

October 18, 2024

TO:

RE: Certification

As a long-time educator and professional in the media industries, I have found the need for a concentrated pathway into more efficiently providing communication skills to businesses, especially those companies that would benefit from well-trained writers, designers, and effective communicators. I worked approximately 30 years within the media industry as well as serving as department chair and director of broadcasting and journalism for more than a decade at two major universities. I have developed coursework from beginning news and broadcast writing and performance to integrating virtual reality and AI into modern curriculum.

San Jose City College has provided me with the details of their certificate program in Broadcasting and Journalism, which will be entitled **Mass Media Certificate of Achievement Level 1**. It is an excellent start to what I hope will be the first of many certificate offerings in the Mass Communication Discipline and perhaps in conjunction with other units on its campus. Saying that, I highly recommend approval of the certification program as outlined by the Broadcasting and Journalism Advisory Board of San Jose City College.

The courses listed in the certification program are appropriate for students interested in acquiring the necessary skillset to not only work in the communications industry, but also to help students secure employment with companies seeking to communicate effectively to their target audiences. The courses required in this certification program will provide students with the tools to effectively research, visualize and communicate ideas and concepts within a multiplatform environment. As such, this certification program, as it is established, will draw from the most essential communication skills and

concepts, guiding students through the process of designing and communicating ideas and marketing them to the public. These skills are invaluable to media companies and any business that needs to reach out effectively to its public. In addition, there are credit opportunities for students to gain work experience while attending college, as they utilize their media and marketing skills to assist companies with community outreach, promotional campaigns, and similar activities. Finally, this program will help students to work as independent contractors and to establish their own business.

Thank you for your consideration.

Sincerely,

Phylis West-Johnson

Phylis West-Johnson, Ph.D. Professor
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Former JMC Director (2016-2024)
Emeritus Professor, Southern Illinois University-Carbondale (1990-2016)