

MPMT Department Faculty Meeting
02/21/2024
Agenda of Meeting

1. Call to order and Discussion of Geoff Thompson's Application for Graduate Faculty

Meeting started at 10:01 a.m.

Faculty Present: Babanikos, Chan-Olmsted, Coche, Coffey, Esterline, Lee, McNealy, Roberts, Selepak, Shin, Sorel, Wells, Xu. (Thompson joined from item #2 on.)

Absent: Leslie, Ostroff, Zawahry

2. Minutes from 02/07

Thompson joined call. Sorel moved to approve 02/07 minutes. Coffey seconded. Motion passed.

3. Department updates

Faculty congratulated Coffey for her new position at UT Knoxville.

Coche shared [BEA award results](#) and congratulated production faculty/students.

Coche called for more social media content to be sent to Selepak.

Coche explained the department bylaws must be revised. She will email 2-3 faculty members to create a task force who will have to report by end of semester.

4. Advisory Council

Coche reminded faculty she sent an email with a summary about the advisory council visit. Discussion about adding CJC alum Alex Miniak and San Diego Padres voice to the council ensued. Thompson spoke about Miniak's background and moved to add him to the MPMT advisory council. Sorel seconded and voiced support for Miniak after speaking with him in the during the Fall 2023 visit. Motion passed.

5. College Awards

After Coche's call during the previous meeting, Chan-Olmsted pitched an award for Excellence in Media Technology. She will email Coche a brief description and Coche will follow up with college administration.

Sorel mentioned an award in sports production would be a good idea down the line.

6. Curriculum

Coche led further discussion through the curriculum changes that had been proposed on 2/07.

Thompson moved to vote on all changes. Wells seconded. Vote took place within a Google form (one vote per change proposed to allow faculty to approve/reject any item). Of the 13 faculty members present, 10 voted in favor of all the changes proposed. Three abstained. The changes approved are:

- Change any prerequisite listed as "telecommunication major" to "MPMT major" (notably on RTV3101 and RTV4905--Coche will double check all other courses to ensure it's consistent throughout curriculum)
- Moving RTV4930 Media User Experience for a permanent course number.
- Moving RTV4930 Reality TV Media for a permanent course number with the name "Reality and Influencer Media."
- Moving RTV4930 Producing and Directing Sports for a permanent course number.
- Request changing JOU3002 to RTV3002
- Remove all prerequisites to MMC1009
- Change MMC2740 course description to "Introduces careers in sports media, including sports journalism and sports communications, sports social media, entrepreneurship in sports, and working for a sports team."
- Change MMC3630 course description to "Explores the impact of social media from a personal and professional perspective. 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."
- Change MMC4302 course description to "Delves into the historical roots, technology, and trends shaping global communication systems. Equips students to analyze media tools and approaches worldwide."
- Change RTV2100 course description 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."
- Change RTV3001 course description to "Introduces the cultural, social, legal, business, and career aspects of the media industry."
- Change RTV3101 course description 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)."
- Change RTV3320 course title to "Single-Camera Production"
- Change RTV3320 course description 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."

- Open up our general education course RTV3405 Media & Society by moving it to a 2000-level course, and remove "junior standing or higher" pre-req.
- Change RTV3432 course description to "Investigation and discussion of social problems, ethics, and responsibilities in media."
- Change RTV3511 course description 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."
- Add VIC 3001 or RTV xxxx (Concepts in Visual Storytelling) as Pre-req or Co-req to RTV3511.
- Change RTV3945 course title to "Media Immersion Experience."
- Change RTV4420 course description 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."
- Change RTV4500 course description 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."
- Change RTV4506 course title to "Applied Media Research."
- Change RTV4506 course description 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."
- Change RTV4700 course description to "Introduction to the laws and regulations affecting the past, present, and future of communication technology, emphasizing free expression, privacy, defamation and intellectual property."
- Change RTV4800 course description 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."
- Change RTV4905 course description to "The student and the instructor choose a topic or project that will provide media experience."
- Change RTV4940 course description 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."

7. Adjournment

Thompson moved to adjourn. Wells seconded.