

CJC Faculty Senate
All-Faculty Meeting Minutes
Thursday, April 25, 2024

1. **James Babanikos**, chair of the Curriculum & Teaching Committee, presented the following items for faculty vote. All items passed unanimously.
 - PUR 4932 — Permanent course number for **Sports Branding**, a course in the Department of Public Relations
 - RTV4930 — Providing permanent course number for **Media User Experience**, a course in MPMT
 - RTV4930 Reality TV Media — Change course name to "**Reality and Influencer Media**" and providing permanent course number for course in MPMT
 - RTV4930 — Providing permanent course number for **Producing and Directing Sports**, a course in MPMT.
 - RTV3002 (from JOU3002) — Journalism Department course becomes MPMT offering.
 - MMC1009 — Remove all prerequisites
 - RTV3405 — Move **Media & Society** to a 2000-level course, and remove “junior standing or higher” pre-requisite
 - VIC 3001 — Add course or RTV 2xxx (Concepts in Visual Storytelling—approved by CJC faculty in Jan. 2024) as pre-req or Co-req to RTV3511.
 - RTV3320 — Change course title/name from Electronic Field Production to **Single-Camera Production**.
 - RTV3945 — Change course title/name from Electronic Media Practicum to **Media Immersion Experience**.
 - RTV4506 — Change course title/name from Media Research to **Applied Media Research**.
 - MMC 2740 **Introduction to Media and Sports** — change descriptions:
 - FROM: “Introduces sports professions relative to opportunities, responsibilities and current issues involving sports media professionals. Topics include distinctions among careers in sports media, including sports journalism and communications, values, ethics and issues related to race, gender and sexual orientation, and emerging media.”
 - TO: “Proposed description: Introduces careers in sports media, including sports journalism and sports communications, sports social media, entrepreneurship in sports, and working for a sports team.”
 - MMC 3630 **Social Media and Society** — change descriptions:
 - FROM: “Explores the structure and consequences of the growing presence of social media networks. Addresses such areas as privacy, democracy, health care, commerce, entertainment, and journalism.”
 - TO: “Examines the impact of social media on public relations, advertising, journalism, privacy, entertainment, and politics. Discusses the positives of social media and how they can be used for the social good, while also recognizing their dangers.”

- **MMC 4302 World Communication Systems** — change descriptions:
 - FROM: “Theoretical bases of world mass media systems, international channels of communications, analysis of press and broadcasting systems by regional and national categories.”
 - TO: “Delves into the historical roots, technology, and trends shaping global communication systems. Equips students to analyze media tools and approaches worldwide.”
- **RTV 2100 Writing for Electronic Media** — change descriptions:
 - FROM: “A preprofessional course designed to provide fundamental instruction and practice in writing for the electronic media.”
 - TO: “Provides fundamental instruction and practice in media writing, and the impact of the media on society. The course focuses on persuasive writing and content creation for movies, television, audio stories, long-form online writing, and writing for online and social media. Additional emphasis examines the use of persuasive writing in branding and networking.”
- **RTV 3001 Introduction to Media Industries and Professions** — change descriptions:
 - FROM: “Introduces the cultural, social, legal, business, and career aspects of the electronic media.”
 - TO: “Introduces the cultural, social, legal, business, and career aspects of the media industry.”
- **RTV 3101 Fiction/Nonfiction Screenwriting** — change descriptions:
 - FROM: “Study and practice of electronic media writing, including commercials, corporate communication, documentaries, drama, and adaptations.”
 - TO: “Provides an overview of the principles of scriptwriting. Instructs students in how to apply these principles through practical application (such as documentary/docudrama and fiction, including feature films and television genres).”
- **RTV 3320 Electronic Field Production** — change descriptions:
 - FROM: “Advanced electronic field production and editing theory and practice.”
 - TO: “Instructs students in the use of digital audio and film production tools as well as the fundamentals of effective visual storytelling in documentary and narrative filmmaking.”
- **RTV3405 Media & Society** — change descriptions:
 - FROM: “Examines the structure and effects of television in such areas as politics, gender, race, and violence, and discusses criteria for evaluating television content.”
 - TO: “Explores the impact of the media on individuals, society, and culture. Challenges students to think critically about the media with an emphasis on developing media literacy skills.”

- **RTV 3432 Ethics and Problems in Media** — change descriptions:
 - FROM: “Investigation and discussion of social problems, ethics, and responsibilities in telecommunication.”
 - TO: “Investigation and discussion of social problems, ethics, and responsibilities in media.”
- **RTV 3511 Fundamentals of Production** — change descriptions:
 - FROM: “Basic principles and operations of radio and television equipment for utilization in industry and commercial and educational radio television stations. Requires purchasing special computer equipment.”
 - TO: “Introduces principles of video production and audio-visual communication in theory and practice. Topics include manual camera controls, visual storytelling through composition and editing, and other relevant production techniques.”
- **RTV 4420 New Media Systems** — change descriptions:
 - FROM: “New electronic media systems of mass communication in cable television and satellite communication.”
 - TO: “Review technological development, applications, and implications in media systems; explores relationship between media, technological development and other societal forces to learn to evaluate the future of media systems.”
- **RTV 4500 Content Acquisition, Distribution, and Strategy** — change descriptions:
 - FROM: “Audience, economic, and placement considerations in scheduling programs for broadcast radio, television and cable television, and other electronic media of mass communication. Must be completed before enrolling in RTV 4800.”
 - TO: “Audience and economic considerations related to media content acquisition, distribution, and strategy for traditional and digital platforms, including streaming/OTT. Must be completed before enrolling in RTV 4800.”
- **RTV 4506 Media Research** — change descriptions:
 - FROM: “Techniques in telecommunication research. Strategies of analysis of audience attitudes and characteristics, and ascertainment of community needs. Emphasis on survey research, sampling techniques and interpretation of market and ratings data.”
 - TO: “Covers the fundamental concepts and essential skills necessary for conducting media research; emphasis on designing primary research, collecting digital data, analyzing trends, and communicating findings to clients and audiences.”
- **RTV 4700 Media Law and Policy** — change descriptions:
 - FROM: “Legal structure and regulation of telecommunications industries, First Amendment and regulatory constructs of broadcast, cable satellite, and the Internet, and defamation libel and copyright law.”

- TO: “Introduction to the laws and regulations affecting the past, present, and future of communication technology, emphasizing free expression, privacy, defamation and intellectual property.”
 - RTV 4800 **Media Management and Strategy** — change descriptions:
 - FROM: “Organization and administration of the local telecommunication outlet, including personnel supervision, financial control, regulatory requirements, and social responsibilities.”
 - TO: “Concepts and applications in media management and relevant strategic practices, including marketing, business intelligence, finance, management/leadership, strategic planning, innovations, and decision-making in the context of media- related industries.”
 - RTV 4905 **Individual Projects in Media**— change descriptions:
 - FROM: “Organization and administration of the local telecommunication outlet, including personnel supervision, financial control, regulatory requirements, and social responsibilities.”
 - TO: “The student and the instructor choose an independent topic or project that will provide media experience.”
 - RTV 4940 **Media Internship** — change descriptions:
 - FROM: “Student and instructor will select an appropriate work area related to the field of broadcasting for on-the-job training. Student will work a minimum of 100 hours on the job for every credit to be received. Progress reports and summary required.”
 - TO: “Student and instructor will select an appropriate work area related to the media field for on-the-job training. Student will work a minimum of 55 hours on the job for every credit to be received. Progress reports and summary required.”
2. **Cynthia Barnett**, chair of CJC Faculty Senate CJC Constitution task force, led the vote on revisions to the CJC Constitution. Faculty voted unanimously in favor.
 3. **Eric Esterline**, incoming CJC Faculty Senate chair, reported on CJC Committee Election Results for the 2024-2025 Academic Year. CJC’s UF Senate representatives (Rachel Grant and Yu-Hao Lee) were also announced.
 4. **Cynthia Morton**, CJC Faculty Senate ADV representative, led discussion on Post-Tenure Review.