2027 MEDIACOMM: YOUR STORY STARTS HERE

(Tentative Schedule, Will Be Finalized December 2026, More Session Coming!)

Session #1: 9:00am-9:40am

Topic	Session Description	Presenter	Location
Faith and the Media (Limit: 30 students)	Discover how media typically treat religious people (and faith) in entertainment	Dr. Scott Clarke	JRH 228
Behind the Feed: How Brands Get Your Attention (Limit: 24 students)	Explore how advertising and PR use storytelling, data, and AI to reach people. Put your creativity to the test in interactive campaign challenges, earn points on a live leaderboard, and compete for prizes...all while discovering careers behind the content you see every day!	Professor Diane McDonald and Steve Momorella	JRH 227
What Do You Think About "Becoming a Pod"? (Limit: 45 students)	Podcasts are everywhere these days. But not every podcast is worth your time. Come learn how to create your own podcast from the idea all the way to the final product.	Professor Ryan Dearbone	JRH 121
Pitch It, Then Switch It (Limit: 40 students)	A great idea can fall flat with the wrong audience. Students learn the basics of persuasion and why audience-centered messages work, then build a 60-second pitch for a school improvement in teams. After practice, each team draws a new audience (students, parents, the principal, or a local sponsor) and revises the pitch on the spot. Students leave understanding that effective messages are built for the listener, not the speaker.	Dr. Crystal Daugherty	JRH 344
How To Make Your Dream Film A Reality (Limit: 275 stiudents)	Mini TED-Talk about film directing, a screening of the Student Emmy-winning senior thesis film, The Salamander (2026), followed by a Q&A with the writer/director, Nico Silverthorn.	Professor Shaina Feldman	JRH 166 (Auditorium)
Short Form Narrative News Writing (Limit: 30 students)	Learn to tell compelling stories in 300 words or less	Professor Mac McKerral	JRH 232
Free Candy: Finding Joy in the Journey (Limit: 30 students)	Have you ever wondered what a professional journalist would say to their 17-year-old self? Join this session to listen as an award-winning photojournalist, photo editor, cinematographer and educator – who was, at one point in time, none of these things – discuss the power of embracing the unknown and turning unforeseen opportunities into career-altering decisions.	Professor Tim Broekema	JRH 127

Creative Use of Light Painting in Portraits (Limit: 25 students)	See how you can evolve a photographic portrait	Professor Jonathan Adams	JRH 135 Photo Studio
Film Facility Tour (Limit: 25 students)	Tour WKU Film's production and postproduction labs while learning more about our award-winning Film programs.	Professor Luke Pennington	Meet 2nd Floor Mezzanine
Student Publications Tour (Limit: 20 students)	Tour WKU's Student Publications Facility to learn more about its award-winning publications	Student Publications Director, Chuck Clarke	Meet in front of Normal St. Doors
NC12 Tour (Limit: 15 students)	Tour WKU's award-winning, student-run newsroom	Dr. Brad Pfranger	Meet in front of Einstein's

Session #2: 9:50am-10:30am

Topic	Session Description	Presenter	Location
Behind the Feed: How Brands Get Your Attention (Limit: 24 students)	Explore how advertising and PR use storytelling, data, and AI to reach people. Put your creativity to the test in interactive campaign challenges, earn points on a live leaderboard, and compete for prizes...all while discovering careers behind the content you see every day!	Professor Diane McDonald and Steve Momorella	JRH 227
Storytelling for Film (Limit: 45 students)	Want to keep your short film audiences on the edge of their seats and engaged with your characters? Learn the basic building blocks of storytelling used in the shortest of short films to the biggest of blockbusters.	Professor Travis Newton	JRH 121
Beyond "Hey": How to Talk to Anyone (Limit: 40 students)	Starting a conversation is easy. Keeping it going is the hard part. Students learn the T.A.L.K. framework, then rotate through quick partner conversations with different challenges: finding something unexpected in common, turning a one-word answer into a real conversation, joining a group chat, and exiting gracefully. After each round, partners name what made the interaction easier. Students leave with practical tools they can use in the hallway, the cafeteria, and a job interview	Dr. Holly Payne	JRH 344
College 101	Learn what you need to know before you enter college.	Professor Charlotte Elder	JRH 134
Reporting on Organizational Crises: School Shootings and Beyond (Limit: 30 students)	This presentation/discussion session will cover how crisis communicators should handle the media post-crisis and what journalists can do better when covering crises.	Dr. Angela Jerome	JRH 228
When the First Amendment Gets Real: Journalism and the Courage to Publish (Limit: 30 students)	The First Amendment is more than a promise written into the Constitution. It's a principle that gets tested whenever journalists ask tough questions, challenge authority, or publish stories someone would rather keep quiet. Drawing on his experience as a journalism professional, student media adviser, and educator, Jim Rodenbush will explore what happens when press freedom collides with institutional power, including lessons from the controversy surrounding the *Indiana Daily Student* at Indiana University. This session will examine the responsibilities, risks and real-world decisions that come with a free press. Most importantly, it will ask	Professor Jim Rodenbush	JRH 232

	what it takes to stand up for journalism when doing so becomes difficult.		
Documentary Stories Hiding in Plain Site (Limit: 30 students)	What if the next great documentary is happening right down the hall from your homeroom? Every school is filled with fascinating people, unexpected characters, untold stories and moments worth sharing. Learn how to look beyond the everyday, find compelling characters and turn the world around you into a short documentary film. You don't have to travel the world to find a great story. Sometimes, you just have to look a little closer.	Professor Tim Broekema	JRH 127
Creative Use of Light Painting in Portraits (Limit: 25 students)	See how you can evolve a photographic portrait	Professor Jonathan Adams	JRH 135 Photo Studio
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Student Publications Tour (Limit: 20 students)	Tour WKU's Student Publications Facility to learn more about its award-winning publications	Student Publications Director, Chuck Clarke	Meet in front of Normal St. Doors
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Session #3: 10:40-11:20am

Topic	Session Description	Presenter	Location
Behind the Feed: How Brands Get Your Attention (Limit: 24 students)	Explore how advertising and PR use storytelling, data, and AI to reach people. Put your creativity to the test in interactive campaign challenges, earn points on a live leaderboard, and compete for prizes...all while discovering careers behind the content you see every day!	Professor Diane McDonald and Steve Momorella	JRH 227
Broadcast Interview Lighting (Limit: 15 students)	Learn how lighting can control the mood of a broadcast interview.	Professor Brian Elliott	JRH 315
The Power of We: How Organizations Make You Belong (Limit: 40 students)	Why does a team jersey or a school chant feel like it means something? Students examine messages from WKU, a sports team, their school, or a favorite brand to see how symbols, language, traditions, clothing, and stories create a sense of belonging. Then teams apply what they found to design the identity of a fictional organization. Students leave able to spot the communication behind the groups they belong to, and to build it themselves.	Dr. Jennifer Mize Smith	JRH 344
Intro to Color Correction for Filmmakers (Limit: 20 students)	Learn the fundamentals of professional color correction using Adobe Premiere Pro's color correction tools. Students will explore how to adjust exposure, contrast, color temperature, and saturation to achieve natural, balanced, and visually consistent images while developing a foundational understanding of the color correction workflow used by professional colorists.	Professor Alysia Klein	JRH 314
How a Degree in Media & Communication will Prepare you for a Successful Career (Limit: 30 students)	Learn how degrees from WKU's School of Media & Communication will help you develop highly in-demand job skills	Dr. Angela Jerome	JRH 228
Introduction to Narrative Writing (Limit: 30 students)	Explore the art of literary journalism, and learn how to craft a story that is transportive and engrossing while still adhering to the facts, taking cues from such writers as Anton Chekov and Joan Didion. Expect to leave inspired and infatuated with the written word.	Professor Becca Andrews	JRH 232
LOL: Love of Light (Limit: 30 students)	When considering the most important ingredients that make up a great picture, compelling light is right up there at the top of the list. This session will cover the three characteristics of light and how to	Professor James Kenney	JRH 127

	use them to transform your photography. Warning: After attending this session, you will never see the same way again…		
Living in the Moment (Limit: 45 students)	Iconic images are built upon moments that disappear in a split second. Learn the skills behind anticipating the future, so you can capture memorable moments in your own community. Moments are all around you, we just need to open our mind and eye to see them. That is the skill of a great photojournalist.	Professor Jonathan Adams	JRH 121
Doodads and Thingamajigs (Limit: 25 students)	Portrait Lighting with odd objects you can find at home.	Professor Jeanie Adams-Smith	JRH 135 Photo Studio
SMC Gallery Show: Behind the Lens: Women Who Tell the World's Stories (Limit: 20 students)	What does it take to photograph history as it happens? Come explore the world of professional photojournalism by visiting the SMC Gallery on the first floor of Jody Richards Hall and experience a retrospective exhibition curated by Women Photographers of Washington, DC, celebrating women who document the people, places and events shaping our world.	Professor Tim Broekema	Gallery
Film Facility Tour (Limit: 25 students)	Tour WKU Film's production and postproduction labs while learning more about our award-winning Film programs.	Professor Luke Pennington	Meet 2nd Floor Mezzanine
Student Publication Tour (Limit: 20 students)	Tour WKU's Student Publications Facility to learn more about its award-winning publications	Student Publications Director, Chuck Clarke	Meet in front of Normal St. Doors
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Awards Ceremony: 11:30am-12:15pm, JRH 166 (Auditorium)