

Broadcasting Department Program Review 2007

Broadcasting- Film & Television

1. Program Description and Scope:

The Broadcasting Department offers an AA Degree and five Fast-track Certificates of Achievement. The program is designed to integrate academics with vocational and technical education through a coherent sequence of courses. Classes in the Broadcasting Department are designed to meet both the needs of local industry as well as to prepare individuals for employment and/or advanced education in production and editorial positions in the television, film, or entertainment, industries.

* BRDC production practices and technical standards are those observed in commercial broadcasting. Special emphasis is placed on written and verbal communication and working as part of a team. The Broadcasting Department uses state-of-the-art technology and processes to teach television production, non-linear editing of video and audio, and reporting technique. The sequence of courses is designed to build upon foundational knowledge obtained through hands-on classroom instruction.

* Ohlone College television station ONTV covers campus and community events and broadcasts them as part of a live weekly newscast that is also streamed to the internet. ONTV students are employed by city government, community groups and local businesses to shoot informational videos. Students also shoot and broadcast the Ohlone College Board of Trustees meetings and produce videos for various departments on campus including Biotech, Counseling, Journalism, Fine Arts, Athletics and Human Resources. Television station ONTV broadcasts live coverage of theatre department productions three times a year, as well as offering live coverage of graduation ceremonies and taped coverage of the college's World Forums and other events.

- The Broadcasting Department responds to community requests for coverage of events, and for use of department facilities. In response to student and community requests, we have added evening classes to our schedule as well as adding a Final Cut Pro editing class to satisfy the desires of residents interested in developing their computer editing skills using software that is more user-friendly than the industry standard AVID non-linear editing software. We are working toward the capacity to broadcast live around campus, and toward live coverage of college athletic events held on campus as well as the ability to broadcast from the new Newark Center for Health Sciences and Technology opening in 2008.

2. Relationship to Ohlone College Mission and Goals

The BRDC program combine academics with vocational education in support of the Ohlone College Mission and Goals: to serve the community by offering instruction for basic skills, career entry, university transfer, economic development, and personal enrichment for all who can benefit from our instruction in an environment where student learning success is highly valued, supported, and continually assessed.

The Broadcasting Department serves a wide range of student groups including:

- Radio and television majors preparing for continued study in a four-year university and wishing to gain industry-required skills in video non-linear editing, audio non-linear editing, video production, audio production or post-production techniques
- Vocational students desiring hands-on experience of working in a lab environment that closely resembles that of commercial television station or commercial production facilities or wishing to develop skills for the Internet.
- Students pursuing general education or fine arts requirements for degrees and certificates outside the broadcasting field
- Community members interesting in developing and improving their public speaking skills, learning computer editing of audio and video or honing their skills working with a video camera

We have worked to assemble a faculty and adjunct staff made up of top professionals in broadcasting, film and entertainment industries representing the ethnic and cultural diversity of the city of Fremont and the San Francisco Bay Area.

We continually discuss student development, program and course curriculum, and maintain close ties with television stations and studio production companies to enable us to stay abreast of new skills and techniques required for employment in the broadcasting, film and entertainment industry.

3. Program Student learning Outcomes

– Students completing the Broadcasting Department Film & Television program will:

1. Demonstrate the ability to tell a story in the broadcast medium.
2. Create a professional-quality video using Windows-based and Mac-based non-linear editing software, audio software, and video manipulation programs.
3. Develop the vocational skills necessary and learn how to function successfully as a member of a broadcast television, or film production team.
4. Complete the courses leading to an AA degree, Fast-track certificates or transfer to University.

Objectives of these outcomes:

1. Develop storytelling and reporting skills writing for news, short-form documentary or commercial television production.

Success Assessment Transfer success, job placement and certificate and degree completion.

2. Import and digitize video and arrange video sequences into a timeline, and combine those sequences into a story, music video or episodic television program.

Success Assessment Transfer success, job placement and certificate and degree completion.

3. Knowledge of pre-production planning, storyboarding, directing a live broadcast, technical directing and managing a television crew through the technical production of a program.

Success Assessment Transfer success, job placement and certificate and degree completion.

4. Analyze and critique various lighting techniques, identify and operate a variety of studio and on-location lighting instruments, create and execute specific lighting designs.

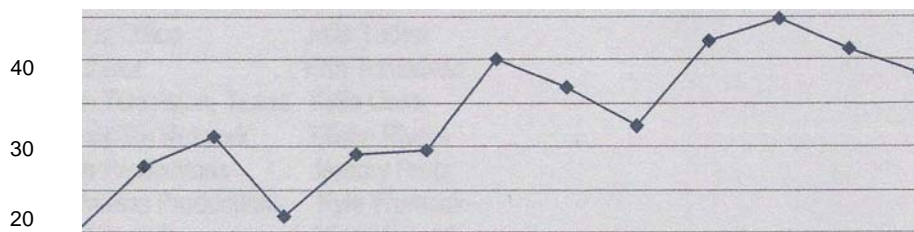
Success Assessment: Transfer success, job placement and certificate and degree completion.

4. Support Data

The Broadcasting Dept. FTES trend shown below indicates a slow but consistent trending upward over the past six years. FTES numbers have nearly doubled from 20 to just fewer than 40 over that period. Many of our classes are restricted by the availability of video and editing equipment for students to complete their lab work.

As indicated in the radio portion of this report, there is a discrepancy in the number of fast-track certificates awarded to students to date. BRDC records show at least 120 fast track certificates awarded to students to date, whereas only 84 are accounted for in Data Mart records.

BRDC FTES (Excluding Summer Session)



4. Support Data

Broadcasting Dept. -Television students working permanent full-time jobs in the industry:

News 12 The Bronx	Betty Yu, Reporter
KVAL TV, Eugene	Azenith Smith, Reporter
KTVZ, Bend, Ore.	Richgail Enriquez, Producer
KPIX TV	Kat Puigumri, Production Asst
KFTY Santa Rosa	Elisha Rivers, Anchor
Metro Networks	Rebecca Loob, Traffic
KION TV Monterey	Christianna Merfalen, Producer
KYMA Yuma	Tommy Tran, Reporter
KSBW TV Monterey	Janette Najera, Production Assistant
KCOY Santa Barbara	Alison Reeder, Executive Producer,
KCOY Santa Barbara	Raquel Rendon, News Producer
KTVU TV Oakland/SF	Kasey Petritsch, Local Sales Coordinator
KNTV San Jose	Kanya Smith, Morning Show Writer
TV 30 Pleasanton	Teresa Thurman, Director
TV 30 Pleasanton	Justin Chakin Studio Cameraman
Home Box Office	Julie Tadeo
The Bachelor	Erin Tomasello
Christian Television, Texas	Kylie Oaks
Toyota Nor. Cal.	Cara Miller
Carlos Avalon Productions	Kyle Womack
Juniper Network	Nizar Ahmed
Sharks Hockey	Cat Nguyen
Christina Rodriguez	World Shopping Network

Broadcasting students regularly intern at local television stations, and local production companies doing studio or remote production. The most accomplished are often hired. The Ohlone College Broadcasting staff regularly attends industry training programs and stays abreast of changing industry trends and equipment innovations with an eye toward keeping Broadcasting Department students competitive in the job market and more readily employed.

5. Assessment of Program through Review of the Teaching learning Process

Instructors are encouraged to stay current with industry changes through maintaining close contacts with local television stations and production facilities in Los Angeles and New York. Adjunct instructors continue to work in the broadcast, entertainment and film industry on a project or part-time basis.

The Ohlone College Broadcasting Dept. — Television emphasizes project-based, hands-on learning approaches. As students advance through our program, they are continually challenged to think both critically and creatively, both for in-class assignments and outside projects produced for clients representing local businesses, government and industry. Instructors incorporate feedback from clients to enrich the students learning experience and help them develop the communication skills so vital to success in the broadcasting and entertainment industries.

6. Resources

The Broadcasting Department - Television endeavors to continually update and upgrade television equipment used in our studio production, field production. non-linear editing, digital video and lighting classes to keep it to industry standard. There is great emphasis on teaching students using hardware and software that is dominant in its area. i.e.: AVID non-,linear editing. Sony, Chyron, so students are learning on the same interface or the same design as equipment they will find in a production studio or television newsroom.

There is a pressing need for new resources, particularly three new or used studio cameras and controllers to be used for our planned ASL Live News. The Broadcasting Department-Television is engaged in a joint project with Deaf Services to begin a weekly live newscast in American Sign Language which will air Thursday afternoons on ONTV cable channel 28 and will be streamed to the internet. This program will train deaf and hearing-impaired students to produce a live weekly newscast designed expressly for the deaf community. This newscast may also help satisfy a requirement of the ADA (Americans with Disabilities Act) to make programming available to deaf and hearing-impaired.

Currently, the department's one set of cameras is committed to ESL classes taught as part of a learning community on Tuesdays and Thursdays, and to Theater Dept. acting for the camera classes Mondays, Wednesdays and Fridays.

We are also in the planning stages of a weekly chemistry segment to be broadcast next fall aimed at High School juniors and seniors.

The Broadcasting Dept. -Television is also hoping to purchase and install voice-recognition software to allow us to 'close-caption' all of our cable broadcasts as required by the ADA, as well as replace our aging and bulky teleprompter monitors that make current studio tripods difficult for students to adjust for use on different sets and studios.