

# LETTER FROM THE DEAN

**BRENT BAKER** came to Boston University's College of Communication in 1992 after a 29-year career in the United States Navy. He retired with the rank of rear admiral as chief of naval information during the Gulf War, and he is the author of *Integrated Communications in the Internet Era*.

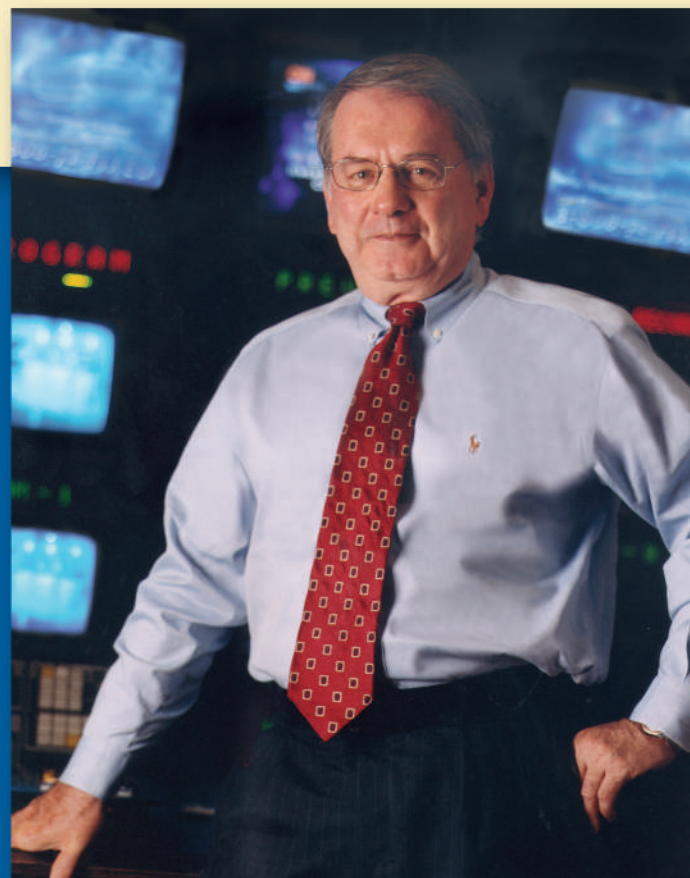
Today, there is a rising demand for people with exceptionally sharp communication skills. Our high-speed, high-volume, global information environment depends upon the rapid exchange of ideas. But how do we communicate efficiently with such huge advances in the speed and quantity of information?

At the College of Communication, we teach communication technology. Our state-of-the-art multimedia labs and Communication Research Center ensure that our integration of new technology tools is unsurpassed.

As communicators, we must understand the ramifications of technology that brings us instantaneous news, electronic newspapers and interactive data networks. As professionals, we must work harder to focus on the quality of ideas and messages. The key to quality is people, not technology.

We offer much more than hardware. Our faculty members combine a strong academic foundation with real-world experience. They'll help give you a solid grounding in research and theory along with the practical know-how you'll need in a communications career.

And once you've graduated from the College of Communication, you'll see why communications is not a "want-ad" business. We have more than 1,000 alumni mentors who'll not only help you get your first job, but also stay with you as you move on to different stages in your career.



Quite frequently, I'll get a call from an executive who'll say, "Dean Baker, we know the quality of professionals that your school produces and we have an opening. These are the skills and background we want. Give us three résumés and we'll hire one of them."

Visit our college. Talk to our alumni, students and faculty members. Talk to communications professionals. Trust your judgment and make your decision. I'm confident you'll find that the College of Communication will be your best choice. Good luck!

*Brent Baker*

Brent Baker  
Dean

P.S. Check out our website ([www.bu.edu/com/](http://www.bu.edu/com/)) for more information on our graduate communications programs.

As the sixth-largest media market in the country, Boston is an ideal place to gain hands-on experience in professional communications. The city is home to 12 television stations and 52 radio stations (including the University's National Public Radio affiliate, WBUR-FM).

Boston boasts dozens of film and video production houses (both documentary and corporate) as well as two major daily newspapers. There are also scores of other newspapers, including the *Christian Science Monitor* and the *Boston Phoenix*. Major wire services maintain offices in Boston, and several national magazines are headquartered here, including *PC Week* and *The Atlantic Monthly*.

Thanks to a large retail market, Boston also has many advertising agencies and public relations firms. The region's robust high-tech industry, meanwhile, means there are many communications opportunities in software development, Web development and electronic publishing.

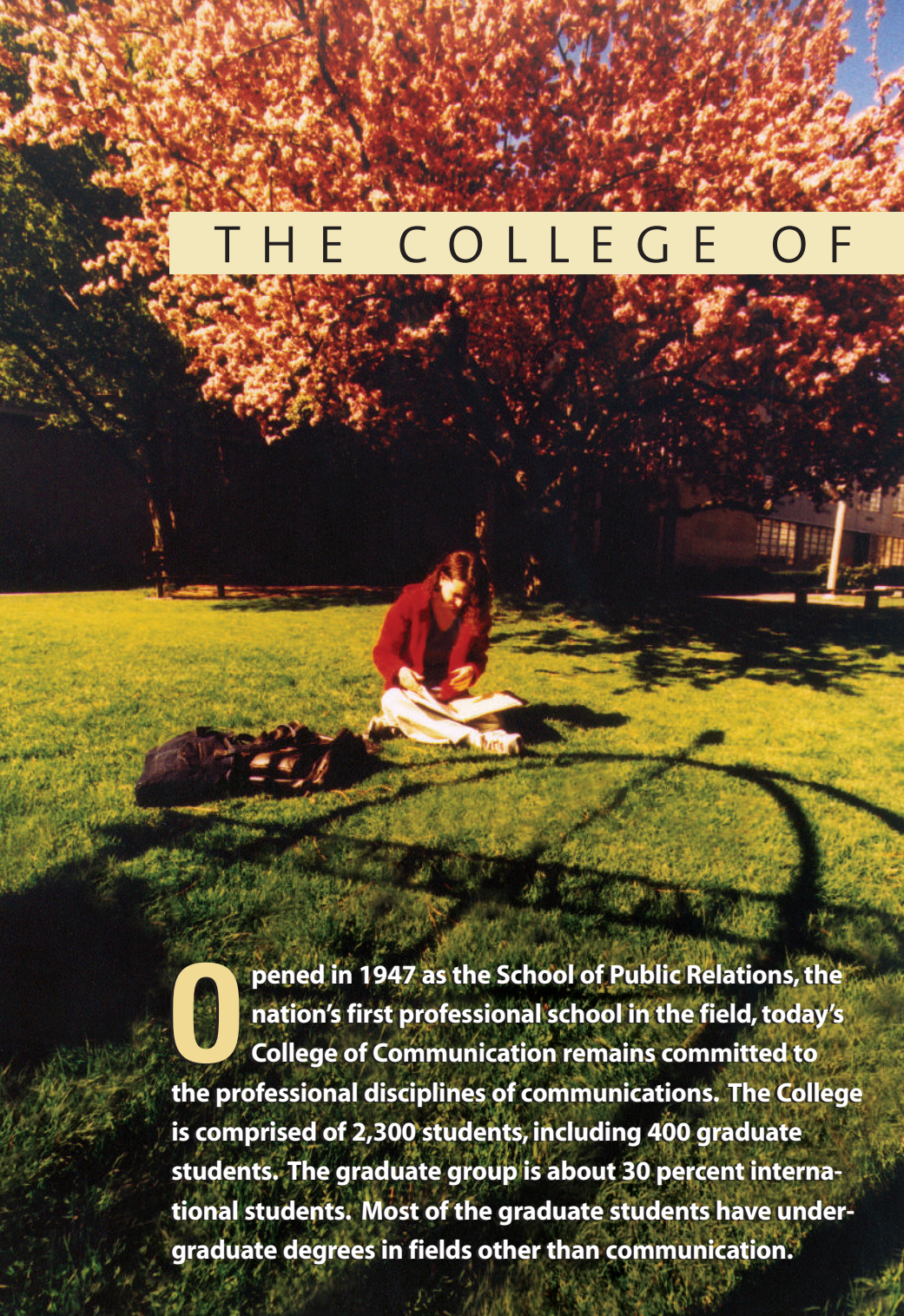
Through the Career Center, faculty contacts or on your own, you'll find a variety of valuable career-enhancing internships. Each semester, our students spend time working for public relations firms, Web developers, television crews, magazine publishers and advertising agencies throughout greater Boston.



BOSTON







# THE COLLEGE OF

# COMMUNICATION

**O**pened in 1947 as the School of Public Relations, the nation's first professional school in the field, today's College of Communication remains committed to the professional disciplines of communications. The College is comprised of 2,300 students, including 400 graduate students. The graduate group is about 30 percent international students. Most of the graduate students have undergraduate degrees in fields other than communication.

## FACULTY

Our faculty comes from both *academic* and *professional* backgrounds, providing the blend of rigorous academic training and practical business savvy that is the hallmark of our programs. *Academic* faculty will help you develop superb writing and research skills, along with a deep knowledge of your field's history and traditions. Faculty with *professional* backgrounds will share with you their work experiences, practical know-how and work ethic. They're also a rich resource for networking opportunities.

## GRADUATE OFFERINGS

The College of Communication has three graduate departments:

- Journalism
- Mass Communication, Advertising, and Public Relations
- Film and Television

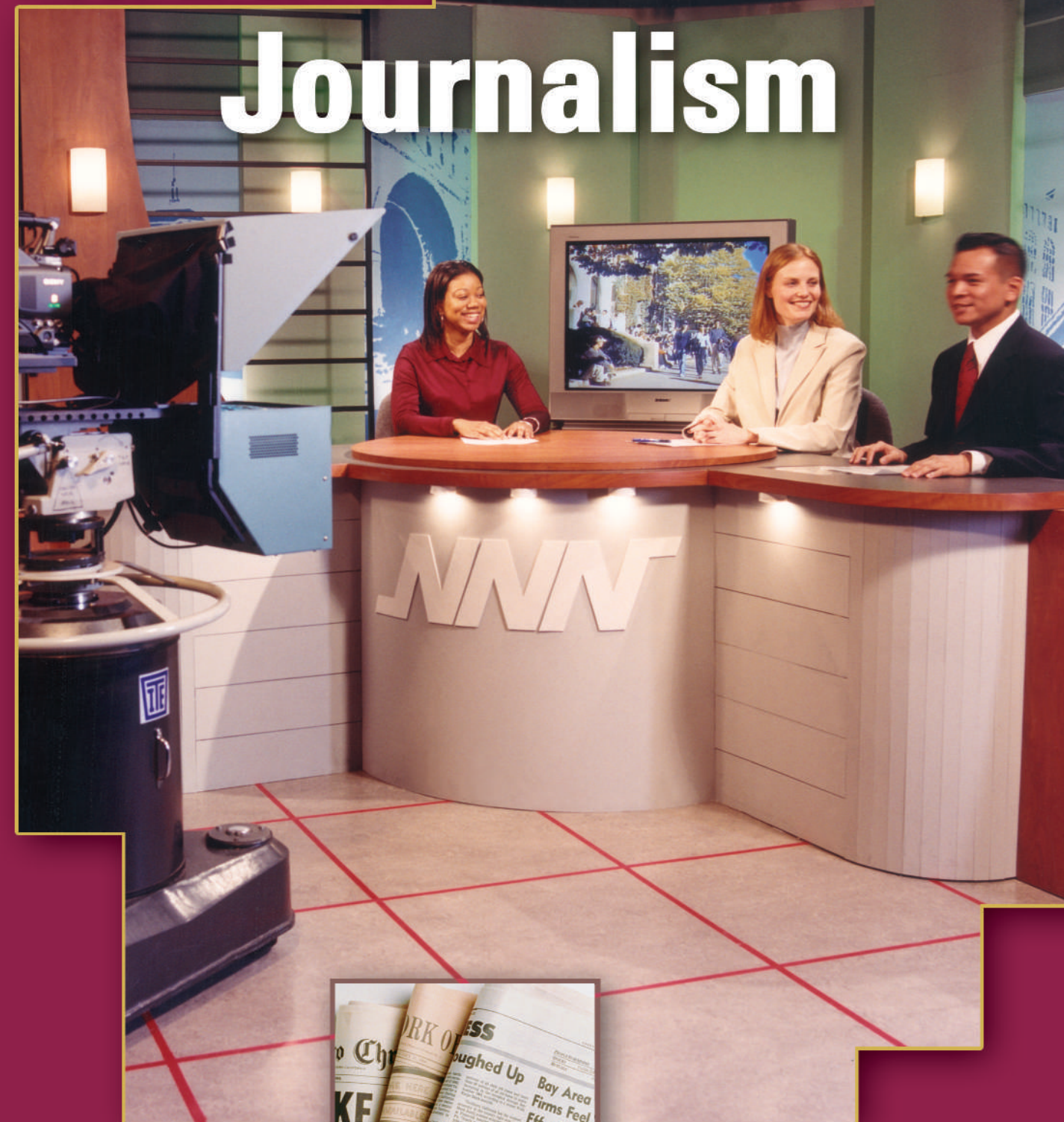
Master of Science graduate programs are available in the areas of journalism, mass communication, advertising/marketing, public relations, health communication and television. In addition, we offer a Master of Fine Arts degree in the areas of film studies, film production and screenwriting. Students also may pursue dual degree programs with Boston University's School of Law or School of Management.

## STUDENT ACTIVITIES

The College of Communication offers activities to help you expand your educational experience through lectures from industry professionals, special events, student-run organizations, professional societies, student government and internships. You could work on the crew for a film project; create original advertising campaigns for nonprofit organizations through our student-run advertising agency; or learn about television production through an internship at a local TV station. No matter what your interests and goals, you'll enjoy great opportunities at the College of Communication.

# THE DEPARTMENT OF

# Journalism





# Journalism

The best journalists are known not only for their writing ability, but also for their intellectual depth and breadth.

As a graduate student in the Journalism program, you'll work on a variety of stories that broaden your journalistic horizons. One day you might be profiling a mayor, the next you're covering a fire, the next you're reporting on a Red Sox game. And with experienced faculty coming from the world's most respected news organizations, you'll get the training you need to make it to the top of your chosen field.

The Department of Journalism offers these programs: Journalism, Broadcast Journalism, Photojournalism, Business and Economic Journalism and Science Journalism. You can also choose from concentrations in print journalism, online journalism and magazine journalism, as well as a certificate in Advanced Journalism Studies.

## PRINT JOURNALISM

Whether you're a practicing journalist or someone who wants to start a career in the field, the Print Journalism program

will teach you how to report and write clearly, accurately, fairly and with impact.

This program is realistic and intense. Besides improving your newsgathering skills, you'll face many of the ethical and professional dilemmas that working journalists must confront—all while working under deadline pressure.

Outside the classroom, you'll have the opportunity to intern at one of the many outstanding newspapers and magazines in greater Boston.

And in the Print Journalism program, you'll learn from the best. Professors come from the ranks of the *Washington Post*, *Boston Globe*, *Associated Press*, *Philadelphia Inquirer*, *Seattle Times*, *USA Today*, *Time*, *Newsweek* and other prestigious news organizations.

Alumni from the graduate program in Print Journalism include Luis Ferré Rangel (COM '90), Director of *El Nuevo Día*, one of Puerto Rico's

largest daily newspapers; Ed Fouhy (COM '59), Executive Director & Editor of Stateline.org at the Pew Center on the States; Hugo Shong (COM '87), Managing Director of IDG Asia for International Data Group, Inc.; Mary Jane Wilkinson (COM '75), Managing Editor of the *Boston Globe*; and Bill Simmons (COM '93), columnist for ESPN.COM and *ESPN the Magazine*.

## MAGAZINE JOURNALISM

The Magazine Journalism program trains leaders in the diverse periodical field, combining:

- news and feature writing,
- layout and design skills, and
- editing and publishing techniques.

Intensive writing is the centerpiece of this program. Faculty members will help you develop professional-quality reporting, observing and writing skills. Each year, our students win national writing competitions, and many have articles published prior to graduation. If you're interested in creative non-fiction, you'll even have the opportunity to customize a program that emphasizes this specialty.

Alumni from the graduate program in Magazine Journalism include Robert Sullivan (COM '76), Senior Editor at Time Inc.; Barry Werth (COM '80), who is now teaching COM's narrative journalism class, also writes for *The New Yorker* and is the author of three books; Joe Nocera (COM '74) is executive editor of *Fortune*; Lee Bruno (COM '90) is an editor at *Red Herring* magazine in San Francisco; and Cory Dean (COM '81) is science editor for the *New York Times*.

## ONLINE JOURNALISM

In a few short years, the Internet has become an essential source for news and information. Through the Online Journalism program, you'll learn how to report, write, design and produce online content by creatively integrating text, graphics, audio and video.

This program can be completed along with any MS Journalism degree.

## PHOTOJOURNALISM

Our Photojournalism program is hands-on and career-oriented, pairing creativity and imagination with practical professionalism. You'll learn about photography from faculty, guest speakers and workshop leaders from the professional world. But you'll also learn how to improve your reporting and writing skills. After all, just as every print journalist should know photo basics, every photojournalist should be able to report and write.

Recognizing that we now live in a world of digital images and filmless cameras, this program also keeps pace with changing technology. You'll work with the latest computers and software in the industry.

Regardless of what tools you use, the Photojournalism program will teach you how to think, see and communicate, while acting with sensitivity,

compassion and clarity of vision. Program graduates who have gone on to great distinction include the *Boston Globe's* Stan Grossfield, a two-time Pulitzer Prize winner for photography.

## BROADCAST JOURNALISM

The Broadcast Journalism program produces highly trained professionals for careers in the fast-changing world of electronic news. Besides being exposed to new areas of telecommunications, you'll learn the importance of ethics, accuracy and reporting/writing skills. Graduates go on to become reporters, producers, editors, writers and news executives at top television, cable and radio networks and stations.

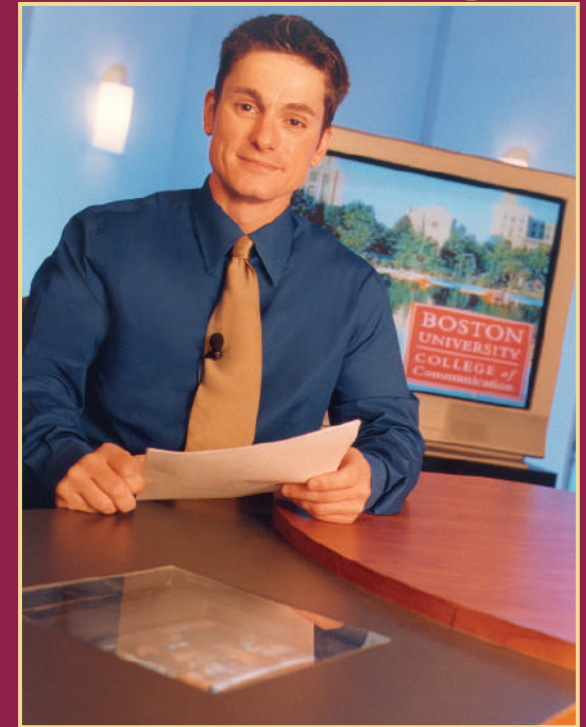
The College of Communication has all the resources you'll need to learn about broadcast journalism. You'll use the latest digital equipment, including the new AP NewsCenter computerized newsroom system used by networks and more than 200 television stations. You'll also have access to a modern television studio and control room, along with a new digital audio newsroom for radio.

Because you'll be studying in the nation's sixth-largest media market, you'll have opportunities to intern at local, network and cable stations, as well as the regional New England Cable News channel. Also providing real-world experience are WBUR-FM (the University-owned National Public Radio affiliate) and WTBU (a student-operated radio station airing over the Internet).

Meanwhile, faculty members are, or have been, top broadcast journalists with excellent industry ties. Professors who have worked for all the major broadcast and cable news networks will train you well—and make for excellent networking contacts.

Alumni include Paul LaCamera (COM '66), President and General Manager of WCVB-TV Boston (ABC affiliate), and Bill O'Reilly (COM '75), Anchor of *The O'Reilly Factor* on FOX News.

PAUL ARGIRO



STUDENT PROFILE

**Major: Broadcast Journalism**

**Graduation Year: 2003**

**Hometown: Stoneham, Massachusetts**

I remember where I was when Mookie Wilson hit that ill-fated grounder to Bill Buckner. But I also remember where I was when Bob Stanley threw the wild pitch that allowed in the tying run. As a sports reporter, are we irresponsible for vilifying Buckner while leaving Stanley in relative peace? Or perhaps John McNamara should be the one strung up the pole for leaving a crippled first baseman on the field during a World Series game that could have, finally, put an end to the damn curse.

But I digress. I love sports. This is, arguably, the best sports town in the country. And Boston University is giving me the experience and the knowledge to begin my sports reporting career. Even after learning that ESPN gets over 500 résumés for three internship positions, I am not swayed. Whether I wind up reporting about Strong Man Competitions (is that a bad thing considering most of them are in Maui?) or Game Seven of the World Series, BU will have prepared me for both.







## SCIENCE JOURNALISM

The Science Journalism program is one of the oldest and best-known degree-granting programs of its kind. With the help of working journalists and an intense curriculum, you'll learn to transform difficult scientific and technological concepts into lucid and engaging prose for print, television, radio and the Internet.

The 15 to 20 students entering this program each year come from a variety of backgrounds, including biology, psychology, computer science and geology. Some are practicing journalists who want to specialize in science and medical reporting.

Classes tend to be small, with an emphasis on professional-level reporting and writing. You also can take science courses at other University schools or, under a reciprocal learning agreement, at Harvard University and MIT.

During the summer between your second and third semesters, you'll participate in a professional internship—a journalism position at a newspaper, magazine, radio station or television station. The internship is an integral part of the program, providing experience, contacts and a body of work. Recent graduates have landed positions at *Time*, *Newsweek*, the *Los Angeles Times*, *Discover*, *Science*, and PBS's *NOVA* documentary series.

Alumni include Cara Adler (COM '86), Executive Editor/Journal Watch, Massachusetts Medical Society; Eric Bender (COM '78), East Coast Editor, *PC World Magazine*; Robin Foster (COM '78), Principal Technical Writer, Netscape Communications.

## KNIGHT CENTER FOR SCIENCE AND MEDICAL JOURNALISM

The Knight Center supplements the College of Communication's Graduate Science Journalism Program. The center supports the training of students

and practicing journalists to recognize, investigate, and explain scientific and medical issues. The aim is to improve the quality of science and medical journalism in print, broadcast and online news organizations.

- A visiting scholar program. Each year the center will enable one distinguished journalist to take a semester's leave from reporting to teach and conduct research on issues in science, medicine and the environment.
- On-campus training for mid-career professionals. The center will offer intensive training for reporters assigned by news organizations to cover medicine and health.
- Training for international journalists. Each year, the center will admit two journalists from other countries, preferably in the developing world, to improve science and medical journalism in their home countries.



- Conferences on science and medical journalism. These meetings will bring together leading editors and reporters with scientists, historians of science, physicians, policymakers and others who understand the practice and politics of science and medicine.
- Global reference resource. The center will include a library devoted to science and medical journalism, and a website in which journalists from around the world can exchange information, sources and perspectives on science, medical and public health issues.

## BUSINESS AND ECONOMICS JOURNALISM

The Business and Economics Journalism program is designed for practicing journalists who want to specialize in business and economics reporting, and financial professionals who want to become journalists. In addition to core courses in the Department of Journalism, you'll take useful classes at Boston University's School of Management and in the Department of Economics.

## ADVANCED JOURNALISM STUDIES

The Advanced Journalism Studies (AJS) certificate program provides a link between the academic world and the working media. In one semester, both entry-level and mid-career media professionals can transition to new reporting areas or polish certain reporting skills. Graduate students, meanwhile, can take a semester to hone their reporting and writing skills, and develop a professional portfolio in their area of interest.

You can choose from 13 concentrations in the AJS program, including international affairs, crime, law, arts and multimedia. And thanks to the extraordinary array of courses offered at the University, you can easily customize new concentrations.

## WASHINGTON PROGRAM

Through Boston University's Washington Journalism Center, working journalists and graduate students can earn an advanced certificate in political reporting.

During your semester in Washington, D.C., you'll have the opportunity to intern in the Washington bureaus of national news organizations such as the *Wall Street Journal*, NBC News, Fox News, National Public Radio and *Fortune*. You can also create a portfolio of national stories while serving as a Washington correspondent for New England news outlets.



# BITA NIKRAVESH

**Major: Broadcast Journalism**  
**Year of Graduation: 1998**  
**Hometown: Foster City, California**

Bitra lives in New York City, where she is a producer for *NBC Nightly News With Tom Brokaw*. She helps produce the nightly broadcast, working on story development, research, interviewing and scripting stories for air. Bitra got her foot in the door in summer 1997, interning for former NBC News chief financial correspondent and BU alumnus Mike Jensen. Two of her favorite assignments have involved spending a day with President Bush and twice covering the Olympic Games.

"Attending the College of Communication allowed me to come to NBC with more confidence and skills than most of my colleagues had starting out. At COM I learned the importance of determination. It's an environment that really embraces hard work and an inquisitive personality. And it was great being with others who shared my passion for communications. I remember watching the Super Bowl once; most of us were more excited about the commercials than the game itself. We're true communications junkies."

## ALUMNI PROFILE

The Washington program includes a course in political reporting. There are also seminars and guest lectures featuring national journalists as well as special events that bring Washington newsmakers into the classroom. While participating in this program, you'll live and work at the Boston University Washington Center, which has a fully equipped newsroom, library, computer lab, student lounge, classroom facilities and fully furnished apartments.

## NANCY DAY

**Director of Advanced Journalism Studies,**  
**Associate Professor of Journalism**

Professor Day brings years of journalism experience to the classroom. She has worked as an editor and reporter for the *San Francisco Examiner* and the *Associated Press*, as a reporter for the *Chicago Sun-Times* and *Anchorage Daily News*, and has published articles in many national magazines. A full-time professor at the College of Communication since 1984, Professor Day teaches news reporting, feature writing and magazine writing, and directs Advanced Journalism Studies, a special certificate program for graduate students and news professionals.

"Each class of graduate students here is intriguing and eclectic. We literally have students from all over the world, adding to the energy of COM and providing many points of view. Students from India, for example, can give us a much more detailed perspective on the conflict in Kashmir. We move at a fast pace, but most students are energized by the opportunity to work hard at something they love. Many of our students have pieces they've polished in graduate courses published while they are still at COM."



FACULTY PROFILE