

We will merge the Film, Journalism and Video programs and the media studies courses offered under the Communications major. We feel this convergence will be the most efficient and productive way to offer our students an educational experience and personal development that prepares them for the future. Under this convergence we will:

- 1 Train digital journalist: on-air reporters and anchors, camera operators, editors, producers and directors for entry-level jobs with small-market TV stations news departments and careers in on-line media production.
- 2 Train students for careers in sports broadcasting and production.
- 3 Train students to become independent film and video makers.
- 4 Provide opportunities for all College of Marin students to develop the media and information literacy skills and training needed to function in the twenty-first century.
- 5 Prepare students for transfer to four-university media production, media literacy and studies and journalism programs.
- 6 Use social and emotional learning, blended, community and project-centered learning and media-industry-based experience to transform students into media professionals.

The benefits:

- 1 Curriculum alignment with UC and Cal State systems using SB 1440 guidelines.
- 2 A team of faculty will result in wider range industry expertise and educational knowledge, program stability and an expanded range of class offerings.
- 3 Students who graduate will be ready for success in today's media job markets and at four-year university media programs.
- 4 We will produce individuals who have the awareness and skills to be the cultural, social and moral guardians of media that are vital in world that depends on the availability and accuracy of information and the technology that delivers the information.

Why This is a Good Idea

Industry Trends

The communication and entertainment industry is the fourth largest economic sector in the United States. On average, it has \$885 billion in yearly sales.¹

A recent report from the Motion Picture Association of America indicates that motion picture and television industries generated:²

- 1 2.5 million jobs in the United States.
- 2 41.1 billion in wages.
- 3 38.2 billion in payments to vendors, suppliers and small business.
- 4 14 billion in income and sales taxes.

For the next ten years, California should continue to be an area where the media industry will continue to grow.

In California media occupations have a higher job opening rise, median hourly wage and annual wage than the state average for all other occupations.

**Pathways in Technology and Media Literacy Partnerships
Fall 2015**

Visiting Team

Patricia O’Keefe, Chair, Department of Communication
 Frank Crosby, Instructor Electronic Communication
 James Helmer, Multimedia Studies
 Anna Pilloton, Director of School and Community Partnerships

Purpose

To explore pathways for public high school students to develop career awareness, career exploration career preparation and career training while promoting the College of Marin’s Electronic Media Communication Arts program and the AAT degree in Film, Television and Media Studies.

Visits

Novato High School 625 Arthur St. Novato, CA 94947	Terra Linda High School 320 Nova Albion Way San Rafael, CA 94903
Peter Ounstein, High School Film Instructor Jen Nickl, Vice Principal	Matt Moore, Counselor Katy Dunlap, Counselor
Facilities: Television Studio with Green Screen Lighting Grid with Lights Switcher, not modern Cameras, Suite of Editing Computers with software programs Equipment Cage Full-time high school instructor (Film)	Facilities: Designated Television Space: no design, light grid or integrated control room. An adjacent room could be used as equipment storage and cage for cameras, tripods and cables. Box Theatre Auditorium with Control Room
Development Goal: Broadcast News, Sports and Feature writing, production, editing and distribution. Currently the High School of the Arts works in these spaces.	Developmental Goal: Single camera production as a start, eventually move to Broadcast Journalism. High interest for students as an elective.
Start Date: Fall 2016	Start Date: Fall 2016

Educational Goals of these Pathways Courses:

1. Expose a variety of students to the Electronic Communication Arts.
2. Increase knowledge (media literacy) of mediated messages as consumers.
3. Develop communication/teamwork in the context of skill-building as a member of a production team.
4. Compare and contrast the relationship between media esthetics (production choices) and media effects (audience impacts).
5. Explore critical issues such as the consumption of violence in television, film and video gaming.

Issues for Further Consideration

What technical support does your campus provide to assist the instructor?

Novato: Current high school instructor is also technical support (arrives 7:00 am, leaves 6:30 pm)

Terra Linda: No designated individual at moment

Who will oversee the facilities when the instructor is not on campus?

Novato: Current High School instructor and HS of Arts students

Terra Linda: Drama Instructor (best guess, hadn't thought about logistics at this level)

In placing a college instructor, are you seeking a writer/reporter or producer/director specialist?

Novato: Desires journalism and sports broadcasting for newscast. Novato would like to develop a program with as much depth as Redwood High. Currently, Novato does not publish a newspaper, but does produce their annual yearbook.

Terra Linda: Develop sports broadcasting where students produce, shoot and edit packages for distribution on campus and into the local community. Currently have a small campus blog, newsletter with an instructor as the advising editor.

Final Analysis

Both campuses recognize the centrality of the electronic media in their students' intellectual, emotional and cultural development. High school students are requesting more elective courses to develop their knowledge and skills in this area. The Entertainment Industry is the third largest employer in the state of California. Employment opportunities exist locally in the bay area and throughout the state.

Novato's program is much further ahead in the acquisition of technology, space planning and student interest. There may be some negotiation necessary as current equipment and space will be shared by the high school of the arts program and mainstream students.

Terra Linda has designated a space, but currently has no budget for equipment requisition, development of program or local technical support. However, offering a stand-alone single camera production course could jump start their Electronic Communication Arts program?

If either of these **Pathways in Technology and Media Literacy Partnerships** began, high school students enrolled in a College of Marin "FILM 150: Single Camera Production" course at their local high school might further explore the Department of Communication's Electronic Media Arts courses. This transfer from high school to the College of Marin would 1) increase students in pathway from 9-14, 2) increase retention/persistence and course completion 3) increase certificates and degrees like the AAT in Film, Television and the Electronic Arts and 4) increase transfer to pathway related career and/or four-year programs.