RADIO/TV BROADCASTING PROGRAM REVIEW
Second Follow-Up Report
Fall 2006

RESPONDENT
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TASK FORCE MEMBERS
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Recommendation #1. It is recommended the College commit to a baseline yearly budget with oversight by the Program Manager.

Status of Recommendation: It is difficult to establish a baseline budget given the fluctuations in Perkins allocations, etc…within the Division. However, the A.S. Dean and the RTV lead faculty member have established regular meetings for the purpose of discussing the budget and program needs.

Recommendation #2. It is recommended that industry-standard hardware and software be purchased and that a fixed refresh cycle implemented to upgrade the hardware and software for the currency.

Status of Recommendation: The program continues to make progress in upgrading both software and hardware. Recently, new industry-standard software (Adobe Video Bundle) was purchased. This software will be used in both video and audio courses. Also, the program now has 12 iMac computers and industry-standard video editing software. While the recent purchases have upgraded the overall program, a formal refresh cycle remains to be implemented.

Recommendation #3. It is recommended that space be reallocated from the existing campus plant and new space be acquired to support the growing needs for lab, studio, and classroom space. It is further recommended that the College seek partnerships with local media organizations to supplement the space needs of the program.

Status of Recommendation: The RTV program continues to need additional instructional and laboratory space, including space for HawkRadio. This recommendation has been included in the RTV Unit Plan for 2007-2009.

Recommendation #4. It is recommended that the College hire a permanent full-time lab supervisor for the radio and television labs. It is also recommended that the College hire work study students to keep the labs open for students, check equipment in and out, keep inventory, and report malfunctions and breakage to the lab supervisor. It is further recommended that a maintenance cycle be implemented for the radio and television lab equipment.

Status of Recommendation: The budget continues to prohibit implementation of this recommendation, and thus far, the work study students have not been reliable. In Spring 2007, Dr. Shearer will begin recruiting RTV majors who can function as lab assistants and receive basic internship credits.
**Recommendation #5.** It is recommended that a permanent radio station be acquired by the College to accomplish the following program and College objectives:

- attract prospective students for the College
- serve as an outlet for student programs and productions
- provide an audible and visual presence for the College and the radio/television program.

**Status of Recommendation:** After exploring the possibility of upgrading HawkRadio by leasing time on a station with a stronger frequency, a decision was made to stay with the current provider (WXYB). Dr. Shearer continues to explore other ways of upgrading the station, including the possibility of using the secondary digital channel of local stations such as WMNF.

**Recommendation #6.** It is further recommended that in order to show student video productions, the existing relationship with The Education Channel, Hillsborough County’s educational access cable channel, be strengthened, provided that increased resources as outlined above are provided for the program.

**Status of Recommendation:** In Fall 2006, RTV students began working on producing movie reviews that will air on the Educational Channel. Discussions are on-going with respect to additional collaborative projects.

**Recommendation #7.** It is recommended the College webmaster work with the Program Manager to update and continuously enhance the radio/television web site.

**Status of Recommendation:** Dr. Shearer has developed the content for the web site, and he will work with the College webmaster in Spring 2007 on implementation of the design.

**Recommendation #8.** It is recommended that there be a subscription to a news wire service, such as the Associated Press, so students in the program can learn to rewrite news, produce a newscast, and announce the news without infringing on copyrighted news.

**Status of Recommendation:** The RTV program is now using Metro News as its news wire service.

**Challenge #2 Identified by Task Force: Lack of Scope or Breadth in Program**

**Recommendation #1.** It is recommended that equipment in the radio/television program be updated to conform with industry standards and federal government requirements. It is further recommended that there be enough equipment so that each student in a class has an equal opportunity to acquire hands-on experience.
Status of Recommendation: The RTV program now has 5 portable cameras and 12 edit bays with industry-standard software. The TV Studio equipment remains the weak link in the program as it uses an analog format, whereas the industry is now completely oriented towards digital technology.

**Recommendation #2.** It is recommended that the radio/television program be restructured to integrate other pertinent college programs and create an interdisciplinary experience for the students that will make it more relevant to the needs of employers.

Status of Recommendation: Dr. Shearer will be presenting the new interdisciplinary curriculum to Academic Affairs in Fall 2006. With the new curriculum, RTV students will now be taking classes in computer science in order to acquire skills in animation and graphics software.

**Recommendation #3.** It is recommended that an advisory committee comprised of industry professionals be created to help guide the program, help with fundraising, and provide internship opportunities.

Status of Recommendation: As of Fall 2006, the RTV Advisory group is almost complete. Thus far, the new committee members include representatives from WEDU-TV, WFLA-TV, WMOR-TV, Bright House Networks, Telemundo TV and the Education Channel.

**Recommendation #4.** It is recommended that an effective marketing campaign be created and implemented showcasing student productions and RTV program offerings. The primary goals of this campaign would be:

- to help recruit students
- to make an impression among potential employers that the radio/television program matriculates knowledgeable, high-quality students who can meet the demands of multimedia business professionals

Status of Recommendation: A poster and brochure have been printed and distributed to the TV production coordinators at all Hillsborough County public schools. Materials have also been provided to local radio stations and made available to college enrollment coordinators.

**Recommendation #5.** It is recommended that the radio/television program establish relationships with local arts competitions and film/video festivals. Accomplishing this recommendation would necessitate acquiring enough professional video equipment so that students have the necessary tools to be able to enter these local competitions.
Status of Recommendation: Dr. Shearer has joined the Festival of the Moving Image Committee on the Ybor campus, and he is also serving on the Tampa Educational Consortium Committee. With the acquisition of new hardware and software, coupled with changes in the curriculum, RTV students will be equipped to produce competitive films and videos.

Challenge #3 Identified by Task Force: Outdated Curriculum

Recommendation #1. It is recommended that a systematic review of the curriculum be undertaken, with the view towards changing the curriculum to reflect current industry standards and future job trends.

Status of Recommendation: A new digital based curriculum has gone through the College’s Technical Review process and will be presented to Academic Affairs at the end of Fall 2006.

Recommendation #2. It is recommended that the curriculum be refocused to incorporate new and/or existing courses offered by other college departments to reflect a more interdisciplinary approach.

Status of Recommendation: The new digital program is entitled “Digital Television and Media Production” and it incorporates several computer science classes.

Recommendation #3. It is recommended that the program curriculum be refocused towards teaching digital media content (which includes audio, video, and the Internet)

Status of Recommendation. Beginning in Fall, 2007 students in the new Digital Television and Media Production program will learn to use industry-standard software such as Photoshop, Illustrator, Flash, and Final Cut Pro.

Recommendation #4. It is recommended that the program have clear objectives and outcomes for each course which demonstrate continuity across the curriculum and no duplication across courses.

Status of Recommendation: Dr. Shearer reviewed the course objectives for each class as the new Digital Television program was being developed. The new curriculum will allow students to progressively build upon their knowledge and skills as they advance through the program.

Recommendation #5. It is recommended that certificates be offered in the program to document the acquisition of recognized skill sets and/or professional competencies. These certificates may be used as stepping stones towards an AS degree.
Status of Recommendation: Preliminary work has begun on developing these certificates. The new digital television curriculum will greatly enhance our ability to implement this recommendation.

**Challenge #4 Identified by Task Force: Low Completion Rates**

**Recommendation #1.** It is recommended that advising be improved to raise and more faculty advising be improved to raise completion rates.

**Status of Recommendation:** Dr. Shearer is doing informal advising in and out of class. In Spring 2007, he will establish a formal advising schedule for students.

**Recommendation #2.** It is recommended that at the end of each course students complete a survey to identify their academic plans and to determine whether they are not continuing towards receiving a degree (and if not, the reasons why.)

**Status of Recommendation:** Dr. Shearer has developed surveys that will be distributed at the beginning of each semester in order to gather baseline demographic information on RTV students. In addition, a survey will be administered at the conclusion of each semester in order to track their degree progress. The process will be implemented in Spring 2007.

**Recommendation #3.** It is recommended that the College improve tracking of students as they continue in the program.

**Status of Recommendation:** Steps have been taken to accurately identify the Program Code associated with each student so as to more effectively track their progress within a particular program.

**Recommendation #4.** It is recommended that the Retention Committee and Institutional Research Department generate data and recommendations that might help to improve low completion rates.

**Status of Recommendation:** No information has been forthcoming.