annual Sports Journalism Summit, the Klein College Student Organization Fair and one of the largest career events on campus, the Klein College Internship and Career Fair. Every spring, more than 75 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.

The college offers undergraduate semester programs in London for the fall and Dublin for the spring or full academic year. Studying at Goldsmiths, University of London, the London semester coursework includes two Klein faculty-led courses, required for all students, and two courses with a local Goldsmiths professor. Courses are available in advertising, journalism, media studies and production, public relations, communication and social influence, and theater. The Dublin semester program provides students with the opportunity to enroll in Dublin City University, taking courses alongside Irish students while completing requirements towards graduation. Both semester programs allow for full-immersion into an institution abroad where one can participate in student organizations, sports, and cultural events.

The Media, Ecology & Technology in Arcosanti, AZ program occurs over spring break and is considered part of the student’s 12-18 spring credit hours. This program concentrates on the ecological impact of technology and consumer society; how media shape our visions of nature, ecology, wilderness, and technological civilization. An overnight field trip to the Grand Canyon is included amongst other day-long excursions to supplement learning.

In addition to the Arcosanti program, Global Opportunities will be offering several unique short-term opportunities for those who cannot be away a full semester. Students can choose to explore the Children’s Media Industry in Los Angeles or participate in the New Hampshire 2020 Primary Election media coverage.

Summer programs are also an important feature of the college’s Global Opportunities. Realizing the inestimable value of direct contact with professionals and other experts, the Lew Klein College of Media and Communication offers an annual 7 credit summer program in London led by a Klein faculty member. Students will complete one course with a focus on urban communication and a professional internship experience in a field of their choice.

The International Urban Storytelling program held every summer involves using digital tools to capture stories about the people, places and traditions of a region. The location of the program rotates, allowing students to get an in-depth look at two international destinations: Ireland and South Africa. In summer 2020, students will have the opportunity to study in Dublin, learning to navigate the innovative technological hub with the option of complementing their studies with an internship in Ireland. In the summer of 2021, students will explore South Africa, gaining insights into a culture that spans two bustling urban districts and stunning natural vistas.

The Communities and Organizations in New York program investigates the communicative components of New York City by focusing on its neighborhoods, organizations, and institutions. Coursework for this program is held on eight Saturdays May - July, but students may also undertake an internship or directed study component during the week as part of this study-away experience.

The Global Internship Program offers students the opportunity to participate in 8-week full-time internship opportunities in one of eleven international locations: Barcelona, Hong Kong, Melbourne, Mumbai, Paris, San José, Santiago, Shanghai, Singapore, Sydney, or Toronto, or one of five U.S. locations: Boston, Chicago, New York City, Washington, DC, or San Francisco. All students, regardless of their internship location, spend time together on Temple's Main Campus 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 Spanish (for the Barcelona and San José internship options), French (for the Paris internship option), or some proficiency in Mandarin and/or Cantonese (for the Hong Kong & Shanghai internship options) can lead to even more internship opportunities while abroad.

New for summer 2020 will be a faculty-led program in Quito, Ecuador. For four weeks students will be immersed in the Ecuadorian culture as they focus on Advertising for Tourism in Latin America. This will be a summer II, 6-credit opportunity; there is no language requirement for this program.

All of the Klein Global Opportunities coursework can be counted towards the International Communication Concentration/Minor within Klein.
All semester and summer programs are open to qualified students from other universities and colleges and to others who choose to continue their education in a less formal manner than in a prescribed program of study.

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 for more information about University Study Abroad options.

**Student Contact**

For information about Klein College of Media and Communication, please contact Klein Academic Advising at 215-204-5273 or Klein's Director for Recruitment at 215-204-5712.

**Academic Policies & 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.

**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 application deadlines and the re-enrollment form, please visit: [www.temple.edu/vpus/documents/request_to_reenroll.pdf](http://www.temple.edu/vpus/documents/request_to_reenroll.pdf).

**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 Media Studies and Production; 24 hours in Communication Studies; 9-12 hours in Journalism; 12 hours in Public Relations; and 12 hours in Communication and Social Influence.

**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; 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 who are planning to graduate must schedule an official graduation review with an academic advisor and complete the application for graduation at least one semester prior to the anticipated graduation date. Appointments may be made in Klein Academic Advising, Annenberg Hall Room 9.

**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

Klein Academic Advising
9 Annenberg Hall
2020 N. 13th Street
Philadelphia, PA 19122
215-204-5273
advise@temple.edu

Students in the Lew Klein College of Media and Communication are advised by professional academic advisors and faculty advisors. All Klein College students are able to make advising appointments in the Klein Academic Advising Center, located on the ground floor of Annenberg Hall. Consult your departmental office for assignment to the appropriate faculty advisor.

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 Self Service Banner through the TUportal. However, all students should meet with an advisor prior to the eligible registration period.

Students preparing to graduate must file the necessary paperwork at least one semester prior to the graduation date. At that time, an appointment should be made in Klein Academic Advising to complete a graduation contract and start the application for graduation.

Faculty

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