

Multimedia Journalism, Certificate of Achievement

Item 1. Program Description, Goals, and Objectives

The Film, Journalism, and Media Production (FJMP) program at San Diego City College provides the opportunity for students to develop fundamental skills in these fields for employment in media and related industries or transfer to a four-year institution. The program includes all aspects of multiplatform content creation and production, including fiction and documentary films, journalism, broadcast news, radio, podcast, and media production. Students also develop skills to think critically, problem-solve efficiently, and communicate ideas effectively. Courses address legal and ethical issues in media and include the implications of social and cultural constructs, economics, technology, and equity and social justice. Students gain hands-on experience working as part of the online platform City Times Media with its award-winning partners in state-of-the-art facilities.

Student Media

City Times Media includes award-winning student media partners like City Times, the student-produced digital news website originally established as a newspaper in 1945, as well as CityScene magazine, CTTV, home of the Emmy-winning Newscene broadcast, CT Sound for radio and podcast, and City College Independent Films, which offers students an outlet to showcase fiction and documentary films.

Program Student Learning Outcomes

Upon successful completion of one of the degrees and/or certificates the student should be able to:

- Apply tools and technologies appropriate for the media professions in which they work.
- Write in forms and styles appropriate for media professions, audiences, and purposes they serve.
- Conduct research and evaluate information by methods appropriate to the media professions in which they work.
- Apply principles of diversity, equity, and media law and ethics.

Career Options

City College offers you the opportunity to gain hands-on experience in a wide range of areas in film, journalism, and media production. Potential jobs include video editor, multimedia journalist, digital content producer, motion picture or documentary film writer/producer, director, videographer, motion graphics designer, art director, production assistant, news producer, on-air talent, news reporter, news writer, social media producer, operations engineer, news photographer, audio engineer, studio camera operator, sound technician, lighting technician, assistant director, set designer, studio manager, and floor director. The skills acquired may lead to employment, freelance work, or business ownership.

Item 2. Catalog Description

The Certificate of Achievement in Multimedia Journalism offers hands-on training and experience in the fundamentals of journalism, using current and emerging multimedia tools and technologies in our state-of-the-art facilities. The program emphasis is placed on planning, writing, producing, directing, editing, and performing across platforms. Other topics addressed include social media production and management, photojournalism and documentary photography, and

studio operations. Students contribute to the award-winning City Times Media platform and its partners, including digital news, magazine, TV news, radio podcast and independent film. This program is designed for students interested in enhancing their skills and knowledge of journalism, students majoring in Journalism, and for those seeking entry-level employment in media-related industries.

The skills acquired with this certificate may lead to employment, freelance work, or business ownership. These jobs include, but are not limited to, multimedia journalist, digital content producer, production assistant, news producer, on-air talent, news reporter, news writer, public information officer, communications director, social media producer, operations engineer, news photographer, audio engineer, studio camera operator, and sound technician.

Item 3. Program Requirements

COURSES REQUIRED FOR THE MAJOR:			UNITS	RECOMMENDED SEQUENCE*
	FJMP 130	Newswriting for Multiplatform Journalism	3	FALL 1
	FJMP 131	Multimedia Journalism Reporting	3	FALL 1
	FJMP 132	Multiplatform Journalism Production	3	SPRING 1
OR	FJMP 133	Broadcast News Production	3	SPRING 1
	FJMP 143	On-Camera Performance	3	SPRING 1
OR	FJMP 144	Multi-Camera Studio Operations	3	SPRING 1
COMPLETE SIX (6) UNITS FROM THE FOLLOWING:			UNITS	RECOMMENDED SEQUENCE*
	FJMP 134	Multiplatform Magazine Production	3	FALL 2/SPRING 2
	FJMP 135	Photojournalism and Documentary Photography	3	FALL 2/SPRING 2
	FJMP 142	Radio and Podcast Production	3	FALL 2/SPRING 2
	FJMP 232A	Multiplatform Journalism Workshop I	3	FALL 2/SPRING 2
	FJMP 232B	Multiplatform Journalism Workshop II	3	FALL 2/SPRING 2
	FJMP 233A	Broadcast News Workshop I	3	FALL 2/SPRING 2
	FJMP 233B	Broadcast News Workshop II	3	FALL 2/SPRING 2
Total Units			18	

**Course offerings are subject to change. Please refer to the college class schedule for the most updated course offerings for the semester.*

Item 4. Master Planning

San Diego City College has as its highest priority student learning and achievement. The College provides lower division and general education courses that lead to certificates, associate degrees or transfer to a four-year college or university; career technical education programs that meet specific industry needs, upgrade the employment skills of students and fulfill licensing requirements of the state of California as well as contribute to the economic development of our region; basic skills instruction to assist all students in meeting their educational goals; and essential student support services for all students.

Student Selection

The award will observe the open enrollment required for California community college courses (California Code of Regulations, Title 5, § 51006 and §§ 58100-58108).

Need

The program modifications made to film, journalism, and media production (FJMP) certificates and degrees do not change the total number of awards being offered in the region. Program modifications will not contribute to an overproduction to the supply in the labor market demand as it will continue to yield the same number of graduates or completers as in previous years.

This program modification updates the program award title and includes updates to course numbering and course titles that reflects the college's emphasis on FJMP.

The Certificate of Achievement in Multimedia Journalism is not offered at any other campus within the district and San Diego City College is the only college that offers degrees in the TOP Code in the region. This certificate is well-established and has been serving the region and local community since its Regional Consortium recommendation in February 2014 and State Chancellor's Office approval since December 13, 2015 under the title Broadcast News.

- This certificate received Regional Consortia recommendation in February 2014. [Please see attached Regional Consortia recommendation.](#)
- This certificate received CCCCCO approval on December 13, 2015 under the program title Broadcast News. [Please see attached COCI approval letter.](#)
 - A program modification was approved by the CCCCCO on January 7, 2021. [Please see attached COCI approval letter.](#)

Advisory Board

The [6/17/2022 San Diego City College RTVF and DJRN Advisory Board Meeting](#) approves of the transition from DJRN and RTVF to FJMP. Also, the board unanimously approved the modifications to this award to fit the FJMP mission and goals.

Regional Consortium

Pending Regional Consortium recommendation for a program modification.

Labor Market Information

According to the [March 2022 Centers of Excellence Broadcast Journalism Occupations](#), Broadcast Journalism Occupations in San Diego County have a labor market demand of 285 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings), and 14 educational institutions supply 459 awards for these

occupations, suggesting that there is an oversupply in the labor market. Entry-level wages are below the living wage for these occupations, except for "Broadcast Announcers and Radio Disc Jockeys," but median wages for these occupations are above the living wage. This brief recommends that the colleges do not proceed with developing a new program for these occupations and defers to the region for a **program modification** because 1) an oversupply exists for these occupations in the region; 2) entry-level earnings are below the living wage for most occupations; and 3) a high number of institutions train for these occupations. The colleges should also note that employers typically require a minimum educational requirement of a bachelor's degree for these occupations.

According to the [March 2022 Centers of Excellence Radio and Television Occupations](#), Radio and Television Occupations in San Diego County have a labor market demand of 201 annual job openings (while average demand for a single occupation in San Diego County is 242 annual job openings) and sixteen institutions supply 418 awards for these occupations, suggesting that an oversupply exists in the labor market. Entry-level and wages are below the living wage for all occupations. This brief recommends that the colleges do not proceed with developing a new program for these occupations but defers to the region for a **program modification** because 1) on average, these occupations' entry-level wages are below the living wage; 2) a low number of annual job openings exist for these occupations; and 3) there is an oversupply in San Diego County. Colleges should note that the percentage of students who complete a related program and earn a living wage is lower than students who complete Career Education programs in general.

According to the State of California Employment Development Department (CA EDD), projections of employment for the 2018 – 2028 in Multimedia Journalism are expected to decrease by 70 jobs in the San Diego County area.

Occupational Projection of Employment 2018-2028

Occupation	Employment		Employment Change		Annual Avg Openings
	Estimated	Projected	Number	Percent	
Producers and Directors (SOC Code: 27-2012)	920	890	-30	-3.3	860
Radio and Television Announcers (SOC Code: 27-3011)	230	210	-20	-8.7	230
Reporters and Correspondents (SOC Code: 27-3022)	210	180	-30	-14.3	210
Editors (SOC Code: 27-3041)	770	780	10	1.3	860
Writer and Authors (SOC Code: 27-3043)	1130	1100	-30	-2.7	1140
Film and Video Editors (SOC Code: 27-4032)	110	130	20	18.2	140

Source: <https://www.labormarketinfo.edd.ca.gov/cgi/databrowsing/occExplorerQSSelection.asp?>

California State measurements for growth in Multimedia Journalism (i.e. news writers, talent, editors, camera operators) and Videographers do not account for the world growth in these areas. Job postings at Glassdoor indicate top companies such as [SPECTRUM](#), [Cox Media Group](#), [Univision communications inc](#), [Estrella Media](#), [San Diego Union-Tribune](#), [News-Press & Gazette Co.](#), [21 WFMJ](#), [Hewlett Packard Enterprise](#), [Capitol Broadcasting Company](#), [Cowles Montana Media Company](#) are hiring now for Multimedia Journalist jobs. Nationally, there are open Multimedia Journalist jobs in several cities including [Washington](#), [Idaho Falls](#), [Austin](#), [New York](#), [Greensboro](#), [Rochester](#), [Billings](#), [Wichita](#), [Colorado Springs](#), [Mobile](#).

Furthermore, according to the O*Net OnLine the following occupations are considered Bright Outlook occupations and are projected to grow faster than average over the period 2020-2030 for the US nationwide:

- [27-3011 Broadcast Announcers and Radio Disc Jockeys](#)
- [27-4031 Camera Operators, Television, Video, and Film](#)
- [27-3099 Media and Communication Workers, All Other](#)

- [27-2012 Producers and Directors](#)

Also, according to the U.S. Bureau of Labor Statistics, employment in Media and Communication Occupations is projected to grow 14 percent from 2020 to 2030, faster than the average for all occupations, and will result in about 151,500 new jobs. The following Media and Communication Occupations estimates an increase of 47,000 jobs by 2030 in the US.

OCCUPATION	2020 MEDIAN PAY	2020 NUMBER OF JOB	2020-2030 JOB OUTLOOK	2020-2030 EMPLOYMENT CHANGE
Announcers	\$41,950	52,200	15%	8,100
Editors	\$63,400	108,600	5%	5,600
Film and Video Editors and Camera Operators	\$61,900	63,300	29%	18,300
News Analysts, Reporters, and Journalists	\$49,300	46,700	6%	2,800
Writers and Authors	\$67,120	143,200	9%	12,200

Source: <https://www.bls.gov/ooh/media-and-communication/home.htm>

The following data provided by the San Diego City College Career Technical Education (CTE) Dean demonstrates there is a labor market gap in the FJMP area. Based on the data, the three-year average of graduates are attaining a living wage.

Program	Labor Market gap	Meeting Labor Market Gap	Lead to attainment of living wage	Median Wage	Nbr of grads (3 yr avg)	Priority Sector
Journalism	Yes	Yes	Yes	\$26.03	3	
Radio and Television	Yes	Yes	Yes	\$25.00	12	x
Radio	Yes	Yes	Yes	\$26.12	5	x
Broadcast Journalism	Yes	Yes	Yes	\$26.10	3	x
Film Production	Yes	Yes	Yes	\$25.10	18	x
Digital Media	Yes	Yes	Yes	\$20.58	8	x

Source: San Diego City College CTE Dean, <https://docs.google.com/spreadsheets/d/1RI7benFynyKTN2RyYbCdyZ55P-2CzFxc/edit?usp=sharing&ouid=111484512087663959166&rtpof=true&sd=true>

Item 5. Enrollment and Completer Projections

(A) Enrollment Data

Annual Number of Sections (SECT) and Enrollment (ENRL) Totals	2019 – 2020*	2020 - 2021*	2021 - 2022*

Course Dept. Number	Course Title	SECT	ENRL	SECT	ENRL	SECT	ENRL
FJMP 130	Newswriting for Multiplatform Journalism <i>(previously DJRN 200 Newswriting for Multimedia including elements from RTVF 140 Radio and TV Newswriting)</i>	2 <i>DJRN=2 RTVF=0</i>	33 <i>DJRN=33 RTVF=0</i>	2 <i>DJRN=2 RTVF=0</i>	35 <i>DJRN=35 RTVF=0</i>	2 <i>DJRN=2 RTVF=0</i>	34 <i>DJRN=34 RTVF=0</i>
FJMP 131	Multimedia Journalism Reporting <i>(previously DJRN 205 Community Journalism for Multimedia including elements from RTVF 146 The TV News Field Report)</i>	1 <i>DJRN=0 RTVF=1</i>	10 <i>DJRN=0 RTVF=10</i>	0 <i>DJRN=0 RTVF=0</i>	0 <i>DJRN=0 RTVF=0</i>	0 <i>DJRN=0 RTVF=0</i>	0 <i>DJRN=0 RTVF=0</i>
FJMP 132	Multiplatform Journalism Production <i>(previously DJRN 210 News Reporting and Editing for Publication)</i>	2	21	2	21	2	12
FJMP 133	Broadcast News Production <i>(previously RTVF 145 Television News Production)</i>	2	17	2	13	2	13
FJMP 134	Multiplatform Magazine Production <i>(previously DJRN 220 Reporting and Editing for Specialty Publications)</i>	0	0	0	0	0	0
FJMP 135	Photojournalism and Documentary Photography <i>(previously DJRN 215 Photo Journalism and Documentary Photography)</i>	0	0	0	0	0	0
FJMP 142	Radio and Podcast Production	+	+	+	+	+	+
FJMP 143	On-Camera Performance <i>(previously RTVF 121 Performance for Television)</i>	1	9	0	0	0	0
FJMP 144	Multi-Camera Studio Operations <i>(previously RTVF 118 Television Studio Operations)</i>	2	39	0	0	1	11
FJMP 232A	Multiplatform Journalism Workshop I <i>(previously DJRN 211 Online News Concepts for Publication)</i>	2	12	2	7	0	0
FJMP 232B	Multiplatform Journalism Workshop II <i>(previously DJRN 213 Advanced News Publication Management)</i>	1	1	2	1	2	2
FJMP 233A	Broadcast News Workshop I <i>(previously RTVF 249A Television News Workshop - Producing)</i>	2	11	2	6	2	3
FJMP 233B	Broadcast News Workshop II <i>(previously RTVF 249B Television News Workshop - Tape Coordinating)</i>	2	7	2	6	2	2

*Limited enrollment experienced during the 2020-2022 pandemic.

+New course.

Source: <https://www.sdcity.edu/about/institutional-effectiveness/research/enrollment-dashboard.aspx>

(B) Completer Projections

Based on enrollment data, the estimated completer projection of students to earn the award annually is 5 students.

Item 6. Place of Program in Curriculum/Similar Programs

After reviewing San Diego City College's existing program inventory in the CCC Curriculum Inventory, the following questions have been addressed:

1. Do any active inventory records need to be made inactive or changed in connection with the approval of the proposed program? If yes, please specify.

This is a program revision to an active program at the State Chancellor's Office. COCI Control# 33761 needs to be edited and/or revised in connection with the approval of this proposed program.

Submission Type	Projected Start Date
Program Revision	Fall 2024
Need for proposal The program modifications made to film, journalism, and media production (FJMP) certificates and degrees do not change the total number of awards being offered in the region. This program modification updates the program award to include updates to course numbering and course titles that reflects the college's FJMP emphasis. The Certificate of Achievement in Multimedia Journalism is not offered at any other campus within the district and San Diego City College is the only college that offers awards in the TOP Code in the region. This certificate is well-established and has been serving the region and local community since its Regional Consortia recommendation in February 2014 and State Chancellor's Office approval since December 13, 2015 under the title Broadcast News. Program modification includes award title change (previously titled Broadcast News); revision to the program and award descriptions; remove RTVF 140 and 145 courses required for the major; add FJMP 130, 131, 132, 133, 143, and 144 to courses required for the major; remove RTVF 107, 118, 124, 141, 146, 153, 245, 249A, 249B, 249C, and 249D from required electives; add FJMP 134, 135, 142, 232A, 232B, 233A, and 233B to required electives. Maintaining TOP Code 0604.30 Broadcast Journalism. This certificate requires Regional Consortium recommendation and State Chancellor's approval.	

2. Does the program replace any existing program(s) on the college's inventory? Provide relevant details if this program is related to the termination or scaling down of another program(s).
This award does not replace any existing program(s) on the college's inventory at the State Chancellor's Office.
3. What related programs are offered by the college?
 - Certificate of Performance
 - Film Production (9 Units)
 - Media Production (*previously titled Video Production*) (9 Units)
 - Multimedia Journalism (*previously titled Broadcast News*) (9 Units)
 - Radio and Podcast (*previously titled Radio*) (9 Units)
 - Certificate of Achievement
 - Film Production (18 Units; COCI CTRL#: 33768)
 - Multimedia Journalism (*previously titled Broadcast News*) (18 Units; COCI CTRL#: 33761)
 - Media Production (*previously titled Video Production*) (18 Units; COCI CTRL#: 33250)
 - Radio and Podcast (*previously titled Radio*) (18 Units; COCI CTRL#: 33160)

- Associate of Science Degree
 - Film Production (21 Units; COCI CTRL#: 33511)
 - Journalism (*previously titled Broadcast News*) (21 Units; COCI CTRL#: 09451)
 - Media Production (*previously titled Video Production*) (21 Units; COCI CTRL#: 09450)
 - Radio and Podcast (*previously titled Radio*) (21 Units; COCI CTRL#: 09449)
- Associate in Arts for Transfer Degree
 - Journalism (18 Units; COCI CTRL#: 33094)
- Associate in Science for Transfer Degree
 - Film, Television, and Electronic Media (18 Units; COCI CTRL#: 35977)

Item 7. Similar Programs at Other Colleges in Service Area

Only one college provides awards in vocational TOP Code 0604.30* Broadcast Journalism in the San Diego County area per the State Chancellor's Office Curriculum Inventory.

College	Award Title	Award Type	COCI CTRL#
0604.30* Broadcast Journalism <i>vocational</i>			
San Diego City College			
	Journalism <i>(previously titled Broadcast News)</i>	Associate of Science Degree	09451
	Multimedia Journalism <i>(previously titled Broadcast News)</i>	Certificate of Achievement	33761

Source: <https://coci2.ccctechcenter.org/programs>