

**Program Information Report**

**Broadcast, Communication, Visual, Digital & Fine Arts**

**Broadcast Media Arts (AABCM)**

**Associate in Arts Degree**

**Program Effective Term: Fall 2019**

**High Wage Occupation**

The Broadcast Media Arts program provides hands-on training in the realm of radio and gives students experience in live production, script-writing, announcing and editing. The program course offerings emphasize the communication and technical skills needed for jobs in a variety of fields within the media industry, including advertising, public relations, broadcast journalism, project production and producing. This program prepares students to either enter directly into the workforce or transfer to a four-year institution.

**Articulation:**

Articulation agreement  
 Eastern Michigan University; BA and BS degrees; and  
 Lawrence Technological University, BS degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:  
<http://www.wccnet.edu/curriculum/articulation/levelone/colleges/>.

<b>First Semester</b>		<b>(15 credits)</b>
COM 101	Fundamentals of Speaking	3
COM 155	Scriptwriting for Broadcast Arts	3
Elective	Math Elective(s)	3
Elective	Soc. Sci. Elective(s) 1	3
Elective	Restricted Elective(s): COM 142, COM 183, COM 210, COM 235, COM 240, DRA 152, GDT 104, HUM 120, JRN 111, PHO 111 or VID 105	3-4
<b>Second Semester</b>		<b>(16 credits)</b>
COM 160	Voice and Articulation	3
ENG 111	Composition I	4
Elective	Nat. Sci. Elective(s)	3
Elective	Restricted Elective(s): Select two courses from COM 142, COM 183, COM 210, COM 235, COM 240, DRA 152, GDT 104, HUM 120, JRN 111, PHO 111 or VID 105	6-7
<b>Third Semester</b>		<b>(15 credits)</b>
COM 130	Introduction to Mass Communication	3
COM 150	Introduction to Radio Production	3
ENG 107	Technical Writing Fundamentals	3
Elective	Nat. Sci. Lab Elective(s)	3
Elective	Restricted Elective(s): COM 142, COM 183, COM 210, COM 235, COM 240, DRA 152, GDT 104, HUM 120, JRN 111, PHO 111 or VID 105	3-4
<b>Fourth Semester</b>		<b>(15 credits)</b>
COM 170	Advanced Radio Production	3
Elective	Soc. Sci. Elective(s) 2	3
Elective	Arts/Human. Elective(s) 2 (not COM)	3
Elective	Restricted Elective(s): Select two courses from COM 142, COM 183, COM 210, COM 235, COM 240, DRA 152, GDT 104, HUM 120, JRN 111, PHO 111 or VID 105	6-7

**Minimum Credits Required for the Program: 61**

PROGRAM CHANGE OR DISCONTINUATION FORM

Program Code: AABCA Program Name: Broadcast Media Arts

Effective Term: Fall 2019

Division Code: HSS Department: Humanities

**Directions:**

1. Attach the current program listing from the WCC catalog or Web site and indicate any changes to be made.
2. Draw lines through any text that should be deleted and write in additions. Extensive narrative changes can be included on a separate sheet.
3. Check the boxes below for each type of change being proposed. Changes to courses, discontinuing a course, or adding new courses as part of the proposed program change, must be approved separately using a Master Syllabus form, but should be submitted at the same time as the program change form.

**Requested Changes:**

- |  |   |
|--|---|
| <input type="checkbox"/> Review  | <input type="checkbox"/> Program admission requirements   |
| <input checked="" type="checkbox"/> Move course(s): COM 142, COM 235, COM 240, COM 210 and/or COM 183  | <input type="checkbox"/> Continuing eligibility requirements  |
| <input checked="" type="checkbox"/> Add course(s): Restrictive electives: COM 142, COM 183, COM 210, COM 235, COM 240, VID 105, PHO 111, DRA 152, GDT 104, HUM 120, or JRN 111 | <input type="checkbox"/> Program outcomes   |
| <input checked="" type="checkbox"/> Program title (title was Broadcast Arts)   | <input type="checkbox"/> Accreditation information  |
| <input checked="" type="checkbox"/> Description  | <input type="checkbox"/> Discontinuation (attach program discontinuation plan that includes transition of students and timetable for phasing out courses) |
| <input type="checkbox"/> Type of award   | <input type="checkbox"/> Other _____  |
| <input type="checkbox"/> Advisors  |   |
| <input type="checkbox"/> Articulation information  |   |

Show all changes on the attached page from the catalog.

The reasoning behind the changes proposed within Broadcast Media Arts program came about from insights gained through my winter 2018 sabbatical work. After interviewing industry professionals, former students, two and four-year instructors, along with researching offerings at other institutions, it became clear that it was necessary to re-configure our program, to meet industry needs.

First, the name of the program needs to be updated to reflect the current state of the industry. All interviewees that I spoke with recommended a name change, as the current one is antiquated. Adding in the term 'media' will allow students to recognize the new mediums involved in broadcasting, along with showing those in the media that we are keeping up with the evolving industry.

Second, we will be updating our course offerings. By removing many of the core courses within the major and creating a list of restricted electives for students to choose from, this will allow students to create more of an individualized course of study, in order to pursue their preferred pathway. Students that desire to go directly into the workforce will be able to select courses that can assist them in expanding their skill sets, regardless of transferability. Students that want to transfer to a four-year institution will be able to select courses that will transfer to their chosen college/university.

Third, a new program description needs to be adopted, to reflect the aforementioned changes. The new description reads as follows:

The Broadcast Media Arts program provides hands-on training in the realm of radio and gives students knowledge in live production, script-writing, announcing and editing. The program course offerings emphasize the communication and technical skills needed for jobs in a variety of fields within the media industry, including advertising, public relations, broadcast journalism, project production and producing. This program prepares students to either enter directly into the workforce or transfer to a four-year institution.

Finally, the semester schedule needs to be updated. See the attached sheets for the updated semester schedule.

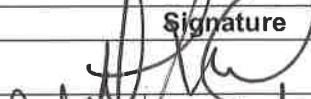

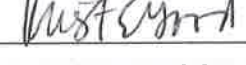
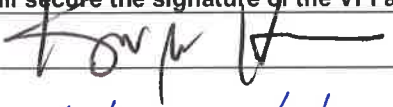
**Financial/staffing/equipment/space implications:**



N/A

**List departments that have been consulted regarding their use of this program.**

N/A

**Signatures:**

Reviewer	Print Name	Signature	Date
Initiator	Dena Blair		1/9/19
Department Chair	Allison Fournier		1/9/19
Division Dean/Administrator	Kris Good		1/11/19
<p><b>Please submit completed form to the Office of Curriculum and Assessment (SC 257).</b>  <b>Once reviewed by the appropriate faculty committees we will secure the signature of the VPI and President.</b></p>			
Vice President for Instruction	Kimberly Hurns		2/11/2019

Do not write in shaded area. Entered in: Banner \_\_\_\_\_ C&A Database 2/19/19 Log File 2/19/19 Board Approval \_\_\_\_\_  
 

## Program Description

The Broadcast Media Arts program provides hands-on training in the realm of radio and gives students <sup>experience</sup> knowledge in live production, script-writing, announcing and editing. The program course offerings emphasize the communication and technical skills needed for jobs in a variety of fields within the media industry, including advertising, public relations, broadcast journalism, project production and producing. This program prepares students to either enter directly into the workforce or transfer to a four-year institution.

### Program Semester Schedule

Class	Title	Credits
<i>First Semester</i>		
COM 101	Fundamentals of Speaking	3
COM 155	Scriptwriting for Broadcast Media Arts	3
Elective(s)	Math	3
Elective(s)	Social and Behavioral Science 1	3
Restricted Elective(s)	COM 142, COM 183, COM 210, COM 235, COM 240, VID 105, PHO 111, DRA 152, GDT 104, HUM 120, or JRN 111	3-4
<b>Total</b>		<b>15</b>
<i>Second Semester</i>		
COM 160	Voice and Articulation	3
ENG 111	Composition I	4
Elective(s)	Natural Sciences	3
Restricted Elective(s) <i>select 2 courses</i>	COM 142, COM 183, COM 210, COM 235, COM 240, VID 105, PHO 111, DRA 152, GDT 104, HUM 120, or JRN 111	6-7
<b>Total</b>		<b>16</b>
<i>Third Semester</i>		
COM 150	Intro to Radio Production	3
COM 130	Introduction to Mass Communications	3
ENG 107	Technical Writing Fundamentals	3
Elective(s)	Natural Science with Lab	3
Restricted Elective(s)	COM 142, COM 183, COM 210, COM 235, COM 240, VID 105, PHO 111, DRA 152, GDT 104, HUM 120, or JRN 111	3-4
<b>Total</b>		<b>15</b>
<i>Fourth Semester</i>		
COM 170	Advanced Radio Production	3
Elective(s)	Social and Behavioral Sciences 2	3

Elective(s)	Arts and Humanities 2 (not COM)	3
Restricted Elective(s) <i>select 2 courses</i>	COM 142, COM 183, COM 210, COM 235, COM 240, VID 105, PHO 111, DRA 152, GDT 104, HUM 120, or JRN 111	6-7
<b>Total</b>		<b>15</b>
<b>Total Credits Required</b>		<b>60-61</b>

# ACADEMICS

## Broadcast Arts (AABCA)

Associate in Arts Degree

2016 - 2017 2017 - 2018 2018 - 2019

### Description

see page 1

The Broadcast Arts program provides training in radio and gives students basic knowledge of radio production, programming, and announcing. The program emphasizes communication skills needed for jobs in a variety of fields, including advertising, public relations, broadcast journalism and program production, and prepares students for transfer to a four-year institution.

### Articulation

Eastern Michigan University; BA and BS degrees; and  
Lawrence Technological University, BS degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:  
[www.wccnet.edu/curriculum/articulation/levelone/colleges/](http://www.wccnet.edu/curriculum/articulation/levelone/colleges/).

### Contact Information

**Division:** Humanities, Social & Behav Sci  
**Department:** Humanities Dept  
**Advisors:** [Dena Blair](#)

\* PLEASE SEE ATTACHED SHEET,  
FOR NEW SEMESTER SCHEDULE.\*

### Requirements

(Items marked in orange are available online.)

#### First Semester

Class	Title	Minimum Credits
<del>COM 150</del>	<del>Introduction to Radio Production</del>	<del>3</del>
COM 155	Scriptwriting for Broadcast Arts	3
<del>COM 106</del>	<del>Voice and Articulation</del>	<del>0</del>
Elective(s)	Math	3
Elective(s)	Social and Behavioral Science 1	3
<b>Total</b>		<b>15</b>

#### Second Semester

Class	Title	Minimum Credits
<del>COM 142</del>	<del>Oral Interpretation of Literature</del>	<del>3</del>
COM 170	Advanced Radio Production	3
ENG 111	Composition I	4
Elective(s)	Arts and Humanities 2 (Not COM)	3
Elective(s)	Natural Sciences	3
<b>Total</b>		<b>16</b>

#### Third Semester

Class	Title	Minimum Credits
COM 101	Fundamentals of Speaking	3
ENG 107	Technical Writing Fundamentals	3
<del>COM 163</del>	<del>Or Persuasion</del>	<del>3</del>
<del>COM 210</del>	<del>Nonverbal Communication</del>	<del>3</del>

COM 130	Introduction to Mass Communication	3
Elective(s)	Natural Sciences with Lab	3
<b>Total</b>		<b>15</b>

Fourth Semester

Class	Title	Minimum Credits
<del>COM 235</del>	<del>Broadcast Arts Practicum</del>	<del>3</del>
<del>COM 240</del>	<del>Broadcast Arts Internship</del>	<del>3</del>
Elective(s)	Social and Behavioral Science 2	3
	Elective Any 100-level or above course(s) to reach a minimum of 60 credits. *	5
<b>Total</b>		<b>14</b>
<b>Total Credits Required:</b>		<b>60</b>

Footnotes

~~\*Additional communication courses not already used in the program are recommended.~~