



COLLEGE OF COMMUNICATIONS
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NEWSLETTER

GRADUATE PROGRAM IN COMMUNICATION

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Associate Dean's Corner

For "Baby Boomers" such as me who thought the 60s would never end, it is hard to believe that we are celebrating a new millennium. (Forget for a moment that the new millennium does not officially begin until January 1, 2001.) This new era is an appropriate time to both look back and look forward.

The new College Media Center for the Future, which is housed in the area where we formerly had the wet photo labs for journalism students, is well under way toward completion. It will be a state of the art research facility that will involve many of our graduate students, particularly doctoral students who will be satisfying the new CJT 790 research requirement by working on projects with individual faculty members.

Resources such as this offer great potential for both research and academic study, but it will take substantially more support to propel the Graduate Program to a Top 20 program. This is where you, particularly alumni, can assist us in meeting this goal. We need you to promote our program whenever the opportunity arises, including encouraging prospective students to give us a look. You can also assist us by contributing

money to either our Enhancement Fund or one of our three endowed scholarships. A contribution form is enclosed for your convenience.

In our look at the past, we can thank the visionaries such as **Dr. Lewis Donohew**, who retired this summer after nearly 35 years of service at UK, and his colleagues who recognized the need to have an M.A. program in Communication in the 1960s and two decades later a Ph.D. program that is quickly gaining national recognition. Both the master's and the doctoral programs have undergone extensive changes over the decades. Most recently, the master's program has been expanded to include a new destination M.A. with emphases in health communication, communication and technology and media law and public policy. The Ph.D. Program has been extensively revised to include a year of required core courses and a second-year research project requirement. I am also pleased to announce that our exchange program for both M.A. and Ph.D. students with the University for Peace in Costa Rica has been officially approved. It is the first graduate exchange program of its kind on campus.

In our look at the future, we must determine what the role of our program will be as the University moves toward becoming a Top 20 Public Research University by 2020. That's an ambitious goal, but it will undoubtedly be a blessing for our program as our access to resources substantially increases.

Where will we be in 2020? Where will we be in 2005, 2010 and 2015? During this

coming year, all of us — students, faculty and alumni — will have to answer these questions in a significant and meaningful way as the University undergoes its accreditation self-study. In February, our faculty and students will gather for a retreat, where we will engage in lively discussions about the future of the Graduate Program in Communication. Stay tuned...

On another note, I want to thank **Dr. Jack Baseheart**, say goodbye to **Dr. Robert Bostrom** and welcome aboard **Dr. Alan DeSantis**. Dr. Baseheart was kind enough to serve as Acting Director of Graduate Studies while I was abroad this summer. Thanks, Jack! Dr. Bostrom will be retiring in July 2000 after more than 35 years of service, including major contributions to the Graduate Program. He has been a mentor, advisor and professor to hundreds of graduate students over the decades. Robert, we really appreciate all that you have done and wish you a wonderful retirement. Dr. DeSantis has joined us as our newest Full Member of the Graduate Faculty. Dr. DeSantis was promoted last year to Associate Professor with tenure in the Department of Communication. Congratulations, Alan!

Although I never thought I would be saying this so soon, I wish all of you Happy Holidays and a Happy New Millennium!

Roy L. Moore

