



**Syracuse City School District  
Media Communications Program  
Reapproval  
Self-Study Report**

Career and Technical Education

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March 2023

# Media Communications Program Reapproval Self-Study Report

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- Program Information
- Curriculum
- Program Data
- Career Outlook
- Certifications
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# The Self-Study Process

The self-study is an important step in the career and technical education approval process and provides for an in-depth evaluation of the program of study. Its purpose is to bring together primarily internal stakeholders to review the CTE program and propose relevant modifications.

[NYSED Self-Study Process](#)

# Program Information

The Media Communications program will help students develop the skills necessary for careers in television, radio, film, and electronic print media, including video production, news broadcasting, digital design, and media writing.

Students will learn advanced professional skills in video, photo, audio, film, broadcasting, and journalism using industry standard hardware and software in the development and production of products.

The program provides students with a combination of practical skills in using technology as well as encouraging innovation and creativity in applying those skills to explore and analyze current issues. Within this curriculum students will have the opportunity to earn Precision TV Broadcasting Certification as well as three credit hours from Onondaga Community College in both digital photography and digital design.

Students who successfully complete the Media Communications curriculum will be prepared for entry level careers or further education and training in professions with a media communications focus such as film and broadcast media production companies, news organizations, and advertising and public relations businesses.

[NYSED CTE Program Requirements](#)

## Media Communications

Institute of Technology at Syracuse Central High School (ITC) CTE Pathway

**The Career Field:** Media Communications offers students an opportunity to pursue a career in a variety of exciting fields. Study in this area can lead to jobs in television and radio, film and video, digital media, journalism, writing and publishing, and public relations, just to name a few.

Employment of media and communication occupations is projected to grow 6 percent from 2016 to 2026.

**The Program:** Students in our program learn to work in a professional television studio while being involved in operating the school's news and communication network including announcements, social media, news magazines and web presence. The class structure is project-based and hands-on. Projects are supplemented with reading, writing, lectures, demonstrations, videos, online research and critiques.

In this program you will:

- » Learn video and photo methods to professionally edit footage into finished videos
- » Apply creative and professional framing techniques to photo shoots
- » Create photo shoot lists and storyboards and use digital story telling principles



# Curriculum

- Level 100 – Level 400
  - Integrated credit in ELA
  - Embedded Career and Financial Management
- NYSED Curriculum Requirements
- NYSED Overview of Integrated and Specialized Academic Credits
- NYSED Career and Financial Management Framework





# Program Data

Media Communications Program Data			
Coursework	Technical Assessment		Technical Endorsement
How many students have completed the coursework for this program of study since it was last approved or re-approved? Please indicate totals by program year.	Of the total number of students who have completed the coursework, how many students completed the technical assessment used in this program?	Of the total number of students who have completed the technical assessment, how many passed?	How many students received a technical endorsement?
2018-2019 20	2018-2019 20	2018-2019 20	2018-2019 20
2019-2020 20	2019-2020 20	2019-2020 18	2019-2020 18
2020-2021 19	2020-2021 19	2020-2021 19	2020-2021 19
2021-2022 19	2021-2022 18	2021-2022 18	2021-2022 18
Cumulative Total 78	Cumulative Total 77	Cumulative Total 75	Cumulative Total 75
Of the total number of students who have completed the coursework for this program of study, how many had IEPs?	Of the total number of students who have completed the coursework and completed the technical assessment, how many had IEPs?	Of the total number of students with IEPs who completed the technical assessment, how many passed?	Of those students who received the technical endorsement, how many had IEPs?
2018-2019 3	2018-2019 n/a	2018-2019 n/a	2018-2019 n/a
2019-2020 3	2019-2020 n/a	2019-2020 n/a	2019-2020 n/a
2020-2021 4	2020-2021 n/a	2020-2021 n/a	2020-2021 n/a
2021-2022 4	2021-2022 4	2021-2022 4	2021-2022 n/a
Cumulative Total 14	Cumulative Total 4	Cumulative Total 4	Cumulative Total 4
Of the total number of students who have completed the coursework for this program of study, how many had Section 504 plans?	Of the total number of students who have completed the coursework and completed the technical assessment, how many had Section 504 plans?	Of the total number of students with Section 504 plans who completed the technical assessment, how many passed?	Of those students who received the technical endorsement, how many had section 504 plans?
2018-2019 n/a	2018-2019 n/a	2018-2019 n/a	2018-2019 n/a
2019-2020 n/a	2019-2020 n/a	2019-2020 n/a	2019-2020 n/a
2020-2021 n/a	2020-2021 n/a	2020-2021 n/a	2020-2021 n/a
2021-2022 0	2021-2022 0	2021-2022 0	2021-2022 0
Cumulative Total 0	Cumulative Total 0	Cumulative Total 0	Cumulative Total 0



# Career Outlook



U.S. BUREAU OF LABOR STATISTICS

Quick Facts: Film and Video Editors and Camera Operators	
2021 Median Pay 	\$60,360 per year \$29.02 per hour
Typical Entry-Level Education 	Bachelor's degree
Work Experience in a Related Occupation 	None
On-the-job Training 	None
Number of Jobs, 2021 	81,700
Job Outlook, 2021-31 	12% (Much faster than average)
Employment Change, 2021-31 	9,600

[Film and video editors and camera operators Occupational Employment and Wage Statistics State Data](#)

[Film and video editors and camera operators Occupational Employment and Wage Statistics Local Data](#)



# Certifications

## Media Communications Teacher: Jeffrey Newell

Search Results

Select	First Name	Last Name	MI	City	State	Registration Status
<input checked="" type="radio"/>	JEFFREY	NEWELL		LIVERPOOL	NY	N/A

[View Detail](#)

Certificate Information for New York State Teaching Certificate Holder

Certificate Title	Issue / Effective Date	Expiration Date	Status
Media Communications 7-12 Transitional A Certificate	04/22/2016	08/31/2022	Expired
Professional Photography 7-12 Transitional A Certificate	04/22/2016	08/31/2022	Expired

Certified by the State of New York solely for purposes of employment by the City School District of the City of New York and the operation of the School District.

<input checked="" type="radio"/>	RHIANNON	M	WHITE	LIVERPOOL	NY	Registered Active
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[View Details](#)

Search Results

Certificate Title	Issue / Effective Date	Expiration Date	Status
English 7-12 Permanent Certificate	02/01/2007		Issued
English 7-12 Provisional Certificate	02/01/2002	01/31/2007	Expired

Certified by the State of New York solely for purposes of employment by the City School District of the City of New York and the operation of the School District.





# Certifications

Search Results						
Select	First Name	Last Name	MI	City	State	Registration Status
<input checked="" type="radio"/>	SCOTT	LANE	T	CANASTOTA	NY	Registered Active

[View Detail](#)

Certificate Information for New York State Teaching Certificate Holder			
Certificate Title	Issue / Effective Date	Expiration Date	Status
Teaching Assistant Continuing Certificate	09/01/2002		Issued
Students With Disabilities - Grades 7-12 - Social Studies Initial Certificate	09/06/2014	08/31/2019	Expired
Social Studies 7-12 Initial Certificate	09/01/2010	08/31/2018	Expired
Students With Disabilities - Grades 7-12 - Social Studies Professional Certificate	01/09/2019		Issued
Social Studies 7-12 Professional Certificate	09/07/2018		Issued
Coordinator of Work-Based Learning Programs for Career Awareness Extension Professional Ext/Anno	11/05/2022		Issued

Certified by the State of New York solely for purposes of employment by the City School District of the City of New York and the operation of the School District.

Search Results						
Select	First Name	Last Name	MI	City	State	Registration Status
<input checked="" type="radio"/>	NICHOLAS	LISI		SYRACUSE	NY	Registered Active

[View Detail](#)

Certificate Information for New York State Teaching Certificate Holder			
Certificate Title	Issue / Effective Date	Expiration Date	Status
Media Communications 7-12 Initial Certificate	09/01/2011	08/31/2016	Expired
Coordinator of Work-Based Learning Programs for Career Development Extension Initial Extension Annotation	12/19/2013	08/31/2016	Expired
Media Communications 7-12 Professional Certificate	03/17/2016		Issued
Coordinator of Work-Based Learning Programs for Career Development Extension Professional Ext/Anno	03/17/2016		Issued

Certified by the State of New York solely for purposes of employment by the City School District of the City of New York and the operation of the School District.



# Technical Assessment

## Precision Exam: Television Broadcasting I #590

## SCSD Career Portfolio

## Career Portfolio Rubric

- [NYSED Technical Assessment Requirements](#)
- [NYSED Technical Endorsement Requirements](#)

## Television Broadcasting I

EXAM INFORMATION	DESCRIPTION																						
<b>Exam Number</b> 590	This course is designed to provide students with the basic knowledge and skills related to the television broadcasting industry. This course includes instruction and hands-on assignments in the following areas: camera operation, audio systems, lighting systems, pre-production, studio operations, control room operations, visual effects and graphics, and copyright laws.																						
<b>Items</b> 44																							
<b>Points</b> 56																							
<b>Prerequisites</b> NONE																							
<b>Recommended Course Length</b> ONE SEMESTER	<b>EXAM BLUEPRINT</b>																						
<b>National Career Cluster</b> ARTS, A/V TECHNOLOGY, & COMMUNICATIONS	<table border="1"><thead><tr><th>STANDARD</th><th>PERCENTAGE OF EXAM</th></tr></thead><tbody><tr><td>1. News Gathering</td><td>9%</td></tr><tr><td>2. Pre-Production</td><td>4%</td></tr><tr><td>3. Camera Operation</td><td>21%</td></tr><tr><td>4. Audio Systems</td><td>9%</td></tr><tr><td>5. Lighting Systems</td><td>13%</td></tr><tr><td>6. Post-Production</td><td>14%</td></tr><tr><td>7. Broadcast Production Equipment</td><td>16%</td></tr><tr><td>8. Control Room and Studio Personnel</td><td>11%</td></tr><tr><td>9. Copyright Laws, Ethics, and Legal Issues</td><td>4%</td></tr><tr><td>10. Professional Skills for the Workplace</td><td>0%</td></tr></tbody></table>	STANDARD	PERCENTAGE OF EXAM	1. News Gathering	9%	2. Pre-Production	4%	3. Camera Operation	21%	4. Audio Systems	9%	5. Lighting Systems	13%	6. Post-Production	14%	7. Broadcast Production Equipment	16%	8. Control Room and Studio Personnel	11%	9. Copyright Laws, Ethics, and Legal Issues	4%	10. Professional Skills for the Workplace	0%
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10. Professional Skills for the Workplace	0%																						
<b>SCIENCE, TECHNOLOGY, ENGINEERING, &amp; MATHEMATICS</b>																							
<b>Performance Standards INCLUDED (OPTIONAL)</b>																							
<b>Certificate Available</b> Yes																							

# Work-based Learning

## SCSD Work-based Learning

Students will be connected with media communications professionals in the community through Career Coaching, field trips and job shadowing which could lead to further opportunities for direct job training and real-world experience. Students will create and maintain a portfolio of their work-based learning experiences throughout the program to document the development of their skills.

Syracuse City Schools Work-based Learning Handbook

NYSED Work-based Learning Requirements



# Employability Profiles

## Employability Profiles:

- Industry Based Skill Standards
- Career Development Standards

## NYSED Employability Profile Requirements

## Advisory Council Members

- John Fentress, Visual Technologies
- Ashley Kang, WAER radio
- Charlie Miller , Syracuse.com
- Jan Quitzau, Bousquet Holstein PLLC
- Jennifer Sanders, KXAN-TV
- Cailee Garm, Manager, Talent TCG Player.com
- Dennis Deninger, Professor of Practice Syracuse University, Newhouse School
- Steve Vasick, Director of Strategic partnerships, Galaxy Media
- Carrie Wojtaszek, Chief Operating Officer, Galaxy Media
- Julia LeBlanc and Iris St Meran, WSYR TV Channel 9
- Patrick Lohmann, Katrina Tulloch and Julie McMahon, Syracuse Press Club Media Lab
- Evan Starling Davis, CNY Film, Producer
- Carlton Daniel, CNY Film, Director
- Molle De Bartolo, American High Producer
- Elias Gwinn, CNY Film Professionals President



# Post-Secondary Articulation Agreement

Our Media Communications program has an articulation agreement with Onondaga Community College and Mohawk Valley Community College

MOHAWK VALLEY COMMUNITY COLLEGE  
 UTICA-ROME, NY 13501  
 AND  
 SYRACUSE CITY SCHOOL DISTRICT  
 725 HARRISON STREET, SYRACUSE NY 13210

**ARTICULATION AGREEMENT**

The purpose of this articulation agreement is to develop an ongoing relationship between Mohawk Valley Community College (MVCC) and Syracuse City School District (SCSD), enabling each of these institutions to better serve their communal students. The relevant facilities of MVCC and SCSD subscribe to the following memorandum of understanding based on their mutual concerns for providing applied programs that will build upon past student experiences and eliminate unnecessary duplication of instruction.

It is agreed, subject to the following conditions, that MVCC will grant advanced placement with college credit (maximum 6 credit hours) for graduates of the Visual Communications program who meet the criteria listed below and are admitted into the MVCC programs in Digital Animation, Fine Arts, Graphic Arts, Graphic Design, Illustration, Digital Marketing, or Photography. Students interested in attending MVCC shall participate in the normal admissions, placement testing, and advancement processes in the College.

To receive up to 6 college credits, SCSD Media Communication CTE graduates must meet the following criteria:

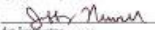

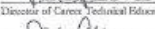

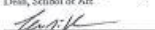
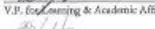
1. Achieved a minimum cumulative average of 85 during their SCSD secondary school experience.
2. Completed the SCSD Media Communication CTE pathway. Completion of year one of the program will be considered equivalent to GD145 or PTEB7, and year two will be considered the equivalent of GD146 or PTE106.

Process for granting credit owed:

1. Students will arrange a meeting with the Dean, School of Art or designee by calling 315-792-5409 upon entrance into MVCC. At the meeting, students will provide documentation supporting their attainment of the above criteria #1-2.
2. The Dean or designee will verify that the student meets criteria #1-2 identified above.
3. Upon verification of the student's fulfillment of criteria #1-2, the Dean or designee will communicate with MVCC's Registrar to facilitate the granting of transfer credit for relevant courses.

This agreement is effective for 5-years subsequent to the completion of the signing process unless either party has significant changes in the program. SCSD may terminate the Agreement upon thirty (30) days written notice to the College. The College reserves the right to make final determination concerning all college credit awarded.

This Agreement incorporates all provisions of the Data Privacy Plan and Parents' Bill of Rights For Data Security And Privacy enacted by MVCC.

Syracuse City School District  Art Instructor  Director of Career Technical Education  Superintendent	Mohawk Valley Community College  Dean, School of Art  V.P. for Learning & Academic Affairs  President
3/22/23 Date 3/11/23 Date 3/19/22 Date	3/23/22 Date 3/22/24 Date 3/15/22 Date

Mohawk Valley Community College does not discriminate on the basis of age, race, creed, color, sex, sexual orientation, national origin, disability, marital status, gender identity, pregnancy, religion, ancestry, genetic characteristics, marital status or domestic violence victim status in admissions, employment, and treatment of students and employees or in any aspect of the business of the College.

**Articulation Agreement**  
 between  
 Syracuse City School District (SCSD)  
 725 Harrison St, Syracuse, NY  
 and  
 Onondaga Community College  
 4585 West Seneca Turnpike, Syracuse, NY

The signatories of this articulation agreement, Syracuse City School District (SCSD) and Onondaga Community College (OCC), declare their intention to participate in a partnership for the purpose of delivering educational instruction to eligible students. The parties to this agreement have reached the following understanding:

- 1. Term**  
 The term of this agreement shall be for five years from July 1, 2023 – June 30, 2028 and subject to the following conditions:
  - Both parties have the option to extend this Agreement for one (1) additional five-year period giving written notice to the College no later than ninety (90) days prior to the expiration date.
- 2. Modification and Waiver**  
 No waiver or modifications shall be valid unless it is in writing and signed by OCC and SCSD.
- 3. Curriculum and Courses**
  - Students who have enrolled in the Media Communications program at Syracuse City School District will be eligible to enroll in College Credit Now and earn credit for:
    - CIS 100, Information and Computer Literacy, subject to an annual Memorandum of Understanding and the availability of a credentialed high school instructor or the identification of an OCC faculty member to teach the course on-premises at the Institute of Technology at the Syracuse City School District.
  - The above course offered through the OCC College Credit Now Program is required for the Electronic Media Communications, A.A.S. degree at OCC.
  - Tuition for concurrent enrollment courses will be incurred according to all applicable requirements in place by the State University of New York. For courses taught by Onondaga Community College faculty, the Syracuse City School District will additionally incur the cost set by annual Memorandum of Understanding between SCSD and OCC.
  - Students will be assisted in the course registration process by OCC. Students will also be supported in the admission process to Onondaga Community College through a specialized workshop and the Office of Student Recruitment.
- 4. Students**  
 Each student must enroll and remit payment as required by SUNY for the course(s) with OCC through the College Credit Now registration process as

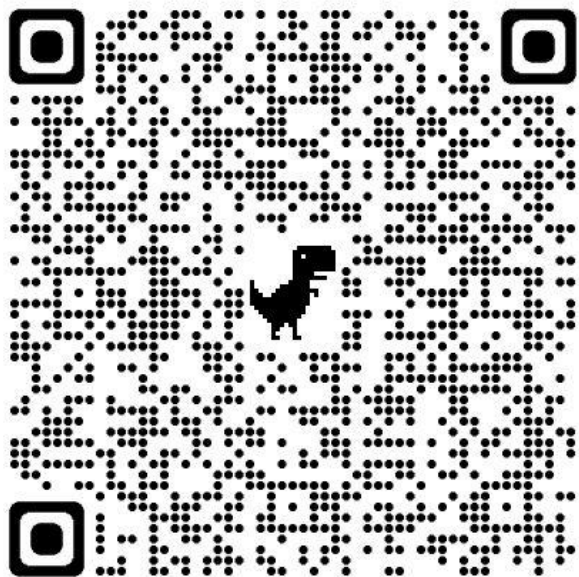
## NYSED Post-Secondary Articulation Agreement Requirements





# Thank you!!!

It is important to provide your thoughts in the Self Study report. Please access the QR code or click on the graphic below to record your comments. We will also email you the link.



“Tell us what you think!”



We appreciate your time and support of our programs and look forward to your feedback.

