

# Degrees

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## BA Bachelor of Arts

### Communication

#### *Concentrations:*

Convergence Journalism, Photojournalism,  
Multimedia, Public Relations

## BS Bachelor of Science

### Communication

#### *Concentrations:*

Convergence Journalism, Photojournalism,  
Multimedia, Public Relations

## Minor Communication

Challenging  
Engaging  
Inspiring



## Contact

Central Baptist College  
1501 College Avenue  
Conway, AR 72034

501-329-6872  
info@cbc.edu

# Central Baptist College

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## Communication Department



Central Baptist College is committed to transforming lives through education that integrates Christian faith and academic excellence in a Christ-centered environment.

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## Department Faculty

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### **Ann Gardner, Chair & Tower Media Faculty Adviser**

Asst. Professor of Communication  
Phone: 501-205-8802  
Email: agardner@cbc.edu



## Student Comments

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### **Hannah London, Class of 2022 Public Relations Concentration**

“Being a Communication major has been very rewarding. I’ve been provided with excellent professors, classes and opportunities to practice what I’m learning.”

### **Gabrielle Mueller, Class of 2019 Multimedia Concentration**

“I really appreciate the fact that our Communication professors are actually professionals in their fields. Every aspect of our department also includes hands-on, real-world applications relating to future careers in each field of communication.”

### **Michael Priest, Class of 2014 Photojournalism Concentration**

“My time at CBC played an integral role in shaping not only my career path, but who I am today. I learned many things including publication design and writing, while also sharpening my skills as a photographer. I have used those skills to pursue a career in marketing and sales in the print industry.”

## Career Opportunities

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### **Photojournalist**

Photographs subjects using digital or film cameras and equipment using computer software to produce finished images.

### **Producer/Director**

Plans and oversees production, such as selecting script, coordinating writing, directing and editing for radio and television.

### **Public Relations Specialist**

Writes press releases, organizes press conferences and provides information about the organization to the media and the public.

### **Reporter/Writer**

Gathers information and writes stories for online or print newspapers, magazines, websites, radio or television.

### **Social Media Manager**

Increases company’s exposure through social media. Analyzes data to determine best initiatives and creates social media campaigns.

### **Videographer**

Shoots and edits for film, video or other media. May edit or synchronize soundtracks with images.



Seniors Shelby Redmond and Eli McAlister discuss a project for a Communication class.

## Mission Statement

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The mission of the Communication Department is to equip students to be able to express themselves clearly, coherently, and confidently in the modern world through Christ-centered instruction. Students receive professional knowledge and competencies in writing, editing, digital reporting, electronic media, video and photography.

**Dedicated faculty  
of Central Baptist  
College provide quality  
instruction in a caring and  
spiritual environment.**

- Dr. M.E. Bender,  
“She May Be Small... but There are Those who Love  
Her So: The History of Central Baptist College”

## Internships

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### **Melody Siebenmann, Class of 2020**

“Working at Lifeword (BMA media outlet) as an intern was a good experience for me. The people there love God and believe in what they are doing. I felt like I was contributing to a ministry for God’s glory and kingdom.”

### **Raquel Westerman, Class of 2018**

“I had a summer internship with a professional softball sports company, the Scrap Yard Dawgs in Houston, Texas. I shot photos and video, helped with sound, and even made the team’s carpool karaoke for social media. It was an experience I will never forget.”