

2019-2020 GUIDE TO THE



College of Communication and Information





Dear Future Wildcat,

Welcome! In the pages that follow, you'll get a glimpse of the people and programs that make the College of Communication and Information a special place to study, train and grow. This book highlights just a few of the vast array of things to do, see, experience, imagine and create in our College.

The diversity of majors, programs and experiences in the College is what attracted me to the dean's role here. I started this position in August 2019, so like you, I am eagerly learning about the excellent opportunities at the College and the University of Kentucky.

Whether you are interested in communication, information communication technology, integrated strategic communication, journalism or media arts and studies, we offer majors and minors that prepare you to compete in today's globally interconnected society. We will help you find your passion while exploring what's possible with a degree from CI.

Come explore our CI Connect Living Learning Program, take advantage of your access to work alongside our world-renowned faculty and researchers, enjoy opportunities to apply what you are learning by participating in professional internships, write stories for the Kentucky Kernel, get involved with audio and video production, learn how to incorporate traditional and digital media and new technologies in communication and information and study abroad.

While we are one of the fastest-growing colleges at UK, we are proud of the personalized attention our students receive in the classroom with our low student-to-faculty ratio. Our advisors will help you choose the right major for you and select classes that will prepare you for your life after CI. I am confident you will find a path that will inspire you. Please schedule a visit to campus so that you can experience all that CI has to offer.

All the best,

A handwritten signature in black ink that reads "Jennifer D. Greer". The signature is fluid and cursive.

Jennifer D. Greer, Dean
College of Communication and Information
University of Kentucky

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AMBITIONS.

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University of Kentucky:
uky.edu/admission

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Schyler Simpson, Ph.D.
Director of Recruitment and Retention
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schyler.simpson2@uky.edu

Financial Aid & Scholarships

uky.edu/financialaid
ci.uky.edu/ci/scholarships



INVOLVEMENT OPPORTUNITIES

American Advertising Federation

CI Student Ambassador Program

Communication Student Association

Grehan Associates

Innovation Network for Entrepreneurial Thinking

Intercollegiate Debate Team

ICT Student Association

Kentucky Kernel

Lambda Pi Eta

Media Arts and Studies Society

National Association of Black Journalists

Public Relations Student Society of America

Society of Professional Journalists

Student Leadership Council

WRFL 88.1



COMMUNICATION

A Communication major provides you with the knowledge and skills necessary to design, manage and evaluate communication processes involving individuals, groups and the public. Available tracks are business and organizational communication, digital and mass communication, human communication, health communication and sport communication.

What's possible with this major?

Communication Manager, Campaign Developer, Talent Agent, Operations Manager, Media Critic, Media Research, Communication Analyst, Consultant, Project Manager, Public Information Officer, Corporate Trainer, Crisis Communication Specialist, Sports Information Director

Also available

Communication minor, 18 credit hours
Degree completion program (online, for transfers with 60+ credit hours)

comm.uky.edu



Jennifer Pizzurro

Communication, 2013

OMD

Media Strategy Supervisor -
PepsiCo Account

“The most valuable experience I had in the College of Communication and Information was networking and learning how to present. I had great professors at UK - who I still stay in touch with - who helped me launch my dreams into a real career. Additionally, I present every day, whether it be a client deliverable, speaking in a meeting or delivering a media strategy recommendation to senior management on the client side or agency side. The presentation skills I learned at UK and honed during my masters have helped in giving me the confidence to deliver my best work.”



INFORMATION COMMUNICATION TECHNOLOGY



Students who major in this field can expect to work in areas where they are the communication link between people, organizations and the technologies used to support information infrastructures. Paths include commercialization and technology management. A professional internship is required.

What's possible with this major?

Cybersecurity Risk Consultant, Information Architect, IT Developer, Application Support Specialist, IT Business Analyst, Web Marketing Manager, Digital Media Strategist, Usability Analyst, Privacy Coordinator, Internet Site Architect

Also available

Information studies minor, 18 credit hours (online)
Degree completion program (online, for transfers with 60+ credit hours)

infosci.uky.edu



Kevin Haney

Information Communication
Technology, 2016

IT Help Desk Technician
at Tesla

"My CI degree has given me the skills needed to land my dream job right out of college. I think the most important part of the ICT program is the strong emphasis on communication. What you know is only as good as your ability to communicate. Working for a company like Tesla, it's important to be able to communicate to a diverse group of users with varying technical knowledge."

I · S · C

ALUMNI SYMPOSIUM

DIGITAL STRATEGIES, ARTIFICIAL INTELLIGENCE & MACHINE LEARNING
IN MY ORGANIZATION

JENNIFER BOWERS
SENIOR ACCOUNT EXECUTIVE
OCTAGON

ALEX GAIDZIH
BUSINESS CONSULTANT
FARLINIUM

BRITNEY BRAY
ASSISTANT DIGITAL CAMPAIGN MANAGER
HROGER

ASHLEE HARRIS
SENIOR ACCOUNT PLANNER
CORNETT

JESSICA CHU
SOCIAL LISTENING ANALYST
YUMI BRANDS

RACHEL IZYDOREK
ACCOUNT LEADER
CONTINUUM CLINICAL

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College of Communication
and Information

Department of Integrated Strategic Communication

INTEGRATED STRATEGIC COMMUNICATION



Students who major in Integrated Strategic Communication learn persuasive approaches to communication initiatives and presentation. Students learn to master a range of skills through paths including public relations, direct response, creative advertising and account management. A professional internship and minor are required.

What's possible with this major?

Account Executive, Media Buyer and Planner, Advertising Copywriter, Event Planner, Public Relations Specialist, Direct Marketing Manager, Social Media Campaign Coordinator, Brand Manager, Creative Director, Digital Content Manager

ci.uky.edu/isc



Chad Yelton

Integrated Strategic Communication, 1997

Vice President of Marketing & Communications, Cincinnati Zoo & Botanical Garden

“My CI degree has given me some amazing opportunities and experiences I’ll never forget. I have been able to share some extraordinary stories, including the first birth of a Sumatran rhino in more than 112 years, a hippo named Fiona, born six weeks early, and a baby gorilla that was raised by human surrogates. I’ve also had the privilege of leading two groups to Kenya and Tanzania, where I climbed Mount Kilimanjaro with another UK Alumni and college roommate. I love what I do and still consider it the best job in the world after 20 years.”



JOURNALISM

Journalism students develop skills in information gathering, analysis and production to communicate with audiences across new and traditional media platforms. Courses focus on how to write significant and compelling news reports - from sports to investigative reporting - that serve the public interest and the wants and needs of audiences in an information-driven society. Paths include multimedia/print and multimedia/broadcast. A professional internship and minor are required.

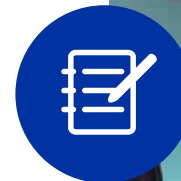
What's possible with this major?

Reporter, Editor, Photographer, Videographer, Producer, News Anchor, Social Media Content Manager, Editorial Writer, Policy Analyst, Social Information Director

Also available

Journalism Studies minor, 18 credit hours

ci.uky.edu/jam



Christina Buswell

Journalism, 2017

NFL Network Podcast
Producer/Head of Sports
Content at PodcastOne
Sportsnet

“The day after graduation, I moved to Los Angeles to start a summer internship with SportsCenter at ESPN. From there I got a job working at NFL Network as a podcast producer – solo producing the weekly NFL Network Pick ‘Em Show as well as Fantasy Live. During the offseason, while I still worked for NFL Network, I got a second job starting up the sports department of PodcastOne. There I do everything from running social media to reporting on the ESPYs Red Carpet. Every day I get to meet talented athletes and tell their stories in unique ways.”



MEDIA ARTS AND STUDIES

The Media Arts and Studies major prepares students for careers in the creative digital media industries. Courses focus on getting hands-on, skills-based instruction in the production of film, video, audio and other digital media. Students also learn how to analyze the cultural, institutional and legal dimensions of media systems. Paths include digital media production, multimedia design and development, media management and media studies. A professional internship and minor are required.

What's possible with this major?

Producer, Director, Editor, Technical Supervisor, Multimedia Designer, Telecommunication Manager, Graphic Designer, Audience and Content Researcher

Also available

Media Arts and Studies minor, 18 credit hours

ci.uky.edu/jam



JD Shelburne

Media Arts & Studies, 2007
Country Music Artist/Touring

“At UK, I learned how to talk with people, how to run a successful business and how to maintain work/life all while chasing a dream at the same time. MAS is the new generation we are in now. It’s everyday life—electronic devices, audio/video production, the internet—it’s the way we live. My degree has taken me everywhere I have wanted to go. I appreciate CI helping me reach my goals and making my dreams a reality.”

To hear JD’s music visit jdshelburne.com



FIVE MAJORS. ENDLESS DESTINATIONS.

Wondering what is possible with a degree from the College of Communication and Information?

We can't answer that question because the possibilities are, quite literally, limitless.

Come find what ignites you, discover what inspires you and uncover what drives you.

Our faculty will help you explore your ambitions as you find opportunities you never realized were out there.

Our professional staff of advisors will guide you every step of the way through your major and your academic career.

Along the way, we will support you with resume workshops, professional internships, career fairs, networking opportunities and access to the University's Stuckert Career Center.

Whether you are here or taking advantage of one of our many education abroad options, we can assure you that nothing is out of reach.



Lexington



Come for the University. Stay for the food, festivals, music, shopping, history, horses, sports, scenery, nightlife and hospitality!

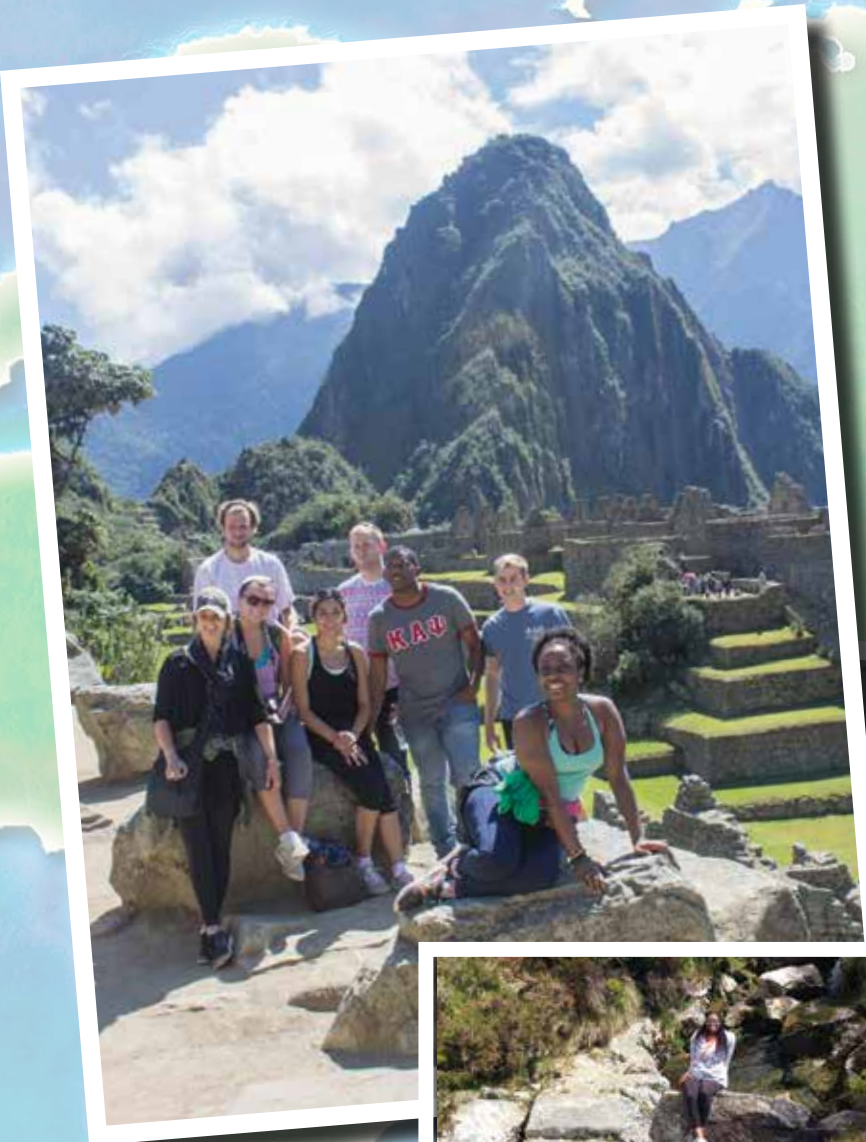
The Daily Meal calls it "One of the 50 Best Foodie Towns in the U.S." SmartAssets calls it "The #7 Best City for New College Grads."

U.S. News and World Report calls it "The 29th Best Place to Live in the U.S." Business Student called it "The #2 Most Affordable City to Live and Work."

We just call it home.



Education Abroad



**Recent Communication and Information
faculty-directed programs include**
South Africa, England, Ireland, Peru, Germany,
Mexico and China

- Open to any major
- Scholarships available
- Study, serve or intern while abroad

ci.uky.edu/ci/education-abroad





Living Learning Program

The CI Connect Living Learning Program offers first-year students in the College of Communication and Information the opportunity to “connect” with other students, College faculty staff, all from the comfort of UK’s elite, north campus residence hall, Jewell Hall.

All CI Connect students will enroll in one connected course in the fall semester and one connected course in the spring semester. These courses are specifically designed for majors in the College of Communication and Information.

uky.edu/housing/living-learning-program

I love the LLP because of our small, intimate classes and hands-on instructors.

I love CI Connect because all of the faculty and staff would do anything to help students succeed!

The 2019-2020 CI Connect LLP is located on the eighth floor of Jewell Hall.



*Class of 2022
College of Communication and Information*



College of Communication
and Information

9 Blazer Dining
Lexington, KY 40506-0012

ci.uky.edu

An Equal Opportunity University