

**Resolution for Program Announcement for
A BA in Media Production: Nonfiction Audio and Video**

WHEREAS, the American Studies Department expressed interest in creating a **BA Degree in Media Production: Nonfiction Audio and Video**, and

WHEREAS, the proposed program will offer students an opportunity to develop skills and techniques of journalistic and documentary storytelling in nonfiction audio and video production, and

WHEREAS, the proposed program addresses a social justice mission of the College through its emphasis on the critical approach to media and their role in society, and

WHEREAS, the proposed Degree program will respond to the expressed demand from current students for advanced media production experience and has a strong potential to attract prospect students, and

WHEREAS, the proposed Degree program offers a well-balanced curriculum which incorporates training in media production and writing skills, education in content areas, and integrative capstone and internship experience, and

WHEREAS, the proposed program will prepare students for a professional career in a growing field of media production, and

WHEREAS, the proposed program is primarily built upon existing courses and thus requires little additional resources,

THEREFORE, BE IT RESOLVED that the Faculty Senate approve the **Program Announcement for a BA in Media Production: Nonfiction Audio and Video**

Submitted by Curriculum and Academic Planning Committee (CAP), May 8, 2021

The Program Announcement approved by CAP, May 7, 2021

[CAP Membership]

Tejas Bouklas, Svetlana Jovic, Yu Lei, Matthew Lippert, Anissa Wicktor Lynch, Sheyi Oladipo, Dana Sinclair, Kerry Weir, and Ryoko Yamamoto (Chair)

The Proposal approved by the Faculty Senate by unanimous consent on 5/14/2021.



Program Announcement: Undergraduate Degree Program

Form 1A

Version 2017-03-27

Before submitting a proposal for a new program leading to an undergraduate degree, a SUNY campus must submit a cover letter signed by the Chief Executive or Chief Academic Officer and a completed Program Announcement (PA) to the SUNY Provost at program.review@suny.edu. The PA procedure is described at the end of this form.

Section 1. General Information															
a) Institutional Information	List each campus (and its 6-digit SED Institution Code) where the entire program will be offered: SUNY Old Westbury 234000														
b) Program Locations	List the name and address of each off-campus location (e.g., extension site or extension center) where courses (but not the entire program) will be offered, or check here [X] if not applicable. If applicable, send documentation to show that SUNY policy on off-campus locations has been followed. Will 50% or more of the program be offered at a distance? [] Yes [X] No														
c) Proposed Program Information	<table border="1"> <tr> <td>Program Title:</td> <td>Media Production: Nonfiction Audio and Video</td> </tr> <tr> <td>Award(s) (e.g., A.A.S., B.A.):</td> <td>Bachelor of Arts (B.A.)</td> </tr> <tr> <td>Number of Required Credits:</td> <td>Minimum [120] If tracks or options, largest minimum []</td> </tr> <tr> <td>Proposed Program Codes:</td> <td>HEGIS Code [0605] 6-digit CIP 2010 Code [09.0799]</td> </tr> <tr> <td colspan="2">If the program will be accredited, list the accrediting agency and expected date of accreditation: N/A</td> </tr> <tr> <td colspan="2">If applicable, list the New York State certificate title(s) and type(s) to which the program leads: N/A</td> </tr> <tr> <td colspan="2">If applicable, list the New York State professional licensure title(s) to which the program leads: N/A</td> </tr> </table>	Program Title:	Media Production: Nonfiction Audio and Video	Award (s) (e.g., A.A.S., B.A.):	Bachelor of Arts (B.A.)	Number of Required Credits:	Minimum [120] If tracks or options, largest minimum []	Proposed Program Codes:	HEGIS Code [0605] 6-digit CIP 2010 Code [09.0799]	If the program will be accredited, list the accrediting agency and expected date of accreditation: N/A		If applicable, list the New York State certificate title(s) and type(s) to which the program leads: N/A		If applicable, list the New York State professional licensure title(s) to which the program leads: N/A	
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d) Campus Contact	Name and title: Dr. Duncan Quarless, Provost and Senior VP for Academic Affairs Telephone: (516) 876-3135 E-mail: quarlessd@oldwestbury.edu														
e) Chief Executive or Chief Academic Officer Approval	Signature affirms that the proposal has met all applicable campus administrative and shared governance procedures for consultation, and the institution's commitment to support the proposed program. <i>E-signatures are acceptable.</i> Name and title: Dr. Duncan Quarless, Provost and Senior VP for Academic Affairs Signature and date: DRAFT – 4/27/21 If the intended program will be offered jointly with one or more other institutions, provide the following information for each institution: Partner institution's name and 6-digit SED Code : N/A														

Name, title, and signature of partner institution's CEO (or **append** a signed letter indicating approval of this proposal):

Section 2. Program Summary

In 300 or fewer words, describe the proposed program, including its purpose, content, structure and duration.

The 48-credit Media Production: Nonfiction Audio and Video major takes a holistic approach to developing the skills and techniques of journalistic and documentary storytelling. Students engage in nonfiction audio and video production within a critical framework, centering on the role of media within society and as a tool for social change.

In three foundational writing/research and media studies courses, students develop critical thinking skills and explore the role of media in society. Students also learn the basics of journalistic writing and nonfiction multimedia production through the lens of ethical journalism practices.

Four production electives focus on researching, planning, writing, producing, and editing nonfiction audio/video projects. In these courses, students also refine audiovisual storytelling techniques while exploring the creative process. Two additional electives in American Society/Media Studies develop analytical skills and content specialties. Students are encouraged to use these electives to develop a “beat,” namely a focus on specific areas of study such as immigration, gender, and sexuality; Black or Latinx studies; and environmental studies, among others. Student media projects will be informed by and build on these content specialties. Students will also be encouraged to pursue related minors, micro-credentials, and linked courses to deepen content area expertise.

The required 4-credit internship builds students’ real-world experience, taking advantage of Old Westbury’s proximity to the world’s media capital, New York City.

Capstone courses are completed in a two-semester sequence. In the first, Senior Media Project, students focus on researching and writing a final project proposal, then producing a nonfiction audio or video project. In the second, Senior Media Portfolio, students polish media projects for distribution, and prepare work samples to create a digital portfolio of media work.

This degree incorporates the courses also included in three existing, “stackable” micro-credentials: Fundamentals of Television News Production; Fundamentals of Non-Fiction Video Production; and Advanced TV/Video Production.

Expected Enrollment	When Program Begins	In Year 5
Full-time students	18	70
Part-time students	5	20

Section 3. Curriculum

Provide a list of all courses in the curriculum (including Liberal Arts and Sciences, SUNY General Education Requirement, Transfer Path courses) to show the entire structure and content of the program. Expand or duplicate this table as needed for tracks, concentrations and specializations.

	Credits	GER	LAS	MAJ	TPath
GENERAL EDUCATION COURSES NOT REQUIRED ELSEWHERE IN DEGREE	28-36	28-36	28-36	0-8	
EL 1000 English Composition I (GE Basic Communication)	4	4	4		
MA 1020 or (Math Proficiency) (GE Mathematics)	4	4	4		
GE Creativity and the Arts*	4	4	4	4*	
GE Western Tradition	4	4	4		
GE American Experience*	4	4	4	4*	
GE Major Cultures	4	4	4		
GE Foreign Languages	4	4	4		
GE Natural Sciences	4	4	4		
GE Social Sciences	4	4	4		
COLLEGE LIBERAL ARTS REQUIREMENTS	10	4	10		
FY 1000 Freshmen Seminar (GE Diversity/ GE Humanities)**	4	4	4		
CL2000 Community Learning Seminar and Placement	2		2		
EL22xx English Composition II	4		4		
MEDIA WRITING AND RESEARCH CORE COURSES	8		8	8	8
AS2802 Multimedia Journalism	4		4	4	4
AS3800 Writing for Media	4		4	4	4
MEDIA STUDIES AND HISTORY COURSE ELECTIVE (Choose 1)	4		4	4	4
AS2652 Media Studies (GE Humanities)	4		4	4	4
AS3722 History of Mass Media	4		4	4	4
AS3732 Politics of Media	4		4	4	4

Upper Division					
Course Title	Credits	GER	LAS	MAJ	TPath
AUDIO AND VIDEO PRODUCTION ELECTIVES (Choose 4, two must be 4000 or higher)	16		12-16	16	
AS3010 Podcasting	4			4	
AS3247 Introduction to TV & Video	4		4	4	
AS3680 Special Topics in Media Production	4		4	4	
AS3820 Radio Production & Editing	4		4	4	
AS4150 Radio on the Air	4		4	4	
AS4852 Video II: Documentary Production	4		4	4	
AS4870 TV II: Studio Production	4		4	4	
AS4882 Radio Reporting	4		4	4	
AS4935 TV in Action	4		4	4	
AS4945 Radio in Action	4		4	4	
AS4965 Video in Action	4		4	4	

AMERICAN SOCIETY + MEDIA STUDIES ELECTIVES (Choose 2)	8	0-8	8	0-8	
AS 2020 New Media (GER Creativity and the Arts)	4	4*	4	4	
AS 2252 U.S. Social Movements (GE American Experience & Diversity)	4	4*	4	4	
AS 2262 African American History I (GE American Experience & Diversity)	4	4*	4	4	
AS 2263 African American History II (GE American Experience & Diversity)	4	4*	4	4	
AS 2300 US Environmental History (GE American Experience)	4	4*	4	4	
AS 2640 U.S. Latinx History (GE American Experience & Diversity)	4	4*	4	4	
AS 2700 The Engaged Eye	4		4	4	
AS 3222 Urban History	4		4	4	
AS 3310 From Citizen to Consumer	4		4	4	
AS 3462 History of Women in the U.S. (GE American Experience & Diversity)	4	4*	4	4	
AS3712 American Film Genres	4		4	4	
AS3735 Documentary Media Studies	4		4	4	
AS3830 Public Relations in Society	4		4	4	
AS3842 African-Americans & Mass Media	4		4	4	
AS3852 Women and the Media (GE Diversity)	4	4*	4	4	
AS4280 Global Media	4		4	4	
AS4732 Political Film	4		4	4	
AS4850 Digital Revolution	4		4	4	
AS3735 Documentary Media Studies	4		4	4	
AS3632 History of U.S. Film (GE Creativity & the Arts)	4	4*	4	4	
AS3712 American Film Genre (GE Creativity & the Arts)	4	4*	4	4	
AS3742 Myths and Images in Film (GE Creativity and the Arts)	4	4*	4	4	
AS3745 Gender and Film (GE Humanities)	4	4*	4	4	
AS4280 Global Media	4		4	4	
AS4722 Film: Ideas and Aesthetics	4		4	4	
AS4725 Photograph and American Culture (GE Creativity & the Arts)	4	4*	4	4	
AS4732 Political Film	4		4	4	
AS4802 Investigative Reporting	4		4	4	
AS4850 Digital Revolution	4		4	4	
Media Production Internship (Choose min. 1/max. 2)	4			4	
Production Internship (2+ credits)	2-4			2-4	
AS9000 Senior Media Fellow (0-2 credits)	2-4			2-4	
REQUIRED CAPSTONE (Both required)	8		8	8	
AS5xxx Senior Media Project	4		4	4	
AS5725 Senior Media Portfolio	4		4	4	
FREE ELECTIVES****/*****	26-34				
Degree Credit Totals	120	40	90-120	48	12

* Course may be taken as a major elective; if not, GER will need to be satisfied by taking another course.

**All freshmen are required to take FY1000. Transfer students can satisfy the campus-specific Diversity and the Humanities GER with a major elective.

*** Must include sufficient number of upper division credits to satisfy the College's 45-credit requirement.

****Must include at least sufficient Liberal Arts and Sciences credits to satisfy the 90-credit requirement.

**Optional, Illustrative Questions to Consider:
For other SUNY campuses responding to the Program Announcement**

- Do you have a similar or related program? ●What has been your experience with the program? ●Would the introduction of this program have any effect, positive or negative, on your institution? If so, please specify.
- Do you perceive a need for this kind of program? ●Does the program offer an opportunity for articulation or inter-institutional cooperation?

Your response must be in writing, from your President, and addressed to the President of the proposing campus, with a copy to the SUNY Provost at program.review@suny.edu.

Procedure for Program Announcements (PA)

1. **SCOPE.** A SUNY campus must send a PA to the SUNY Provost at program.review@suny.edu before submitting a proposal for a new program leading to an undergraduate degree. Unless requested by the SUNY Provost, a PA is not required for a program leading to an undergraduate certificate, for a new program being created by combining existing registered programs (e.g., multi-award programs and/or multi-institution programs), or for a new program being created from a track, specialization, or concentration in a registered program.
2. **SUNY PROVOST'S REVIEW.** The SUNY Provost's Office reviews each PA for accuracy and completeness as well as for substantive issues, such as alignment with campus mission and SUNY policy, and requests changes when needed.
3. **PUBLICATION FOR COMMENTS.** Once a PA is acceptable to the SUNY Provost, it is announced on the SUNY Program Review listserv in a weekly *Program Review Update*, which starts a 30-day intra-SUNY comment period. The listserv includes all campus presidents, chief academic officers, and others upon request. The PA enables other SUNY campuses – particularly those with experience with related programs – to provide information to the proposing campus that can be used to construct a sound program proposal.
4. **COMMENTS FROM OTHER CAMPUSES.** The President of each interested campus must send comments within 30 days of a PA's publication in the *Program Review Update* to the President of the proposing campus, with a copy to the Provost at program.review@suny.edu. Comments may include advice and suggestions about possible articulation opportunities, enrollment trends in related programs, and opportunities for cooperation, as well as concerns or objections.
5. **FOLLOWING THE COMMENT PERIOD.** Once the 30-day comment period for a PA ends, and any concerns and/or objections have been resolved, the campus may prepare a full proposal for the SUNY Provost and, when required, begin the external evaluation process.
6. **EXPIRATION.** A PA expires one year after its publication in the *Program Review Update*. If the proposing campus does not submit a program proposal to the SUNY Provost before a PA expires, the campus must submit another PA to start the process again.