LETTER OF NOTIFICATION – 11

RECONFIGURATION OF EXISTING DEGREE PROGRAMS (Consolidation or Separation of Degrees to Create New Degree)

1. Institution submitting request: Arkansas State University
2. Contact person/title: Brad Rawlins, Dean of the College of Communications
3. Title(s) of degree programs to be consolidated/reconfigured:
   1. Broadcast Journalism Emphasis from Radio and Television Degree and News Editorial and Photojournalism from Journalism Degree to be consolidated into Multimedia Journalism Degree
4. Current CIP Code(s)/Current Degree Code(s): 09.04. This CIP covers all forms of journalism.
5. Proposed title of consolidated/reconfigured program:
   1. Multimedia Journalism
   2. With emphases in News Editorial, Photojournalism, Broadcast Journalism, and Sports Journalism.
6. Proposed CIP Code for new program:
   1. 09.04
7. Proposed Effective Date:
   1. July 1, 2013
8. Reason for proposed program consolidation/reconfiguration: (Indicate student demand (projected enrollment) for the proposed program and document that the program meets employer needs)

The field of journalism has gone through major changes over the last five years. Audiences have moved to digital platforms such the Web, tablets, and smart phones. The latest Pew Center report on the State of the Media 2013, shows continued declines for newspapers, television, and radio but strong increases in use of digital platforms. The good news is that people still want to be informed, they are just finding new outlets for that information. The Tow Center for Digital Journalism issued a report that said that the transformation of journalism is “unavoidable,” and that future journalists must embrace the different ways of telling stories, become specialists, and learn how to be more entrepreneurial. The proposed changes to the journalism program—consolidating broadcast, print and photojournalism—is the first step to making those changes at Arkansas State University. By bringing these faculty and resources together, they are likely to find synergistic solutions rather than compete against each other. News organizations are looking for journalists who can effectively tell stories (still the most important skill) using a variety of tools, can use technology to reach audiences, and that think entrepreneurially.

Combining our now separated platforms of journalism into one program will create the specificity and flexibility students need to enter the current market as trained professionals. Specifically, we are building a core around multimedia journalism with possible emphasis areas in the contexts of broadcast, news editorial, photojournalism and sports journalism. This assimilation of programs mirrors national trends recorded by the Accrediting Council on Education in Journalism and Mass Communication (our external accrediting body). Of the 20 recently re-accredited programs nationally, fourteen have converged the areas of journalism into a comprehensive unit/department.

Student demand is determined by our current enrollments in these programs. Currently we have more than 70 students enrolled in broadcast and print journalism emphases (and likely have more because another 81 of our majors have not identified their specific emphasis within the college). We believe a move toward more multimedia and digital platforms for news and information will attract more students.

1. Provide current and proposed curriculum outline by semester. Indicate total semester credit hours required for the proposed program. Underline new courses and provide new course descriptions. (If existing courses have been modified to create new courses, provide the course name/description for the current/existing courses and indicate the related new/modified courses.) Identify required general education core courses with an asterisk.

**Radio and Television Degree Broadcast Journalism Emphasis (Existing)**

**Year 1 Fall Semester Sem. Hrs.**

RTV 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

RTV 2003 News Writing 3

**Year 2 Fall Semester Sem. Hrs.**

RTV 2023 Studio Production 3

**Year 2 Spring Semester Sem. Hrs.**

RTV 3003 Reporting for Electronic Media 3

**Year 3 Fall Semester Sem. Hrs.**

RTV 3023 Video Production 3

RTV 3033 Video Post Production 3

RTV Elective 3

**Year 3 Spring Semester Sem. Hrs.**

JOUR 3103 Electronic News Gathering 3

RTV Elective 3

RTV 3363 Communication Research Methods 3

**Year 4 Fall Semester Sem. Hrs.**

RTV 3373 Intro to Internet Communications 3

RTV Elective 3

RTV 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

RTV 4323 News Production and Performance 3

RTV 4313 Electronic Media Management 3

**Total Hours 45**

**Multimedia Journalism Degree Broadcast Journalism Emphasis (Proposed)**

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communications 3

**Year 2 Fall Semester Sem. Hrs.**

CMP 2313 Multimedia Production 3

**Year 2 Spring Semester Sem. Hrs.**

JOUR 2013 Multimedia Reporting 3

JOUR 3363 Communication Research Methods 3

**Year 3 Fall Semester Sem. Hrs.**

JOUR 3003, Reporting for Electronic Media 3

College of Media and Communication Elective 3

MCOM 3001 Professional Seminar 1

**Year 3 Spring Semester Sem. Hrs.**

JOUR 3103 Electronic News Gathering 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

JOUR 4323 News Production and Performance 3

College of Media and Communication Elective 3

MCOM 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

JOUR 4053 Advanced Reporting 3

JOUR 4123 Media Entrepreneurship 3

**Total Hours 47**

**Journalism Degree Photojournalism Emphasis (Current)**

**Year 1 Fall Semester Sem. Hrs.**

JOUR 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

JOUR 2003 News Writing 3

**Year 2 Fall Semester Sem. Hrs.**

JOUR 2013 News Reporting 3

**Year 2 Spring Semester Sem. Hrs.**

JOUR 3043 Photography 3

**Year 3 Fall Semester Sem. Hrs.**

JOUR 3063 News Editing 3

JOUR 3003 Feature and Magazine Article Writing 3

Communications Elective 3

**Year 3 Spring Semester Sem. Hrs.**

JOUR 3093 Photojournalism 3

JOUR 3053 Intro to Visual Comm 3

JOUR 3073 News Design 3

**Year 4 Fall Semester Sem. Hrs.**

JOUR 4013 Advanced Photojournalism 3

Communications Elective 3

**Year 4 Spring Semester Sem. Hrs.**

JOUR 4073 Law and Ethics 3

**Total Hours 40**

**Multimedia Journalism Degree Photojournalism Emphasis (Proposed)**

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communications 3

**Year 2 Fall Semester Sem. Hrs.**

CMP 2313 Multimedia Production 3

**Year 2 Spring Semester Sem. Hrs.**

JOUR 2013 Multimedia Reporting 3

JOUR 3363 Communication Research Methods 3

**Year 3 Fall Semester Sem. Hrs.**

JOUR 3043 Photography 3

College of Media and Communication Elective 3

MCOM 3001 Professional Seminar 1

**Year 3 Spring Semester Sem. Hrs.**

JOUR 3093 Photojournalism 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

JOUR 4013 Advanced Photojournalism 3

College of Media and Communication Elective 3

MCOM 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

JOUR 4552 Advanced Photography 3

JOUR 4123 Media Entrepreneurship 3

**Total Hours 47**

**Journalism Degree News Editorial Emphasis (Current)**

**Year 1 Fall Semester Sem. Hrs.**

JOUR 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

JOUR 2003 News Writing 3

**Year 2 Fall Semester Sem. Hrs.**

JOUR 2013 News Reporting 3

**Year 2 Spring Semester Sem. Hrs.**

JOUR 3043 Photography 3

**Year 3 Fall Semester Sem. Hrs.**

JOUR 3063 News Editing 3

JOUR 3003 Feature and Magazine Article Writing 3

Communications Elective 3

**Year 3 Spring Semester Sem. Hrs.**

JOUR 3053 Intro to Visual Comm 3

JOUR 3083 History of Mass Media 3

JOUR 3073 News Design 3

**Year 4 Fall Semester Sem. Hrs.**

JOUR 4053 Public Affairs Reporting 3

Communications Elective 3

**Year 4 Spring Semester Sem. Hrs.**

JOUR 4073 Law and Ethics 3

**Total Hours 40**

**Multimedia Journalism Degree News Editorial Emphasis (proposed)**

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communications 3

**Year 2 Fall Semester Sem. Hrs.**

CMP 2313 Multimedia Production 3

**Year 2 Spring Semester Sem. Hrs.**

JOUR 2013 Multimedia Reporting 3

JOUR 3363 Communication Research Methods 3

**Year 3 Fall Semester Sem. Hrs.**

JOUR 3063 News Editing 3

College of Media and Communication Elective 3

MCOM 3001 Professional Seminar 1

**Year 3 Spring Semester Sem. Hrs.**

JOUR 3043 Photography 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

JOUR 4093 News Design 3

College of Media and Communication Elective 3

MCOM 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

JOUR 4053 Advanced Reporting 3

JOUR 4123 Media Entrepreneurship 3

**Total Hours 47**

**Multimedia Journalism Degree Sports Reporting Emphasis (new)**

**Year 1 Fall Semester Sem. Hrs.**

MCOM 1003 Mass Comm & Modern Society\* 3

**Year 1 Spring Semester Sem. Hrs.**

MCOM 1001 Media Grammar and Style 1

MCOM 2003 Media Writing 3

MCOM 2053 Introduction to Visual Communications 3

**Year 2 Fall Semester Sem. Hrs.**

CMP 2313 Multimedia Production 3

**Year 2 Spring Semester Sem. Hrs.**

JOUR 2013 Multimedia Reporting 3

JOUR 3363 Communication Research Methods 3

**Year 3 Fall Semester Sem. Hrs.**

CMP 3573 Sports Production 3

College of Media and Communication Elective 3

MCOM 3001 Professional Seminar 1

**Year 3 Spring Semester Sem. Hrs.**

JOUR 4083 Sports Reporting 3

College of Media and Communication Elective 3

**Year 4 Fall Semester Sem. Hrs.**

JOUR 4573 Sportscasting 3

College of Media and Communication Elective 3

MCOM 4073 Law and Ethics 3

**Year 4 Spring Semester Sem. Hrs.**

JOUR 4053 Advanced Reporting 3

JOUR 4123 Media Entrepreneurship 3

**Total Hours 47**

New and revised courses

CMP 2313 Multimedia Production. This course provides instruction on the tools and techniques for producing content across multiple platforms, including audio, video, print and digital.

CMP 3573 Sports Production. Theory and application of sports production for radio and television.

MCOM 2053 Introduction to Visual Communication. The study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively.

MCOM 3001 Professional Seminar. This course is designed to give students an overview of professional careers, etiquette, and best practices in a broad range of communication and media based contexts.

JOUR 4123 Media Entrepreneurship**.** A study of the basics of entrepreneurship and evolving business models for media, blending instruction in general entrepreneurship concepts with how the Internet and digital technologies are transforming media economics using recent news and communication startups as case studies.

1. Provide program budget. Indicate amount of funds available for reallocation.

Attached

1. Provide current and proposed organizational chart.

Attached

1. Institutional curriculum committee review/approval date:
2. Are the existing degrees offered off-campus or via distance delivery?

No

1. Will the proposed degree be offered on-campus, off-campus, or via distance delivery?

On Campus

1. Identify mode of distance delivery or the off-campus location for the proposed program.

NA

1. Provide documentation that proposed program has received full approval by licensure/certification entity, if required. (A program offered for teacher/education administrator licensure must be reviewed/approved by the Arkansas Department of Education prior to consideration by the Coordinating Board; therefore, the Education Protocol Form also must be submitted to ADHE along with the Letter of Notification).

No certification required.

1. Provide copy of e-mail notification to other institutions in the area of the proposed program and their responses; include your reply to the institutional responses.
2. List institutions offering similar program and identify the institutions used as a model to develop the proposed program.

The following universities have similar multimedia journalism programs (a small selection, but all have multimedia journalism courses with the possibility to emphasize in a narrower area such as broadcast or photojournalism), and they are all accredited.

* Southeast Missouri State University
* University of Memphis
* Brigham Young University
* Abilene Christian University
* University of Oregon
* University of Iowa
* Auburn University
* Cal State Fullerton
* Elon University
* Western Kentucky University
* Howard University
* San Jose University
* Oklahoma State University
* University of New Mexico

1. Provide scheduled program review date (within 10 years of program implementation).

Re-accreditation of program will occur during 2014-1015 academic year.

1. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification

Date: Chief Academic Officer: Date: