

SECTION: 14
DATE: October 7, 2014

**BOARD OF REGENTS**  
**EASTERN MICHIGAN UNIVERSITY**

**RECOMMENDATION**

**NEW ACADEMIC PROGRAMS**

**ACTION REQUESTED**

It is recommended that the Board of Regents approve a new Academic Program: Media Studies & Journalism, Bachelor of Arts

**SUMMARY**

Today's evolving news media landscape demands a more interdisciplinary, interactive, and fluid approach of study and exploration.

The proposed major in Media Studies and Journalism combines courses from two existing programs in Electronic Media & Film Studies (CMTA) and Journalism (ENGL). The proposed program will offer a curricular model of integrating skills-based training, critical and conceptual learning, pre-professional and practical training, community-based learning, and academic service learning.

The interdisciplinary program will speed students' progress toward their degrees by enabling innovative and flexible curriculum choices within a single major. Currently, Eastern students who want to be journalists need to choose between broadcasting (CMTA) and print (ENGL). Yet the professions now often demand "cross-training" – for instance, broadcast journalists now develop online content and blog posts, while print journalists shoot and edit video. The division between the two majors is becoming obsolete and forces current Eastern students into awkward combinations of double majors and major/minor within similar and often- redundant fields of study. This new program resolves these dilemmas with an integrated approach.

**FISCAL IMPLICATIONS**

None at this time. The program will be funded with existing resources.

**ADMINISTRATIVE RECOMMENDATION**

The proposed Board action has been reviewed and is recommended for Board approval.

\_\_\_\_\_  
University Executive Officer

\_\_\_\_\_  
Date

EASTERN MICHIGAN UNIVERSITY  
DIVISION OF ACADEMIC AND STUDENT AFFAIRS  
OFFICE OF THE ASSOCIATE VICE-PRESIDENT FOR ACADEMIC PROGRAMMING AND SERVICES  
INTER OFFICE MEMORANDUM

**TO:** Chris Shell, Registrar  
Mary Ramsey, Department Head, English Language & Literature  
Kathleen Stacey, Department Head (I), Communication, Media & Theatre Arts

**FROM:** Rhonda Longworth, Associate Vice-President for Academic Programming and Services

**SUBJECT:** **Media Studies and Journalism (New Program)**

**DATE:** May 8, 2014

The attached request from the Departments of English Language & Literature, and Communication, Media & Theatre Arts, as well as the College of Arts and Sciences for a new undergraduate program, **Media Studies and Journalism Major**, is approved.

*The effective date will be determined following consideration by the Academic Officers Committee, Presidents Council, State Universities of Michigan and the Eastern Michigan University Board of Regents.*

If you have any questions, please contact Christine Deacons, Director of Academic Support Services (487-2133, [cdeacons@emich.edu](mailto:cdeacons@emich.edu)).

Attachment: New Program Proposal

cc:

Kim Schatzel, Provost and Vice-President of Academic and Student Affairs  
Thomas Venner, Dean, College of Arts & Sciences  
Sandy Norton, President, Faculty Senate  
Calvin McFarland, Director, Academic and Career Planning  
Julie Knutson, Director, Extended Programs  
John Feldkamp, Assistant Director, Honors College  
Ramona Milligan, Coordinator, Registration  
Carol Evans, Transfer Equivalency Coordinator, Records & Registration  
Maryann Shichtman, Divisional Coordinator, Admissions  
Janet Campbell, Institutional Research and Information Management  
Robert Kelly, Collection Development Librarian  
Bin Ning, Assistant Vice President and Executive Director, IRIM  
Pat Cygnar, Director, Community College Relations  
Carol Schlagheck, English Language & Literature  
Original, Catalog Office

G-04 Halle Library  
734-487-2133  
[Catalog@emich.edu](mailto:Catalog@emich.edu)

EASTERN MICHIGAN UNIVERSITY  
DIVISION OF ACADEMIC AFFAIRS

RECEIVED  
JAN 16 2014  
Arts and Sciences  
Dean's Office

OUTLINE FOR SUBMITTING PROPOSALS FOR NEW DEGREE PROGRAMS

RECEIVED  
JAN 16 2014  
Arts and Sciences  
Dean's Office

Use this outline to prepare proposals for new programs, including undergraduate majors and minors and graduate majors. Proposals should be submitted in narrative form, organized according to the following outline. Guidelines for submitting such proposals are on the following pages.

PROPOSED PROGRAM NAME: MEDIA STUDIES AND JOURNALISM

DEGREE: B.A. OR B.S. REQUESTED START DATE FALL 2014

DEPARTMENT(S)/SCHOOL(S): CMTA / ENGL COLLEGE(S): CAS

CONTACT PERSON: CAROL SCHLAGHECK, ENGL/JRNL CONTACT PHONE: 487-4220

CONTACT EMAIL: CSCHLAGHE@EMICH.EDU

**I. Description:**

**A. Goals, Objectives, Student Learning Outcomes**

**1. The general philosophy and intent of the proposed program**

The velocity of change in media and technology since the advent of the 21<sup>st</sup> century is astonishing. Emerging forms of media have rendered traditional departments that emphasize discrete media less effective in meeting the needs of contemporary students. The evolving news media landscape demands a more interdisciplinary, interactive, and fluid approach of study and exploration.

The proposed major in Media Studies and Journalism combines courses from programs in Electronic Media & Film Studies and Journalism. The proposed program will offer a curricular model of integrating skills-based training, critical and conceptual learning, pre-professional and practical training, and community-based, academic service learning. The interdisciplinary program will speed students' progress toward their degrees by enabling innovative and flexible curriculum choices within a single major. Currently, Eastern students who want to be journalists need to choose between broadcasting or print. If they want to be broadcast journalists, they major in Electronic Media and Film Studies, in the Department of Communication, Media and Theater Arts. If they want to work in print or online journalism, they major in Journalism, in the Department of English Language and Literature. Yet the professions demand "cross-training" – for instance, broadcast journalists now develop online content and blog posts, while print journalists shoot and edit video. The division between the two majors is becoming obsolete and forces current Eastern students into awkward combinations of double majors and majors/minors within similar and often-redundant fields of study.

**2. Objectives**

Our primary objective is to prepare students for a future in which they will need to adapt to ever-changing contexts across multiple media platforms. Another critical objective is to encourage the development of partnerships and collaborations within the University among faculty studying news media, as well as with various media industries and professional organizations.

Recently, the Department of Student Media, which oversees the operation of The Eastern Echo and the Cellar Roots literary magazine, joined the College of Arts and Sciences. The development of this interdisciplinary major from two programs within the CAS will further strengthen the academic mission of Student Media on campus by providing significant opportunity for collaboration, mentorship, and internships.

### 3. Student Learning Outcomes

- A. Students will be able to discern the appropriate platform to disseminate information.
- B. Students will be able to design and produce content using multiple platforms, including print, audio, video, social media, and digital.
- C. Students will be able to analyze the social, economic, and political forces that affect the production and distribution of traditional (legacy) media and digital communication.
- D. Students will be able to identify the ethics and laws that guide professional behavior in media/digital production and distribution.

### B. Program

## Major Requirements: 42 hours

*Students must earn a "C" or better grade in each required course for this major*

**The Media Studies and Journalism (MSJ) Program will be 42 credit hours and will require a minor of the student's choice, in consultation with program advisers.**

### I. Required Courses (33 credit hours)

CTAT 130 - Introduction to Electronic Media	(3)
JRNL 213 - Introduction to Journalism (Gen Ed Area IV)	(3)
JRNL 215 - News Writing and Reporting	(3)
CTAT 334 - Radio-Television News	(3)
CTAT 131 - Introduction to Audio Production and Direction	(3)
CTAT 132 - Introduction to Video Production and Direction	(3)
CTAT 344W - Continuity Writing for Electronic Media (Gen Ed Area I, W)	
OR JRNL 306W - Feature Writing (Gen Ed Area I, W)	(3)
JRNL 307 - Copy Editing	(3)
JRNL 310 - Digital Journalism	(3)
JRNL 453 - Advanced Reporting – (Capstone to be cross-listed)	(3)

JRNL 455 - Journalism Law and Ethics

OR CTAT 336 Electronic Media Law (3)

**Required Internship or Cooperative Education (3 credit hours)**

CTAT 487 - Internship in Radio-TV-Film (1)

CTAT 488 - Internship in Radio-TV-Film (2)

CTAT 489 - Internship in Radio-TV-Film (3)

JRNL 488 - Internship in Journalism/Public Relations (1)

JRNL 489 - Internship in Journalism/Public Relations (2)

JRNL 490 - Internship in Journalism/Public Relations (3)

CTAA 165 - Television Laboratory (1)

CTAA 169 - Radio Station WQBR (1)

**III. Restricted Electives within the program (6 credit hours):**

Courses offered by the Electronic Media and Film Studies (EMFS) or Journalism (JRNL) programs and not listed above as requirements for the interdisciplinary MSJ major may be selected as restricted electives. Other courses with adviser approval.

CTAT 231 - Audio Recording Techniques (3)

CTAT 232 - Lighting for TV and Film (3)

CTAT 233 - Digital Video Editing (3)

CTAT 241 - Announcing Techniques for Electronic Media (3)

CTAT 331 - Intermediate Radio Production and direction (3)

CTAT 332 - Intermediate Television Production and Direction (3)

CTAT 333 - Fundamentals of Electronic Moviemaking (3)

CTAT 431 - Advanced Radio Production and Direction (3)

CTAT 432 - Advanced Television Production and Direction (3)

CTAT 336 - Studies in Electronic Media (3)

CTAT 446 - Contemporary Problems in Electronic Media (3)

CTAT 479 - Special Topics (3)

JRNL 305 - Editorial, Column, and Review Writing (3)

JRNL 309 - Sports Writing (3)

JRNL 311 - Newspaper Layout and Design (3)

JRNL 313 - History of American Journalism (3)

JRNL 423 - Magazine Article Writing (3)

JRNL 454 - Contemporary Problems in Journalism (3)

JRNL 479 - Special Topics (3)

**2. List all new and revised courses:**

This interdisciplinary major is designed with existing courses.

**3. Describe program delivery plan:**

The MSJ major will be delivered primarily in the traditional classroom/lab format. A smaller number of hybrid or online classes will also be offered.

**4. Outline a typical program of study a student would follow in completing the program:**

Appendix A is an Advising Worksheet for use by students and advisers.

**5. In which department or College will the program be administered?**

The Media Studies and Journalism Program would be administered by the Communication, Media, and Theater Arts Department.

**6. Indicate the minimum number of total credit hours that students completing the program should have taken by the time they graduate:**

Course Hour Breakdown for MSJ majors:

General Education Courses.....40 Hours

MSJ Program Requirements .....42 Hours

Minor.....21 Hours

University Electives.....21 Hours

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TOTAL..... 124 Hours

**C. Admission**

1. There will be no admission requirements to the MSJ program beyond the University enrollment standards. However, a "C" or better grade in all courses is required to count toward the major.
2. There will be no conditional admission to the MSJ major.

## D. Projections

Currently, the approximate number of students enrolled in each of the participating programs is about 410: EMFS =260; JRNL= 150. A conservative estimate is that 1/3 of these students will opt for the new major, making the initial enrollment in the area of 135. Based on employment projections in the field, there is every reason to believe that the MSJ major will be a draw for high school and transfer students as they consider university choices. This recruiting potential makes it reasonable to expect the number of students in the program will double within three to five years.

## II. Justification/Rationale

The new major in Media Studies and Journalism will provide EMU students with the opportunity to draw from the strengths of two strong existing programs – Journalism and Electronic Media & Film Studies. The rapid change in the news media professions require the acknowledgement that formerly free-standing disciplines must now embrace the overlapping nature of their existence.

A dual-sited major will benefit students whether their aspirations are as news media creators, managers, or media scholars. It also offers faculty and programmatic efficiencies.

Impetus for this new program proposal has come from numerous reports on the future of journalism and communication education, including a 2012 report on the foundations that support journalism education. Granting foundations have been urging universities to update their programs in light of changes in the industry. Read more: <http://www.poynter.org/how-tos/journalism-education/184266/6-foundations-tell-journalism-schools-to-change-faster-or-else/>

Larger universities, such as Michigan State, and small colleges, such as Alma College, have taken this route with high student interest. Eastern Michigan University is well-positioned to offer a high-caliber major in Media Studies and Journalism based on the strength of our core programs. Our geographic proximity to major media markets, as well as strong local news organizations, also is an important feature in the further development of internship opportunities and entry-level employment.

Perhaps the strongest justification for this new program proposal has come from our own alumni, who tell us how their careers are changing and advise on how we should be changing our curriculum to meet industry demands on our graduating students.

**Appendix B.** Letter of support from Richard Campbell, Ph.D., Journalism Program Director, Miami (Ohio) University, and author of *Media and Culture: Mass Communication in a Digital Age*.

**Appendix C.** Letter of support from Amalie Nash (EMU alum), assistant managing editor, *Detroit Free Press*

**Appendix D.** Letter of support from Kevin Devine, Director of Eastern Michigan University Student Media.

## III. Preparedness

**A. Full-Time Tenure Track Faculty Members and Full-Time Lecturers from Each of the Two Existing Programs**

## Electronic Media/Film Studies

### Full-time Tenure-Track Faculty:

**Sadaf R. Ali** is a former television and radio news reporter and has worked for mainstream and ethnic media in Ohio and Michigan. Sadaf earned her M.A. in Broadcast Journalism from Columbia College-Chicago in 2002, examining capital punishment and the ensuing moratorium in Illinois. She is currently a Ph.D Candidate in the Department of Communication at Wayne State University focusing on risk/crisis information, securitization, race, and audience attitudes towards messages originating from traditional and social media sources. Sadaf is a quantitative researcher, who favors content analysis and experimental design as her methodologies of choice. Recent publications include:

Ali, S., Fahmy, F. (In press) Gatekeeping & Citizen Journalism: The use of social media during the recent uprisings in Iran, Egypt, and Libya. *Media, War & Conflict*.

Ali, S. & Fahmy, S. (In press). The icon of the Egyptian revolution: Using social media in the toppling of a Mideast Government. In Ralph Berenger (Eds.), *Social Media Go to War—Civil Unrest, Rebellion and Revolution in the Age of Twitter*. Marquette Books LLC.

Ali, S., James, D., and Vultee, F. (In press). Strike a pose: Comparing Associated Press and UNICEF visual representations of the children of Darfur. *African Conflict and Peacebuilding Review (ACPR)*.

In 2010, Sadaf was part of an Emmy award winning project titled: The MATRIX: Commemorating Walter P. Reuther, Union Activist. Currently, she is working on another documentary examining Islamic prison ministry in Michigan.

**John Cooper** was born in Toledo, Ohio. He has lived in Cincinnati, Boston, and now, Ypsilanti. He has taught at the University of Michigan, the University of Detroit, Defiance College and was a teaching fellow at Bowling Green State University for three years. He has written the instructor's manual for "Broadcasting, Cable, the Internet and Beyond," the preeminent text for introductory media students, for the last 12 years. He is also a sought after reviewer for textbooks. He has been a finalist for the Holman Learning Center's Outstanding Classroom Instruction award and is a 2012 recipient of the Alumni Association's Teaching Excellence Award. He has been part of the EMU faculty since 1993. He currently resides in Ypsilanti, close to both his son and daughter (EMU, 2011).

**Keith Damron** was born in Wyandotte, MI. After graduating from EMU he served as the Community Programming Director for Wyandotte Municipal Cable TV for 10 years. He next migrated, first to Reno, NV, and later to Los Angeles where he worked at E Entertainment Television as a production engineer for such shows as *Talk Soup* and *E News Daily*. He later moved on to become a television writer. At Universal Studios he served as the story editor for the series *Sliders*. He also wrote for Warner Brothers Animation, contributing scripts to the series *Justice League* and *Legion of Super-Heroes*. He later moved on to serve as program director for Galaxy Online, one of the first websites to stream science fiction programming. Keith returned to EMU in 2002 and has been focusing his efforts on expanding curricular and extra-curricular offerings to meet the changes and new challenges that are taking place in the industry. He supervises the production end of ETV, which provides extensive hands-on opportunities for students to develop their skills in television. He has also been designing new coursework in movie production to prepare students for the opportunities created by The Michigan Film Incentive.



**Geoffrey Hammill** is a native of Lorain, Ohio and has spent his life in Ohio, Indiana and, since 1987, Michigan. He has taught at Lorain County Community College and Indiana State University in addition to being a teaching graduate student at Bowling Green State University. He has been a professional educator since 1973, focusing on radio/TV/film production and criticism. His current academic focus is Media Literacy, the study of how media messages are received and used by the audience. Its goal is to "disarm the messenger." He has presented several papers at the Popular Culture Association and Broadcast Education Association conferences. He has also represented the program at the Michigan Association of Broadcasters. A professional educator and academic, Dr. Hammill has been a member of the EMU community since 1987 and he's been a full Professor since 1997.

**Mary Ann Watson** is a recipient of the EMU Distinguished Faculty Award for Scholarly and Creative Activity and has received research awards from the Rockefeller Foundation and National Endowment for the Humanities. She is the author of *The Expanding Vista: American Television in the Kennedy Years*, which has become of widely cited work in the literature of the field. She is also the author of *Defining Visions: Television and the American Experience in the 20th Century*. Dr. Watson has contributed book chapters to many works, including *The Columbia History of American Television*. Watson is the co-editor of *Norman Corwin's One World Flight: The Lost Journal of Radio's Greatest Writer*.

Her articles have also appeared in the *Washington Journalism Review*; *Media Studies Journal*; *Journal of Broadcasting*; *Journal of Popular Film & Television*; and *Electronic Media*. Watson has contributed entries to the *Encyclopedia of Television* and the *Encyclopedia of Popular Culture*.

Dr. Watson has been a consultant to several documentaries, including *Color Adjustment: Blacks in Prime Time*; *Making Sense of the Sixties*; and *JFK: Breaking the News*, all of which aired on American public television. She has worked on many museum exhibitions and archival seminars, including programs at the UCLA Film & Television Archive; the Museum of Broadcast Communications; the Chicago Historical Society, and the Smithsonian Institution. Watson is often called on for expert commentary on media issues by news organizations that include: CNN, NPR, BBC Radio, CBC Television, the *Boston Globe*, the *Chicago Tribune*, the *Washington Post*, as well as *TV Guide*.

#### Full-time Lecturers:

**Megan Gore** is from Michigan and is a lecturer in both Communication and Electronic Media and Film Studies at Eastern Michigan University. She has taught at Monroe Community College and University of Toledo, in addition to being a graduate teaching assistant at Eastern Michigan University. She has professional broadcasting experience from 62-CBS Detroit, ABC in Toledo Ohio and WDIV-NBC Local 4 Detroit, where she still helps with special media events. Ms. Gore has been a member of the Communication, Media & Theatre Arts Department since 2004. She is the faculty advisor for Eagle Radio, EMU's student run Internet radio station. Currently, her academic focus is pursuing a graduate degree in Educational Leadership with a focus on higher education from EMU.

**Matthew Hanson** is originally from Ann Arbor, Michigan and now resides in Ypsilanti. As an educator at Eastern Michigan University, Hanson teaches audio production and film studies courses in the area of Electronic Media and Film and has been with the University since 1997. Hanson's research interests include: Italian Cinema, non-linear film narrative and Rock and Roll cinema. He has presented at BEA on the subjects of University Film Festivals and Reality Television, and at Wayne State's Graduate Conference on the theme of Carnivale in the films of Federico Fellini. Hanson has been a professional recording engineer/producer for over 20 years. He has recorded Rock and Roll Hall of Fame recipient Ron Asheton,

Pulitzer prize-winner William Bolcom, and has worked with producer Tim Patalan on recordings by the bands Sponge and Hoarse.

## Journalism

**James Pinson** has taught at Eastern since the fall of 1990. He holds a doctorate in journalism from the University of Missouri, where he also taught for six years. He is co-author with Brian S. Brooks and Jean Gaddy Wilson of *Working With Words* (Bedford/St. Martin's Press), a grammar, style and usage guide for student and professional journalists, and also co-wrote with Brooks the latest editions of the classic editing text *The Art of Editing in the Age of Convergence* (Allyn & Bacon). Both books have stood the test of time and been through many editions. In addition, Pinson and Brooks also co-wrote the "St. Martin's Wire Services Hotline," a computer program that served as a reference to grammar and usage issues for journalists. Pinson taught in the prestigious Dow Jones News Fund internship program from 1996 to 2009 and worked for about a dozen years at newspapers in three states.

**Carol Schlagheck** is a professor of journalism, and has more than 25 years of journalism experience. She was a founder of a Toledo-area community weekly, which she edited for two years. She then worked at the Monroe (Mich.) Evening News as a reporter, feature editor and copy editor for more than 10 years, and has been a freelance writer for newspapers and magazines. Her work has appeared in *Editor & Publisher*, *Quill*, *News Photographer*, *Newspaper Research Journal*. Professor Schlagheck is Coordinator of Eastern's Journalism Program and serves as Chair of the university's Student Media Board, which oversees the *Eastern Echo*, the EMU student newspaper, and *Cellar Roots*, the literary magazine. She is an active member of the Association for Education in Journalism and Mass Communication, as well as its Newspaper and Online News Division, for which she served as 2013 research co-chair.

**Christine M. Tracy** is a media ecologist, EMU journalism professor, and a former reporter. She holds a Ph.D. from Rensselaer in Troy, NY, where she studied the evolution of media and worked as a founding editor of Computer-Mediated Communication, one of the Web's first e-zines. Tracy wrote *The Newsphere: Understanding the News and Information Environment* (Peter Lang 2012) to combat disillusionment with news. She coined the word "newsphere" to depict a more dynamic, interactive, and responsible news environment that builds on the integral theories of scientist and phenomenologist Pierre Teilhard de Chardin. Her publications include:

Tracy, Christine M. "Ecological Journalism and the role of Perception." *EME, the Journal of the Media Ecology Association*. (Volume 11 Number 2 2013);

Tracy, Christine M. *The Newsphere: Understanding the News and Information Environment*. Peter Lang, New York 2012.; Tracy, Christine M. "Teilhard de Chardin and a Technology of Grace." *EME, the Journal of the Media Ecology Association*. (Volume 8 No. 2 2009);

Tracy, Christine M. "A Quantum Exploration of the News Ecosystem." *EME, the Journal of the Media Ecology Association*. (Volume 9 No. 3 2010).;

Tracy, Christine M. and Logan, Robert K. "A Biological Approach to the Rhetoric of Emergent Media." *2008 Conference Proceedings of the Media Ecology Association*.;

Tracy, Christine M. "Ecology and Democracy: Citizen Journalism in the Digital Age." *2008 Conference Proceedings of the Media Ecology Association.*; Tracy, Christine. "Effective Rhetorical Strategies for Designing Digital Texts." *Language Arts Journal of Michigan*, Fall 2007.

### **Full-time Lecturer:**

**Arnold Makowiak** is a former Ann Arbor News copy editor, who teaches the fundamentals of news writing, reporting, and editing. He has taught in our Journalism Program for more than 20 years.

#### **B. Describe current library resources and analyze the adequacy.**

Each of the areas represented in the Media Studies and Journalism major have worked together with the Halle Library staff to maintain needed resources, so there will not be a demand for significant additional acquisitions.

#### **C. Analyze the adequacy of existing facilities.**

The current media studios, computer labs, and classrooms are adequate for the launch of the proposed major. However, a common "home" area for meetings, advising, and student gatherings would be a wonderful means of fostering the cooperative spirit of the MSJ program. The TV Studio in the Halle Library would be an ideal space for these non-teaching activities.

#### **D. Adequacy of supportive courses/faculty/equipment outside of departments?**

Both areas involved in the proposed Media Studies and Journalism major have relied on each other as a means of support. Courses have been approved in one program for use as an elective in the other, and equipment has been shared when possible. The new major would formalize the cross-pollinating support systems that have evolved through necessity.

#### **A. Outline marketing plan:**

We propose a two-pronged marketing plan with internal and external campaigns. The internal strategy to introduce the new major to students and the University community will include an on-campus informational event with coverage by the *Eastern Echo*, WEMU, Eagle Radio, E-TV, and other campus print and on-line publications. Once the major is up and running, a Media Studies and Journalism table will be present at all Explore Eastern gatherings.

The external marketing plan will involve energetic outreach to high schools and community colleges, particularly those whose articulation agreements with EMU. Web releases and

TruEMU billboards would also keep the Media Studies and Journalism major in a high public profile.

#### **IV. Assessment/Evaluation**

Our Capstone class, JRNL 453 Advanced Reporting (to be cross-listed), will serve as the final assessment tool for the major. Its design will check core skills and learning outcomes through each student's development and execution of a final. The use of exit surveys will also be employed.

#### **V. Program Costs**

##### **A. Faculty, lecturers, or support staff required**

Currently, there is sufficient coverage by faculty and lecturers to begin the program in the semester following its approval. With growth of the program and eventual retirements, additional faculty lines will be needed. Ideally, a staff-based coordinator would be added. No Graduate Assistants beyond those assigned to the original programs are requested.

The Journalism Program lost a faculty member to retirement at the start of the Fall 2013 semester. The request to replace that faculty member, as well as those needed due to upcoming retirements, would be interdisciplinary hiring requests.

##### **A. Space or facilities required**

The previously mentioned common "home" area would be the only request at this time

##### **B. Equipment required**

No additional equipment is needed to launch the MSJ program.

##### **C. Assistantships**

No additional assistantships required.

##### **D. Library resources**

Existing adequate.

##### **E. Marketing and recruiting costs**

Modest. Approximately \$3,500

##### **F. Other costs**

N/A

G. Total of all financial requirements for implementation of proposed degree?

Minimal beyond marketing costs.

**VI. Action of the Department/College**

**1. Department/School** (Include the faculty votes signatures from all submitting departments/schools.)

Vote of faculty: CMTA Dept	For	<u>26</u>	Against	<u>0</u>	Abstentions	<u>1</u>
English Dept.	For	<u>37</u>	Against	<u>0</u>	Abstentions	<u>0</u>

(Enter the number of votes cast in each category.)

We support this proposal. The proposed program X can \_\_\_\_\_ cannot be implemented without additional College or University resources.

CMTA Department Head	Signature _____	Date <u>1/16/14</u>
English Dept Head	Signature _____	Date <u>1/16/2014</u>

**2. College/Graduate School** (Include signatures from the deans of all submitting colleges.)

**A. College.**

I support this proposal. The proposed program can  cannot be implemented within the affected College without additional University resources.

College Dean Signature \_\_\_\_\_ Date \_\_\_\_\_

**B. Graduate School (new graduate programs ONLY)**

Graduate Dean Signature \_\_\_\_\_ Date \_\_\_\_\_

**VII. Approval**

Associate Vice-President for Academic Programming Signature \_\_\_\_\_ Date \_\_\_\_\_

## VIII. Appendices

### Advising Sheet

Student ID:

Student Name:

Adviser Name:

## Media Studies and Journalism Major

Students will be required to complete 42 credit hours from the Electronic Media and Film Studies Program and the Journalism Program (see below), plus a 20-hour minor in a specified field. Admission to the program will require a 2.5 GPA.

### Department of Communication, Media and Theatre Arts information:

Interim Department Head: Kathleen Stacey [kstacey@emich.edu](mailto:kstacey@emich.edu)

Website: <http://www.emich.edu/cta/>

### Department of English Language and Literature information:

Department Head: Mary Ramsey [mramsey@emich.edu](mailto:mramsey@emich.edu)

Website: <http://emich.edu/english/>

### Major Requirements: 42 hours

*Students must earn a "C" or better in each of the required courses for this major.*

#### Required Courses: (33 credit hours)      Credit hours / Semester

CTAT 130 - Introduction to Electronic Media	(3)
JRNL 213 - Introduction to Journalism (Gen Ed Area IV)	(3)
JRNL 215 - News Writing and Reporting	(3)
CTAT 334 - Radio-Television News	(3)
CTAT 131 - Introduction to Audio Production and Direction	(3)
CTAT 132 - Introduction to Video Production and Direction	(3)
CTAT 344W - Continuity Writing for Electronic Media	
OR JRNL 306W - Feature Writing (Gen Ed Area I, W)	(3)
JRNL 307 - Copy Editing	(3)
JRNL 310 - Digital Journalism	(3)
JRNL 453 - Advanced Reporting (Capstone cross-listed)	(3)
JRNL 455 - Journalism Law and Ethics	
OR CTAT 336 Electronic Media Law	(3)

#### Required Internship or Coop (3 credit hours)      Credit hours / Semester

CTAT 487 - Internship in Radio-TV-Film	(1)
CTAT 488 - Internship in Radio-TV-Film	(2)

CTAT 489 - Internship in Radio-TV-Film	(3)
JRNL 488 - Internship in Journalism/Public Relations	(1)
JRNL 489 - Internship in Journalism/Public Relations	(2)
JRNL 490 - Internship in Journalism/Public Relations	(3)
CTAA 165 - Television Laboratory	(1)
CTAA 169 - Radio Station WQBR	(1)

### **Restricted Elective Courses: (6 credit hours – Pick 2 courses)**

Courses offered by the Electronic Media and Film Studies (EMFS) or Journalism (JRNL) programs and not listed above as requirements for the interdisciplinary MSJ major may be selected as restricted electives. Other courses with adviser approval.

CTAT 231 - Audio Recording Techniques	(3)
CTAT 232 - Lighting for TV and Film	(3)
CTAT 233 - Digital Video Editing	(3)
CTAT 241 - Announcing Techniques for Electronic Media	(3)
CTAT 331 - Intermediate Radio Production and direction	(3)
CTAT 332 - Intermediate Television Production and Direction	(3)
CTAT 333 - Fundamentals of Electronic Moviemaking	(3)
CTAT 431 - Advanced Radio Production and Direction	(3)
CTAT 432 - Advanced Television Production and Direction	(3)
CTAT 336 - Studies in Electronic Media	(3)
CTAT 446 - Contemporary Problems in Electronic Media	(3)
CTAT 479 - Special Topics	(3)
JRNL 305 - Editorial, Column, and Review Writing	(3)
JRNL 309 - Sports Writing	(3)
JRNL 311 – Newspaper Layout and Design	(3)
JRNL 313 - History of American Journalism	(3)
JRNL 423 - Magazine Article Writing	(3)
JRNL 454 - Contemporary Problems in Journalism	(3)
JRNL 479 – Special Topics	(3)

### **Minor Requirements:**

This program requires a minor. Please consult with your program adviser before selecting a minor.

### **Program Total:**

Students must earn a minimum total of 124 credits at the 100-level or above.

### **Note:**

Each student must choose a writing-intensive course as part of major completion requirements. Consult your adviser for course options.

**University information:**

Consult the online catalog at [catalog.emich.edu](http://catalog.emich.edu)



www.freep.com

# Detroit Free Press

615 WEST LAFAYETTE DETROIT, MICHIGAN 48226

Carol Schlagheck  
Journalism professor  
Eastern Michigan University  
Ypsilanti, MI

## Professor Schlagheck:

In the span of a decade, the entire landscape of journalism changed drastically. Those of us working in the profession had to quickly adapt, learn new skills or find new work. Those considering pursuing the profession needed a vastly different skill set than that of their predecessors.

When I graduated with a journalism degree from EMU in 1998, journalists were still more specialist than generalist. It helped to know skills like how to take a decent photo or lay out a page, but someone who worked as reporter focused almost entirely on reporting and writing stories. That's far from true today, when reporters are much more than wordsmiths – they're often videographers, photographers and tweeters as well (and at that, faster writers who know SEO and how to effectively reach an online audience). It's a different way of working and one that has prompted a culture change in many newsrooms and a new mindset for journalists.

The proposal for a new Media Studies and Journalism program at EMU is a critical curriculum that students need to better integrate the skills of journalists today, including traditional journalism coursework, video/documentary production, social media, and other techniques for electronic media. It's essential that the journalists of tomorrow be well-rounded and understand how to deliver the news across various platforms while holding tight to the ideals that define our profession. Students who want to be marketable would do well to take courses on such subjects as digital video editing and audio recording techniques, in addition to the important courses that defined the journalism major in the past.

In my current role at the *Detroit Free Press* as the assistant managing editor for metro/state news, I'm the hiring manager for new reporters. I review resumes on a regular basis and must weigh what each potential candidate brings to the table. I'm looking for a broad range of skills – the exact type being offered within this proposed curriculum. For instance, Gannett (the parent company of the *Free Press*) made increasing the volume of videos and video views a companywide goal for 2013. Gannett purchased iPhones for reporters and photographers across the company and launched an intensive training

program called TurboVideo in which groups of trainers visited each site (more than 80 total) for video boot camps that taught journalists how to shoot videos – from interviews and B-roll to producing a 2-minute video using the iMovie app. Now, I would expect candidates for openings at the *Free Press* to already have many of those same skills and hopefully even the potential to teach others and further fuel the video momentum we've been building throughout the year. Likewise, we focus heavily on social media, and I wouldn't look as closely at applicants who don't have a demonstrated ability to break news and leverage their own content via Twitter, Facebook, Instagram and other avenues.

I also served as a lecturer for EMU's journalism program for several years and regularly encouraged students to take classes in other departments, such as a video production class. It's imperative students are gaining these skills, and folding that coursework into a new media-journalism major is a way to ensure that happens. I also wholeheartedly agree with mandating an internship or cooperative education as part of the major. As a former EMU student and later instructor, I always felt that an internship should be a requirement to ensure students have some real-world experience before they graduate.

In the same way that journalists have been adapting and evolving, so too must the educators and programs that are getting future journalists ready to enter what's still an exciting and important field. I'm a huge advocate for EMU's journalism program and wholeheartedly support the proposed program changes to ensure the program remains highly valuable and relevant.

I'd be glad to discuss this more or answer any questions if that would help. I can be reached at [anash@frcypress.com](mailto:anash@frcypress.com).

Sincerely,

Amalie Nash  
Assistant Managing editor of metro/state news  
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EMU Class of 1998

November 8, 2013

Faculty and Staff  
Eastern Michigan University  
Ypsilanti, MI 48197

Dear Colleagues:

When students complain "There are no jobs in journalism," I quickly set them straight by sending a link to the jobs page at the Michigan Press Association and the listings at JournalismJobs.com. There are always jobs available, particularly entry-level and mid-career jobs, even here in Michigan.

But they're not your grandfather's journalism jobs, to paraphrase the old Oldsmobile ad. Welcome to the new world of digital media, journalism and communications, in which job seekers are expected to possess a multitude of skills from a range of disciplines like journalism, communications, film/video production, photography and more, in addition to the good old-fashioned critical thinking skills one gets across many disciplines.

Gone are the days of a reporter gathering the facts, getting some quotes and filing a story. Now, reporters are also expected to shoot and edit their own video and photos; post content online; maintain an active social media presence for breaking news and seeking sources; blog; aggregate related content; and participate in a dialogue with readers/viewers/listeners. And more.

As adviser to the students at *The Eastern Echo* and *Easternecho.com*, I help students with the transition from the classroom to the newsroom where they put what they've learned into practice in a very public way, with their name prominently displayed on their work, published for the world to see. While critical thinking, solid writing and good interpersonal and communications skills are a must for most of the positions here and as they move into a career in the media, the new skills and specialized knowledge mentioned above are now both de rigueur and continuously evolving.

I fully support any efforts by Academic Affairs in general and various media-related departments in particular to integrate the multiple disciplines that now constitute what could be termed "print media and broadcast" studies into a Media Studies and Journalism major. This will not only reflect the realities of the disciplines and the job market but also better position our institution to attract and retain the leaders of tomorrow in this field.

Steps in this direction include the recent move of the Department of Student Media (the Echo, Cellar Roots) from Business and Finance to the College of Arts and Sciences, and a recent vote by the Student Media Board to endorse the concept of a combined Journalism and Media Studies major.

Thank you for your time and your continued support of the Department of Student Media and *The Echo*, EMU's student newspaper since 1881.

Best regards,

Kevin S. Devine  
Director of Student Media

Nov. 2, 2013

Dear Friends at EMU:

Thank you again for the opportunity last term to come a talk with you about all of our restructuring efforts here at Miami as you folks think about updating your own curriculum. Creating a Media Studies and Journalism major, in my view, is the right way to go.

As we folded Journalism and Communication together here, the majority of our faculty came to believe that in a converged and digital world -- a world that needs smart young people with multiple skill sets -- it made sense to join forces and pool our resources. Our dean agreed. And it sounds like your plan there will give students the opportunity to take a non-media related minor. We are doing something similar at Miami by requiring all of our majors to either pick up a second major or two minors, and advising them to do the second major -- or at least one of the minors -- in non-media related fields to broaden their horizons and knowledge base.

Best of luck to you,

Richard Campbell

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