



Integrated Media

The Integrated Media Department excels as an experiential learning environment. Students acquire the philosophical grounding in media literacy, ethics, and law while creating content across a range of media platforms, including social media, websites, podcasts, and documentary film, as well as the legacy platforms.

THE PROGRAM

Gonzaga's Integrated Media Department weaves the related disciplines of **Broadcast Studies, Journalism, and Public Relations** into an environment where students can learn and hone their writing, interviewing, strategic communications, and technological skills. These specialized communication skills become pathways for students into careers or further scholarship in graduate school.

Students have many opportunities to develop storytelling and strategic communication techniques as they experiment with multiple media platforms and methods and learn through the lens of social justice and Ignatian pedagogy.

In addition to coursework in traditional classroom settings, students regularly engage in hands-on media production experiences. The Integrated Media Department computer lab and TV studio are equipped for students to practice working in a contemporary news and video-editing environment. Students further hone skilled and responsible communication through internships in professional environments.

The Integrated Media Department faculty collectively spent decades engaged in professional media creation, including print and broadcast journalism, photojournalism, documentary film, and public relations strategic and crisis communication. They bring a depth of experience to the classroom. In addition, ongoing engagement in professional media creation helps faculty build bridges for graduates to an array of media career opportunities.

DEGREE PROGRAMS

The coursework in Integrated Media Programs teaches the skills and uses of technology and theory required of media professionals. The department balances this skill-based instruction with a philosophical grounding in ethical and effective communication that is productive in fostering communities and civic life.

The Integrated Media Department offers the following degrees:

- **B.A. Broadcast Studies**
- **B.A. Journalism**
- **B.A. Public Relations**

Minors are available within the following disciplines:

- **Broadcast Studies**
- **Journalism**
- **Public Relations**
- **Visual Literacy**



DISTINCTIVE OPPORTUNITIES

Campus media outlets include GUTV and KAGU, Gonzaga's television and radio stations, and The Gonzaga Bulletin (gonzagabulletin.com), the student newspaper. Each offers opportunities for students to sharpen media skills learned in the classroom. Additionally, work created for these outlets helps build a substantial portfolio for applications to graduate schools, internships, and employment opportunities.

BROADCAST STUDIES

The Broadcast Studies Program provides students with the worldview and skills necessary for creative and responsible work in the television and radio industries. Broadcasting majors are taught to emphasize work that makes a positive difference in their communities and the broader world.

To master their technical skills, students create a series of TV news shows that are streamed live and posted on GUTV's YouTube channel. Students engage in all aspects of the creation and production of these shows, including on-air roles, camera work, directing, mixing the audio, and non-linear editing.

Internships in broadcasting-centric workplaces allow students to burnish knowledge and experience acquired in classes in the professional world. Each semester, **Spokane's television and radio news organizations, such as the network affiliates (KREM-TV, KXLY-TV, and KHQ-TV)** and regional film production companies, invite our students to work alongside professionals in a range of roles. In addition, students have interned at the **NPR affiliate, KPBX - Spokane Public Radio**, producing news reports and podcasts, and at SpokaneTalks.com producing interview podcasts with civic leaders.



JOURNALISM

The Journalism Program cultivates students' interests and techniques in gathering information through research, interviews, and writing for the variety of media platforms. The program emphasizes the role and responsibilities of journalism within the context of civic and political participation. It supports the Gonzaga Mission Statement's commitment to social justice and seeks to develop among its students an awareness of injustice. Courses in media literacy, law, history, ethics, and global journalism theory form the philosophical foundation for the major and minor.

Journalism students focus on issues of civic and cultural importance with a traditional news stance in their work, but there are ample opportunities for experimenting with styles of journalism that are appropriate for magazines, publications with a literary bent, and emerging digital platforms. Students also improve their visual storytelling skills in photojournalism and multimedia design courses. Most Gonzaga journalism students work for the weekly student newspaper, **The Gonzaga Bulletin (gonzagabulletin.com)**. Journalism students are also eligible for a **Dow Jones Fund Internship**, which places interns in paid newsroom positions at major newspapers for the summer.

Many Journalism students garner journalistic experience in the professional environment through internships, for which they may also earn academic credit. Students intern during summers in their hometowns at a local paper or magazine, or during the school year at media companies in Spokane like the city's daily newspaper, **The Spokesman-Review**, or the weekly **Pacific Northwest Inlander**. Some students also work at the **Associated Press Data Center** located in Spokane, gathering high school and college sports scores and, on election night, voting results from across the country.

Gonzaga's student journalists have garnered prestigious internships with:

- AP Global
- BleacherReport.com
- Denver Post
- San Francisco Chronicle
- Sports Illustrated
- TheAthletic.com
- Washington Post

In addition, students have interned in the **Washington, D.C. offices of U.S. Senator (D-WA) Patty Murray and U.S. Senator (D-MT) Jon Tester**.



PUBLIC RELATIONS

The Public Relations Program combines the study of communication theory, corporate strategies and structures, general business concepts, and experiential planning and research techniques to best prepare students for work in the profession. Gonzaga's program emphasizes the evolving role of public relations in the upper levels of organizations and in building strong relationships. The program also addresses developments in the profession such as the use of multiple digital platforms and social media and the growth of brand management. Courses in public relations writing, speech writing and coaching, media law, strategic communications, and campaign planning form the professional foundation for the major.

Public Relations students gain an advanced level of public-speaking acumen, both in speech delivery and in speech creation for a variety of public relations-specific contexts. They also gain experience in media coaching and speech writing for corporate executives and spokespersons.

The department supports an active chapter of the Public Relations Student Society of America (PRSSA). PRSSA membership offers ample opportunities for students to network with regional PR professionals in meetings on campus as well as through the regional professional group, Public Relations Society of America (PRSA).

All Public Relations majors obtain experience in the professional environment through a required internship with local, national, and international non-profit and for-profit organizations such as:

- 2nd Harvest Foodbank (Feeding America Affiliate)
- Catholic Charities
- HR.com
- Nordstrom
- Ronald McDonald House
- Shriners Hospital
- Special Olympics
- Spokane Hoopfest
- Vanessa Behan Crisis Nursery
- YMCA

Public Relations graduates pursue careers in a variety of sectors. Graduates have chosen to work at top public relations agencies and corporations such as:

- Amazon
- Edelman
- Glassdoor
- Microsoft
- Strategies 360
- T-Mobile
- WE Communications
- Weber Shandwick

Some have served as Peace Corps or Teach for America volunteers, while others continue in academia, seeking graduate degrees in a specialized communication field such as politics, health care or sports.

VISUAL LITERACY

The Visual Literacy minor is an interdisciplinary offering of the Integrated Media and Art departments. The curriculum focuses on photographic and video arts, photojournalism, and documentary film. While engaging in experiential learning, students also become adept at thinking critically about the interpretation and impact of images in society and artistic creation, as well as the evolving role of video in online news and social media. An annual GU Student Film Festival, inaugurated in May 2019, offers an opportunity for students to showcase their artistic short films and documentaries.

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