

A Sabbatical Proposal

by

Joanna M. Miller,

Journalism Faculty

Student News Media Adviser

Digital and Media Arts Department Chair

Nov. 1, 2012

Moorpark College

1. Introduction: Current state and need for innovation

The news and information industry is necessarily continuously changing and adapting to keep pace with rapidly morphing technological advancements and resulting reader/user consumption habits. Current news media sites and organizations seek and employ reporters who not only are proficient in fundamentals of journalistic reporting and writing, but who additionally are comfortable with journalistic use of video, information graphics, reader interaction through social media, instant updates through text and photo (Environmental Scans from JOUR Program Plan 2012).

While this faculty member has worked to stay current in digital journalism through ongoing online seminars (Poynter.org, 2010, 2011, 2012) as well as a seven-day KDMC Multimedia Institute (Knight Digital Media Center, UC Berkeley, 2005), the faculty seeks to update skills and knowledge through one of the nation's preeminent institutions at Poynter Institute. The weeklong onsite seminar, to be followed with a month-long self-directed online skills workshop, will provide industry currency. That, in addition to a three-day workshop with faculty at a community college that has already updated and changed platforms for their student news online website, will provide the faculty with the learning foundation needed to update curricula, syllabi, and student learning. Outcomes will include enhanced student learning through the increased use of digital stories in the Student News Media courses, JOUR 10A, 10B and 10C.

2. Background: Changes and Challenges at Moorpark College

The StudentVoiceOnline.com, the current student news media at Moorpark College, has weathered a series of substantial changes over the last seven years. Prior to Fall 2005, Moorpark College had its own student newspaper. The paper was published weekly or bi-weekly schedules depending on the semester. At that time, the paper focused primarily on the Moorpark College community.

ldy <</MCCID 9 >>BDC /TT(i)6(luo)10(de)10(p)10(endi)6(ng)10(o)h.B2n(s)4(p)10(>0(M)710(o nscol

3. The Project

The proposed project includes three objectives, three educational components and three areas of benefits to students and project outcome implementation.

Project Objectives

Means to Achieve Objective

Timeline

Upon return, the applicant will implement new and updated classroom teaching techniques, and update syllabus and curriculum.

The production of news follows a three-part template. Reporters gather information from a variety of sources. Those sources include interviews, research and observation. The gathered information is then distilled. Using news values based on the reporter's audience, the reporter sorts through the information, weighs the value of various elements and organizes it for the third step. That final part is presentation. In the traditional news-delivery days of the mid-20th Century, that involved writing a story on deadline for a newspaper.

In today's news world, the first two steps have remained fairly consistent. Gathering and distilling information remains constant. The world of presentation, though, has broadened to include multimedia elements that today create easy and instant links to an audience.

The updated training contained in this sabbatical proposal will enhance the news presentation training available to students in the Moorpark College journalism program. They will have the advantage of insight into the most cutting-edge work being done by news organizations. By incorporating new presentation techniques into the classroom, the program will give the students the type of practical experience needed to more easily win internships in the profession.

In terms of curriculum development, this sabbatical proposal will provide an opportunity to review the existing Student News Media courses at Moorpark College in respect to the latest industry trends. Needed adjustments, if found, will be immediately incorporated into classroom teaching, curriculum and program planning.

5. Value to College/District

This project immediately and positively impacts the college through its classroom teaching, curriculum and a more current and interactive student news website . While the role of newspapers has shifted in our community, as seen even by the changes within the programs offered by Moorpark College and the VCCCD, the role of journalism remains vital to our nation's freedoms. Journalists monitor how we govern ourselves and how we treat the weakest and the most powerful among us. The biggest way we have changed is in how we deliver news to our communities.

For Moorpark College, this sabbatical proposal will give us continued and expanded relevance in the delivery of news. Our program has placed journalists at news organizations and in master's programs throughout the state and nation (JOUR Program Plan environmental scans, 2012). A sharpened relevance with attention to the latest news-delivery trends will help the college continue to deliver students ready to fill

6. Value to Faculty:

Once we faculty of Career/Technical Programs leave industry work and join the academy, we as CTE faculty must work diligently to not only develop our skills and knowledge of pedagogy so we know how to teach, but we also must continuously refresh our knowledge and skills to anticipate the needs of the changing industry workplace. In the dynamic field of Journalism, which is both a transfer and a CTE program, we must strive to stay current and even in front of the needs of industry and four-year transfer institutions. This Sabbatical Project will enhance, update and advance this faculty's knowledge and skills.

6. Conclusion

Each of the three objectives listed above dovetails with the others to provide a footing to explore relevant and new territories for Moorpark College journalism students. Expanded digital media experience will translate into more vibrant news presentation for the Student Voice website. Advances in digital news production will make students more valuable potential contributors in today's news-

Attachments:

B. B.

C.

D.