

Merging Traffic

From multiple tracks to a single track

The New Curriculum



GVSU: Journalism

- · CJR 236 - News in Society
- · CJR 256 - News Reporting I
- · CJR 270 - News Reporting II
- · CJR 290 - Journalism History
- · CJR 316 - Editing
- · CJR 364 - Article Writing
- · CJR 365 - Advanced Editing
- · CJR 454 - Community Reporting
- · CJR 465 - Issues in Journalism
- · CJR 481 - Investigative Reporting

GVSU: Broadcasting

- **CBR 220** - Beginning TV Studio Production
- **CBR 240** - Survey of Electronic Media
- **CBR 281** - Audio Production 1
- **CBR 340** - Life on Television
- **CBR 320** - Advanced TV Studio Production
- **CBR 350** - Broadcast Operations
- **CBR 368** - Broadcast News 1
- **CBR 382** - Audio Production 2
- **CBR 411** - Broadcast Seminar
- **CBR 468** - Broadcast News 2
- **CBR 484** - TV News Workshop
- **CBR 485** - Audio Production 3

Laying Down the Foundation

- Intro to Mass Media (3) —————> Eliminated redundancy
- Basic News Writing (6) —————> Print, electronic, Web, PR and mobile
- Still Photography (6) —————> Basic Photo + Photoj I
- Film Production and Editing (3)
- Web and Online Graphic Design (3)
- Media Law (3)

Final Production Sequence

- Student media practicum
 - Six credits
 - Taken in two sequential semesters
 - Classes in advanced community reporting
 - Students hold down news-driven campus and surrounding community beats
- Credit/no-credit practicum for repeaters

Student Publication Imperative

- The student broadcast station and the student newspaper **MUST MERGE** into a new, single-channel multimedia news medium
- Entry: junior-class standing; completed production sequence
- Uniform number of stories/semester; function as reporting staff while taking the courses
- May be editors once the sequence is completed

A Few More Things

- Student work is collected immediately prior to its entry into the news editing process
- Sequence teachers may not serve as publication advisers concurrently
- Non-majors may take credit/no-credit course