Mass Communications Experiences Growth and Technical Development

In 1971, the mass communications program at Savannah State University was established as a minor in the department of humanities. Enrollment in the minor program grew from nine in 1971 to seventy-nine in 1981 when the program became a baccalaureate degree program. By 2001, the mass communications program had ninety-five majors. On August 1, 2002, the mass communications program became the mass communications department with ninety-five majors. By the 2004 fall semester, enrollment in the department increased from ninety-five majors to over three hundred majors (approximately three hundred percent increase over a two year period).

The Department is a University Center of Excellence

The mass communications department is listed as a center of excellence in the Savannah State University Strategic Plan 2002 – 2007. As a center of excellence, the department will differ from traditional programs by including special attention to cutting-edge research and the use of innovative teaching/learning practices to make it without peer in the region. The strategic plan of the department has as one of its main goals the attainment of Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) by the 2006-2007 academic year. The department has accomplished the following relative to ACEJMC accreditation procedures:

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Welcome to the first edition of the mass communications department’s official newsletter – *THE SPOKESMAN*. The purpose of this quarterly newsletter is to inform mass communications and Savannah State University alumni, current students, stakeholders, and supporters about the mission and vision of the department. The department is designated as a center of excellence in the 2002 – 2007 Strategic Plan of the university. One of the immediate goals of the department is to attain Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) Accreditation by the 2007 academic year. This is a three to five year process, which the department began in 2002. This prestigious accreditation would allow the department to acquire more grants, corporate support, and this will become a value added to all graduates of the degree program. Moreover, the department has been enhanced by over $1.5 million in funding by the president and vice president for academic affairs. The curriculum went through a major revision during the 2003 -2004 academic year when the radio/television sequence added film as a part of the concentration. Over eleven new courses have been added through course revisions, and one new faculty member was hired to teach in the department. Exciting new plans include assembling a mass communications advisory board comprised of leading media and corporate executives to forge a twenty-first century agenda for the program. Plans also include the formation of a mass communications alumni association, which will also serve in an advisory capacity to the department. We welcome comments and participation in the department.

Thank you,

Charles J. Elmore

Mass Communications Experiences Growth and Technical Development

students (74 males – 25%; 219 females – 75%). The unprecedented growth required the department to undergo extensive building renovations, the upgrade of the computer laboratories, and the television production facility. During 2004 – 2005, eight faculty members (four part-time) taught 489 students in 34 courses, and generated 1388 semester credit hours with an average class size of 14.38 students. Since 2001, the department, located in John F. Kennedy Building, has undergone a $1.5 million equipment and technology upgrade, and a 6,550 square foot building renovation. The renovated areas include the television production studio, computer laboratories, faculty offices (office space for five faculty and a secretary), and a multi-purpose classroom. The $500,000 broadcast studio upgrade includes a new lighting grid system, two teleprompters, five-camera studio, multiple non-linear editing stations (Avid and Premiere in PC and Final Cut Pro in MAC format) in a separate non-linear editing laboratory, a satellite downlink, and a retractable chromakey wall.
Mass Communications Experiences Growth and Technical Development

Increased enrollment will result in space utilization changes relative to the placement of mass communications laboratories and classrooms. Beginning with the 2005 fall semester, the non-linear editing, G-5 Mac, and sound studio laboratories, as well as the television production studio, will be located on the first floor of John F. Kennedy Building. All mass communications lecture classes will be held in multi-purpose classrooms on the second floor of Kennedy Building. Additionally, a second Mac computer laboratory will be opened on the second floor of the building.

The Department is a University Center of Excellence

- A successful preliminary site visit September 29 – October 1, 2004, by Dr. Barbara Hines, ACEJMC council member, representing Suzanne Shaw, executive director, ACEJMC.
- Acquired new broadcast and computer equipment (with appropriate software) throughout the academic year.
- Asa Gordon Library ordered numerous books, videos, and other materials ordered by the department specifically earmarked for ACEJMC accreditation this academic year.
- 2006 fall semester the department’s television production studio will be a total digital environment.
- The new Ecolab 2900 digital switcher will be fully operational, and this will enable graduates to enter the broadcast media workforce with cutting-edge production skills.

Department Expands Broadcast Curriculum

During the 2003-2004 academic year, the mass communications department revised the curriculum in radio/television by adding film to the existing concentration. The broadcast sequence is now known as a radio/television/film degree concentration. Eleven new courses were added to the present broadcast curriculum to include – COMM 1000 (Colloquium – a new one hour orientation course for entering mass communications freshmen), COMM 3301 (Introduction to Television Production), COMM 3303 (Scriptwriting for Radio, Television, Film), COMM 3305 (Introduction to Film Production), COMM 3306 (Introduction to Audio Production), COMM 3901 (History of Film), COMM 4108

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Department Expands Broadcast Curriculum

Broadcast Curriculum (Film and Television Directing), COMM 4109 (Radio Production and Programming), COMM 4111 (Film and Television Editing), COMM 4112 (Commercial Recording), and COMM 4113 (Advanced Post Production Techniques). Kai Walker, assistant professor, mass communications, was hired during the 2003-2004 academic year to teach television and film courses in the radio/television/film sequence. Ms. Walker received a B.S. degree in communications and theater arts from Eastern Michigan University in Ypsilanti, Michigan, and an M.F.A. in video and film from the Savannah College of Art and Design.
RECENT ALUMNI HIGHLIGHTS

Class of 2002
Christopher McDuffy
Verizon Wireless
Associate
Atlanta, Georgia

Seond Year Law Student
Vermont Law College
South Royalton, Vermont

Devin Hill

Alicia Wallace
Teacher
Gadsden Elementary School
Savannah, Georgia

Jovielle Coxon
Graduate Student
Master’s in Speech Pathology
South Carolina State University
Orangesburg, South Carolina

Richard Chapman
Substitute Teacher
United States Navy

Tonya Brown
Teacher
Haven Elementary School
Savannah, Georgia

Kimberly Starks
Newspaper Reporter
Savannah, Georgia

Class of 2003
Janea Robinson
Video Editor
WNCN-NBS Channel 17
Raleigh, North Carolina

Mahreon Johnson
Video Journalist
WNCN-NBS Channel 17
Raleigh, North Carolina

Tonya Brown
Teacher
Haven Elementary School
Savannah, Georgia

Kimberly Starks
Newspaper Reporter
Savannah, Georgia

Class of 2004
Kayla Lightbourne
Anchor-On-Air Personality
Providenciales Island, B.W. I.

Janea Robinson
Video Editor
WNCN-NBS Channel 17
Raleigh, North Carolina

Mahreon Johnson
Video Journalist
WNCN-NBS Channel 17
Raleigh, North Carolina

Kayla Lightbourne
Anchor-On-Air Personality
Providenciales Island, B.W. I.

Class of 2003
Janea Robinson
Video Editor
WNCN-NBS Channel 17
Raleigh, North Carolina

Mahreon Johnson
Video Journalist
WNCN-NBS Channel 17
Raleigh, North Carolina

Kayla Lightbourne
Anchor-On-Air Personality
Providenciales Island, B.W. I.

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The Tiger’s Roar Online has exceeded all expectations. During the 2004-2005 academic year, the online paper had 741,622 hits. Spearheaded by Professor Novella Cross Holmes, the online publication was launched in 2004. Log on to www.tigersroar.com.
Dear Alumni:

In order to continue to provide qualitative and quantitative services to our students, alumni, and to address those areas that need strengthening, we ask that you kindly complete the brief questionnaire below and return it to us at your earliest convenience.

MAJOR (Check one)

___Radio/Television/Film  ___Print Journalism  ___Public Relations and Advertising

YEAR OF GRADUATION ______________________

RATE THE OVERALL QUALITY OF YOUR UNDERGRADUATE EDUCATION

___EXCELLENT  ___ABOVE AVERAGE  ___GOOD  ___FAIR  ___POOR

IF POOR, DESCRIBED ____________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

LIST YOUR CURRENT JOB TITLE:

_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

DO YOU HAVE A GRADUATE DEGREE? WHICH SCHOOL DID YOU ATTEND? __________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

LIST STRENGTHS AND WEAKNESSES OF THE DEPARTMENT OF MASS COMMUNICATIONS

_____________________________________________________________________________
_____________________________________________________________________________

WHAT ARE YOUR CURRENT MAILING ADDRESS, PHONE NUMBER, FAX, E-MAIL __________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

Please return this completed form by:

Fax:   (912) 351-6588

Mail:  Charles J. Elmore, Mass Communications Department, P.O. Box 20634, Savannah State University, Savannah, GA  31404

(PLEASE NOTE THAT THIS SURVEY FORM CAN BE PRINTED AND DISTRIBUTED TO OTHER GRADUATES)