

Proposal Form for a New Major, Emphasis, Minor, Certificate or Prefix

- A. Prepare your proposal according to the following outline, furnishing supplementary materials where appropriate.
- B. Have your proposal reviewed by the appropriate department and school/college committee.
- C. Submit your proposal to the University Curriculum Committee in care of the Office of Academic Affairs.

The proposal should include the following components:

- I. Identification of Department(s)/Program(s)

Department of Communications and Journalism
- II. Name of proposed major/emphasis/minor/certificate/prefix.

Broadcast and Digital Journalism
- III. A List of all courses and requirements. Indicate new courses and submit New Course Forms and guidelines or a syllabus for each.

Please see attached.
- IV. Catalog copy for all affected changes.

New Catalogue Copy: Students majoring in broadcast and digital journalism develop skills required in reporting, writing, producing, and editing news for radio, television and digital media. Students have hands-on experiences through class projects and internships. The program also examines issues including the impact of broadcast and digital news, and ethical considerations.

- V. Discussion of the rationale for your proposal including: Please answer each Question a.-i.
 - a. What are the outcomes for the major/emphasis/minor/certificate?

Student Learning Outcomes

Successful graduates of the program will be able to demonstrate:

- News writing skills for broadcast and digital delivery;
- Broadcast performance skills;
- How to conduct interviews for broadcast and digital outlets;
- How to record and edit stories and packages for radio and television news;
- How to write and produce stories for on-line and digital delivery
- How to identify and create the components of radio and television newscasts as well as digital sites

- b. How will these outcomes be assessed?

The primary basis of assessment will be student performance in their broadcast and digital journalism assignments. Students will be judged on the quality of their writing, grasp of technology appropriate to the medium, and story-telling skills. Students who elect the

internship as their capstone course will also be assessed by working professionals who will serve as their mentors in their internship

c. Why is this being proposed? What problem will it address?

We are proposing this change in the major because of radical shifts in the field of what was once broadcast journalism. More and more news organizations are no longer simply a radio news operation or a television news operation but have become hybrids, blending on-line news sites, podcasts with the traditional media. In our redesigned program, we seek to prepare our students for the current professional environment.

d. What research has been done and what evidence does the departments/programs have of the need for and interest in it?

Partly, our decision to change the program arises from the ample evidence of radio and television news operations have pursued aggressively a presence on the Internet, but it is also based on discussions at professional conferences (for example the Poynter Institute) and seminars.

e. How would it fit with departmental philosophy and existing curriculum?

The change is consistent with the school of Communications mission statement, most specifically:

"Our students learn current and emerging theoretical, technical, creative, and managerial aspects of communications."

f. How would it fit with the philosophy and existing curriculum of the School/College and the University?

See response to "e" above.

g. Are there existing courses in other departments/programs which are appropriate for inclusion in this proposal?

The Department of Electronic and Photographic Media has a course that we are adding to the major, INTM 1600, Introduction to Interactive Media. We have consulted with both the chair of the department and the program coordinator for the Interactive major who concur with our decision to add the course.

h. Which sites will it be available on?

At present, the major will continue to be offered strictly on the main campus but may, in the future, be offered at other sites.

i. If the proposal is for a new prefix, what entity will be responsible for scheduling and evaluating the courses?

VI. Staffing Information:

a. What additions or changes in staffing are necessary to implement this new major, emphasis, minor, certificate or prefix ?

We will meet the staffing needs primarily by using existing full-time and adjunct faculty but are also seeking a new faculty line that will allow us to meet what we see as an increased demand for the program.

b. How will this be coordinated?

The current program coordinator for the Broadcast Journalism program will coordinate the program in Broadcast and Digital Journalism.

c. Who will co-ordinate this program?

See response to "b" above.

VII. Feasibility information:

a. What are the resources (space and equipment) necessary for this new major, emphasis, minor, certificate or prefix?

Current computer labs and audio/.video facilities will be adequate for the program.

b. What are the projections for enrollment and growth for this new major, emphasis, minor, certificate or prefix?

Presently, the Broadcast Journalism program has approximately 75 majors and has been experiencing at least moderate growth every year over the past decade.

VII. What entities (department, college/school) have reviewed and approved this proposal?

The program change was approved unanimously by the Department of Communications and Journalism.


Dean of the Department

4/23/08
Date


Chair of the Department

4/23/08
Date


Chair, Curriculum Committee

6 May 2008
Date

Summary of Change of Major Broadcast and Digital Journalism

Responding to changes in the industry, which is shifting away from what we think of as traditional media like radio and television and toward integrated media dominated, at least for now, by Internet news operations, we are changing our Broadcast Journalism major as follows:

1. We are renaming it "Broadcast and Digital Journalism" to reflect the expansion of the media we use.
2. We are creating two new required courses (BJRN 2600, Introduction to Digital Journalism, and BJRN 3600, On-line Journalism Production).
3. We are adding an existing course offered in the Department of Electronic and Photographic Media (INTM 1600, Introduction to Interactive Media).
4. We are dropping one course from the current list of required courses (JOUR 2140, Advanced Reporting) because the content of the courses that already exist, coupled with that of the new courses will make that course redundant
5. We are no longer going to ask students to complete three credits of major electives from a prescribed list.
6. The net result is that we will be raising the required number of hours from 54 hours to 57 hours. (We derive that by beginning with 54 required hours, adding three new required courses totaling nine credits, dropping one required course for three credits and no longer requiring students to choose a major elective for three credits.)

Existing Major

Broadcast Journalism

Students majoring in broadcast journalism develop skills required in reporting, writing, producing, and editing news for radio and television. Students have hands-on experiences through class projects, work on various television news programs, news shifts at the University-sponsored radio station, and internships. The program also examines issues including the impact of TV and radio news, and ethical considerations.

Portfolio Requirements

Students majoring in broadcast journalism complete a resume tape as part of the requirements for BRJN 4700 Professional Development in Broadcast Journalism, under the guidance of their professor.

Student Learning Outcomes

Successful graduates of the program will learn:

- Broadcast-style news writing skills;
- The history of broadcasting;
- Broadcast performance skills;
- How to conduct interviews for broadcast;
- How to record and edit sound for radio news;
- How to shoot and edit video for television shows;
- How to identify and create the components of radio and television newscasts;
- The functions performed by broadcast news personnel;
- How news judgment affects story choice;
- How to address the ethical issues facing broadcast journalists.

Degree Requirements

- 54 required credit hours
- 36 general education credit hours
- 38 elective credit hours

Required Courses

- EPMD 1000 Introduction to Media Production 3 hours
- MEDC 1010 Introduction to Mass Communications 3 hours
- JOUR 1030 Fundamentals of Reporting 3 hours
- VIDE 1810 Video Production I 3 hours
- BJRN 1830 Broadcast Delivery and Interpretation 3 hours
- BJRN 2070 History of Broadcasting 3 hours
- BJRN 2110 Production Techniques 3 hours
- JOUR 2140 Advanced Reporting 3 hours
- MEDC 2200 Ethics in the Media 3 hours
- BJRN 2410 Introduction to Radio-TV Journalism 3 hours

- MEDC 2800 Cultural Diversity in the Media 3 hours
- BJRN 2850 Radio-TV News Reporting 3 hours
- BJRN 3580 Radio News Reporting and Production 3 hours
- BJRN 3590 Television News: Reporting and Producing 3 hours
- MEDC 4100 The Law and the Media 3 hours
- BJRN 4700 Professional Development in Broadcast Journalism 3 hours
- MEDC 4950 Professional Media Practicum* OR
BJRN 4620 Senior Overview* 3 hours

**Capstone Course*

A minimum of 3 credit hours must be chosen from the following:

- BJRN 1930 Sports Broadcasting 3 hours
- JOUR 2360 History and Principles of American Journalism 3 hours
- JOUR 3080 Global Journalism 3 hours
- BJRN 3220 Presentation of TV News 3 hours
- JOUR 3300 Newspaper Production Workshop 2-4 hours
- JOUR 4170 Investigative Journalism 3 hours
- AUDI 4600 Radio Production Workshop 4 hours

Proposed Major

Broadcast and Digital Journalism

Students majoring in broadcast and digital journalism develop skills required in reporting, writing, producing, and editing news for radio, television and digital media. Students have hands-on experiences through class projects and internships. The program also examines issues including the impact of broadcast and digital news, and ethical considerations.

Portfolio Requirements

As part of the requirements for BRJN 4700 Professional Development in Broadcast Journalism, students majoring in broadcast and digital journalism will complete a professional portfolio that will be evaluated by the professor, who is a professional currently working in the industry. The successful portfolio will be an appropriate tool that the student may use to apply for work in the industry.

Student Learning Outcomes

Successful graduates of the program will be able to demonstrate:

- News writing skills for broadcast and digital delivery;
- Broadcast performance skills;
- How to conduct interviews for broadcast and digital outlets;
- How to record and edit stories and packages for radio and television news;
- How to write and produce stories for on-line and digital delivery
- How to identify and create the components of radio and television newscasts as well as digital sites

Degree Requirements

- 57 required credit hours
- 36 general education credit hours
- 35 elective credit hours

Required Courses

- EPMD 1000 Introduction to Media Production 3 hours
- MEDC 1010 Introduction to Mass Communications 3 hours
- JOUR 1030 Fundamentals of Reporting 3 hours
- VIDE 1810 Video Production I 3 hours
- BJRN 1830 Broadcast Delivery and Interpretation 3 hours
- BJRN 2070 History of Broadcasting 3 hours
- BJRN 2110 Production Techniques 3 hours
- **BRJN 2600 Introduction to Digital Journalism 3 hours**
- **BJRN 3600 Online Journalism Production 3 hours**
- MEDC 2200 Ethics in the Media 3 hours
- BJRN 2410 Introduction to Radio-TV Journalism 3 hours
- MEDC 2800 Cultural Diversity in the Media 3 hours
- BJRN 2850 Radio-TV News Reporting 3 hours
- BJRN 3580 Radio News Reporting and Production 3 hours

- BJRN 3590 Television News: Reporting and Producing 3 hours
- ***INTM 1600 Introduction to Interactive Media 3 hours*****
- MEDC 4100 The Law and the Media 3 hours
- BJRN 4700 Professional Development in Broadcast Journalism 3 hours
- MEDC 4950 Professional Media Practicum* OR BJRN 4620 Senior Overview* 3 hours

- **Capstone Course*

(Note: We have highlighted the new courses we are proposing in **bold** and have highlighted the existing course we are adding to the major in *italics*.)

(Also note: we are dropping six credit hours from the major requirements but adding nine, which increases the total number of required hours to 57 from 54.)