Resolution # 04  2010-2011
College Senate

Supersedes Res #: ________________

TO:       Dr. John R. Halstead, College President
FROM:    The College Senate: November 15, 2010
RE:      I. Formal Resolution (Act of Determination)
          II. Recommendation (Urging the Fitness of)
          III. Other, For Your Information (Notice, Request, Report, etc.)
SUBJ:  Journalism and Broadcasting Major - minor restructuring (608 10-11 UC)
Signed: ________________ Date: __/__/10

Please fill out the bottom portion and follow the distribution instructions at the end of this page.

TO:    Jose R. Torre, College Senate President
FROM:  John R. Halstead, College President
RE:    I. Decision and Action Taken on Formal Resolution (circle choice)
   a. Accepted - Implementation Effective Date: Spring 2011 or Fall 2011
   b. Deferred for discussion with the Faculty Senate on __/__/__
   c. Unacceptable for the reasons contained in the attached explanation

II, III. Response to Recommendation or Other/FYI
   a. Received and acknowledged __/__/10
   b. Comment:

Signed: ________________ Date: 12/2/10

(Dr. John R. Halstead, President, The College at Brockport)

DISTRIBUTION

Upon approval, the College President will forward copies of resolutions to his staff who will, in turn, forward copies to their staff. The College Senate Office will post resolutions to the College Senate Web at http://www.brockport.edu/collegesenate/resolutions.
COLLEGE SENATE OFFICE
RESOLUTION PROPOSAL COVER PAGE

DEADLINE FOR SUBMISSIONS: FEBRUARY 28

Incomplete proposals or proposals received after the deadline may not be reviewed until next semester.

INSTRUCTIONS – please, no multiple attachments – submit each proposal electronically as one Word document.

- Submit only complete proposals. Include support letters from department chair and dean. Signed documents can be submitted as hard copies.
- Proposals must be prepared individually in Word format using committee guidelines available at brockport.edu/collegesenate/proposal.html.
- Fill out and insert this cover page into each proposal as page 1. (collegesenate/proposal.html)
- Locate the Resolution # and date this proposal will replace at our “Approved Resolutions” page on our Web site.
- Merge/insert all attachments/sections into one Word document. Do not send your proposal as a.pdf file.
- Email your proposal as one attachment to senate@brockport.edu. Signed pages can be sent/faxed as hard copies.
- All revisions must be resubmitted to senate@brockport.edu with the original cover page including routing number.
- Questions? Call the Senate office at 395-2586 or the appropriate committee chairperson.

1. PROPOSAL TITLE: Please be somewhat descriptive, ie. Graduate Probation/Dismissal Proposal rather than Graduate Proposal.

   Journalism and Broadcasting Major - minor restructuring

2. BRIEF DESCRIPTION OF PROPOSAL:

   Rearrange some of the course offerings in the Journalism and Broadcasting Major
   - Move CMC 324 Advanced Media Writing from a requirement in the Electronic/Print Journalism Concentration to the Core
   - Change core requirement from CMC 348 Video Production to CMC 348 Video Production OR CMC 324 Advanced Media Writing
   - Move CMC 321 Mass Media Reporting from an elective in the Electronic/Print Journalism Concentration to a requirement in that concentration
   - Add CMC 343 Broadcast Announcing and CMC 353 Media Sales and Marketing to the “Select Three” elective section of the Electronic/Print Journalism concentration
   - CMC 324 Advanced Media Writing will not count as an elective in the Media Production Concentration if it is taken in the core.

3. WILL ADDITIONAL RESOURCES AFFECTING BUDGET BE NEEDED? _X_ NO ___ YES EXPLAIN YES

4. DESCRIBE ANY DATA RELATED TO STUDENT LEARNING OUTCOMES ASSESSMENT USED AS PART OF THE RATIONALE FOR THE REQUESTED SENATE ACTION.

5. HOW WILL THIS EFFECT TRANSFER STUDENTS: It should be as beneficial to them as it is our current students.

6. ANTICIPATED EFFECTIVE DATE: Spring 2011 or Fall 2011

7. SUBMISSION & REVISION DATES: PLEASE DATE ALL REVISED DOCUMENTS TO AVOID CONFUSION.

   First Submission Updated on Updated on Updated on
   October 6, 2010 11/11/10

8. SUBMITTED BY: (contact person)

   Name Department Phone Email
   Monica Brasted Communication 2157 mbrasted@brockport.edu

9. COMMITTEES TO COPY: (Senate office use only)

   Standing Committee | Forwarded To | Dates Forwarded
   __ Enrollment Planning & Policies | Standing Committee | 10/6/10, 11/11/10
   __ Faculty & Professional Staff Policies | Executive Committee | 11/8/10
   __ General Education & Curriculum Policies | Senate | 11/15/10 Announce slight change
   __ Graduate Curriculum & Policies | Passed GED’s go to Vice Provost
   __ Student Policies | College President
   xxx Undergraduate Curriculum & Policies | OTHER
   | REJECTED -WITHDRAWN

NOTES:
Journalism and Broadcasting Major

Change(s): Rearrange some of the course offerings in the Journalism and Broadcasting Major

- Move CMC 324 Advanced Media Writing from a requirement in the Electronic/Print Journalism Concentration to the Core
- Change core requirement from CMC 348 Video Production to CMC 348 Video Production OR CMC 324 Advanced Media Writing
- Move CMC 321 Mass Media Reporting from an elective in the Electronic/Print Journalism Concentration to a requirement in that concentration
- Add CMC 343 Broadcast Announcing and CMC 353 Media Sales and Marketing to the “Select Three” elective section of the Electronic/Print Journalism concentration
- CMC 324 Advanced Media Writing will not count as an elective in the Media Production Concentration if it is taken in the core.

<table>
<thead>
<tr>
<th>Old Journalism and Broadcasting</th>
<th>Credit(s)</th>
<th>Revised JRB</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>CMC 200 Intro Digital Video</td>
<td>3</td>
<td>CMC 200 Intro Digital Video</td>
<td>3</td>
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<tr>
<td>CMC 242 Fundamentals of Media</td>
<td>3</td>
<td>CMC 242 Fundamentals of Media</td>
<td>3</td>
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<tr>
<td>CMC 224 News writing OR CMC 243 Media Writing</td>
<td>3</td>
<td>CMC 224 News writing OR CMC 243 Media Writing</td>
<td>3</td>
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<tr>
<td>CMC 348 Video Production</td>
<td>3</td>
<td>CMC 348 Video Production OR CMC 324 Advanced Media Writing</td>
<td>3</td>
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<tr>
<td>CMC 467 Mass Comm Theory And Research</td>
<td>3</td>
<td>CMC 467 Mass Comm Theory And Research</td>
<td>3</td>
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<tr>
<td>CMC 468 Media Law and Ethics</td>
<td>3</td>
<td>CMC 468 Media Law and Ethics</td>
<td>3</td>
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<tr>
<td>CMC 496 Contemporary Media Issues</td>
<td>3</td>
<td>CMC 496 Contemporary Media Issues</td>
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<tr>
<td>Core Requirement</td>
<td>21</td>
<td>Core Requirement</td>
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<tr>
<td>Electives - Pick from the Following:</td>
<td>18</td>
<td>Electives - Pick from the Following:</td>
<td>18 Total</td>
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<tr>
<td><strong>Concentration 1: Media Production</strong></td>
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<tr>
<td>CMC 343 Broadcasting Announcing</td>
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<td>CMC 343 Broadcasting Announcing</td>
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<td>CMC 346 Audio Production</td>
<td>3</td>
<td>CMC 346 Audio Production</td>
<td>3</td>
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<tr>
<td>Select ONE:</td>
<td>3</td>
<td>Select ONE:</td>
<td>3</td>
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<tr>
<td>CMC 324 Adv. Media Writing OR</td>
<td></td>
<td>CMC 324 Adv. Media Writing (Can’t be taken as an elective if taken in the core) OR</td>
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<tr>
<td>CMC 327 Web Pub. and Design</td>
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<td>CMC 327 Web Pub. and Design</td>
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<tr>
<td>Select TWO of the following:</td>
<td>6</td>
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<tr>
<td>CMC 353 Media Sales and Marketing</td>
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<td>CMC 353 Media Sales and Marketing</td>
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<tr>
<td>CMC 358 Advanced Editing</td>
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<td>CMC 358 Advanced Editing</td>
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<tr>
<td>CMC 446 Advanced Video Prod.</td>
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<td>CMC 446 Advanced Video Prod.</td>
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<td>CMC 448 Live TV Production</td>
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<td>CMC 448 Live TV Production</td>
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<tr>
<td>CMC 450 Preparation for Documentary Prod.</td>
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<td>CMC 450 Preparation for Documentary Prod.</td>
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<td>CMC 451 Documentary Prod.</td>
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<tr>
<td>CMC 455 Graphics DVD Authoring</td>
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<td>CMC 455 Graphics DVD Authoring</td>
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<td>Select ONE of the following:</td>
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<tr>
<td>CMC 319 Propaganda and Persuasion</td>
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<td>CMC 319 Propaganda and Persuasion</td>
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<td>CMC 372 Film as Social Commentary</td>
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<td>CMC 372 Film as Social Commentary</td>
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<td>CMC 377 Organizational Comm</td>
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<tr>
<td>CMC 412 Communication Tech. and Social Change</td>
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<td>CMC 412 Communication Tech. and Social Change</td>
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<tr>
<td>CMC 463 Media and Society</td>
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<td>CMC 463 Media and Society</td>
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<tr>
<td>(CMC 468 in core)</td>
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<td>(CMC 468 in core)</td>
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<tr>
<td><strong>Concentration 2: Electronic/Print Journalism</strong></td>
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<td><strong>Concentration 2: Electronic/Print Journalism</strong></td>
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<tr>
<td><strong>Required</strong></td>
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<td><strong>Required</strong></td>
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<tr>
<td>CMC 324 Adv. Media Writing</td>
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<td>CMC 324 Adv. Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>CMC 327 Web Pub. &amp; Design</td>
<td>3</td>
<td>CMC 327 Web Pub. &amp; Design</td>
<td>3</td>
</tr>
</tbody>
</table>
### Select THREE of the following:

- CMC 321 Mass Media Reporting and Research
- CMC 322 Editorial Methods
- CMC 325 Feature Writing
- CMC 366 Electronic JRN

Select THREE of the following:

- CMC 343 Broadcasting Announcing
- CMC 353 Media Sales and Marketing
- CMC 366 Electronic JRN

- CMC 466 Adv. Electronic JRN
- CMC 448 Live TV Prod.
- CMC 361 Sports Writing

### Select ONE of the following:

- CMC 372 Film as Social Comment
- CMC 412 Communication Tech. & Social Change
- CMC 438 History of American JRN
- CMC 463 Media and Society

Select ONE of the following:

- CMC 372 Film as Social Comment
- CMC 412 Communication Tech. & Social Change
- CMC 438 History of American JRN
- CMC 463 Media and Society

### Concentration 3: Public Relations

**Required**

- CMC 228 Public Relations Writing 3
- CMC 332 PR Principles 3
- CMC 334 PR Methods and Cases 3

**Choose ONE**

- CMC 415 Dynamic Speaking in Professional Contexts or
- CMC 432 PR Campaigns

**Choose TWO of the following:**

- CMC 309 Speech composition and Presentation OR
- CMC 219 Advertising, Mass Persuasion and the Consumer
- CMC 324 Advanced Media Writing
- CMC 325 Feature Writing
- CMC 327 Web Pub. and Design
- CMC 353 Media Sales and Marketing
- CMC 319 Propaganda and Persuasion
- CMC 377 Organizational Comm.

### Concentration 4: Media Studies

**Required**

- CMC 372 Film as Social Commentary 3
- CMC 412 Comm Tech. and Cultural Change 3
- CMC 463 Media and Society 3

**Select Three for the following:**

- CMC 211 Protest and Public Opinion
- OR CMC 219 Adv. Mass Pers. And the consumer
- CMC 319 Propaganda and Persuasion
- CMC 410 Speakers, Campaigns and Movements
- CMC 417 Political Rhetoric in the Information Age
- CMC 419 Freedom of Expression
- CMC 438 History of American JRN

39 TOTAL

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Items 1-8, as required when proposing major changes:

I. Completed cover letter. Please see the first page.

II. Side-by-side comparison. Please see the preceding pages.

III. Rationale:

   a. We are adding CMC 324 Advanced Media Writing to the core to address two issues. First, we currently have approximately 80 students per year taking CMC 200 Intro to Digital Video and Audio. Those students are then required to take CMC 348 Video Production. Unfortunately, due to staffing and equipment usage we are only able to offer 40 seats per year. Therefore we are creating a bottle neck that needs to be resolved so students can progress in their major in a timely fashion. Second, we are finding that students who are more interested in electronic/print journalism or public relations are struggling with CMC 200 and are not as comfortable taking CMC 348 as the more production oriented students. We believe we resolve these issues by moving CMC 324 to the core. Rather than taking a more advanced level video production course, students will have the option to take an advanced level writing course. This will help to alleviate creating a bottle neck because we will be able to offer 80 seats between CMC 324 and CMC 348. It will also give students who are not as comfortable with production courses an alternative that more suites their interests and career aspirations. As a result of moving CMC 324 to the core, we had to replace it as a required course in the electronic/print journalism concentration with CMC 321 Mass Media Reporting. By moving CMC 321 from an elective to a requirement it will contribute to providing students with a solid journalism foundation. Finally, we are moving CMC 343 Broadcast Announcing and CMC 353 Media Sales & Marketing to the elective section of the electronic/print journalism concentration. CMC 343 provides students with the opportunity to learn on-air reporting skills and CMC 353 allows students to explore the sales and marketing side of media. This minor shuffling of courses within the major will be beneficial to the students and will further strengthen this major.

IV: Description of new courses:

   e. NA

V. Staffing Issues

   a. Staffing will not be an issue since we are simply rearranging currently offered courses.

VI. Administration commentary

   a. Dept. Chair: Please see the attached letter
   b. Dean letter: Please see the attached letter

VII. No new resources or facilities are needed

VIII. Not applicable.

DATE: September 21, 2010
Senators, I am writing in support of these proposed changes because they will enhance our program. The rationale for this merger has been provided and I believe it is justified. By making these changes, we will be able address the issues raised in the rationale and better serve our students. Regarding any staffing changes that this proposal might require, we have addressed ways the staffing issue can be handled without requiring any new resources.

In closing, thank you for considering these revisions.
TO: Monica Brasted, Chair of the Department of Communications
FROM: Darwin Prioleau, Dean of the School of the School of The Arts, Humanities and Social Sciences
RE: Proposal to rearrange several course offerings in the Journalism and Broadcasting Major
DATE: 9/27/10

I have reviewed this proposal to rearrange and change core requirements in the Journalism and Broadcasting Major. I understand that no additional resources will be needed. I support these changes. They will strengthen the programs and offer student a more relevant experience.