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MEMORANDUM

To: Julio Frenk
University President

From: Tomás A. Salerno
Chair, Faculty Senate

Date: March 31, 2016

Subject: Faculty Senate Legislation #2015-23(B) – Minor in Hispanic Media, School of Communication

The Faculty Senate, at its March 30, 2016 meeting, had no objections to the addition of a Minor in Hispanic Media, in the School of Communication. The School of Communication, and particularly the Department of Journalism and Media Management, have faculty in place that can immediately launch a prestigious offering that distinguishes the School and the Department both nationally and internationally.

Following discussions with members of the Hispanic Media industry, the Department of Journalism and Media Management determined an undergraduate minor would be the best way to launch a formal academic offering of Hispanic media production and associated strategic communication in the vibrant Miami marketplace at this time. The proposed minor reflects the Hispanic media and communication industry representatives' consistent call for students to be better prepared to work as writers, researchers, and entrepreneurial thinkers within their particular industries. The minor will provide students with the benefit of a formal academic offering focused on Hispanic-oriented media.

This legislation is now forwarded to you for your action.

TAS/rh

Enclosure

cc: Thomas LeBlanc, Executive Vice President and Provost
Gregory Shepherd, Dean, School of Communication
Sam Terilli, Chair, Department of Journalism and Media Management, School of Communication

CAPSULE: Faculty Senate Legislation #2015-23(B) – Minor in Hispanic Media, School of Communication

PRESIDENT'S RESPONSE

APPROVED:  DATE: 4/4/14
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Gregory Shepherd

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

School of Communication

Proposal for a Minor in Hispanic Media

Contact: Sam Terilli
8-8451
STerilli@miami.edu


UNIVERSITY OF MIAMI
**SCHOOL of
COMMUNICATION**



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March 11, 2016

To: Faculty Senate
From: Sam Terilli, Chair of the Department of Journalism & Media Management 
Subject: Hispanic Media Minor

I have attached the proposal for this 15-credit minor as well as the approvals from my department and the school. The faculty of the department voted unanimously to approve the minor on August 28, 2015, and the faculty of the School of Communication voted unanimously to approve on October 30, 2015. I have included the approvals of the minor from Latin American Studies, Modern Languages and Literature, and PIRA. The minor has no impact on the budget of any department and will not require any additional faculty or resources. Please let me know if you have any questions. Thank you.

Rationale and Goals

It is widely known that Miami is a major center for Hispanic media production and associated industries, being rivaled but not surpassed only by Los Angeles, New York and Mexico City. Media industries targeting Hispanics have grown and diversified tremendously over the past decade in response to swift demographic and technological changes. Miami-based initiatives are in the forefront of this expansion, reaching across the United States and into Latin America.

School of Communication students have benefitted from internships within many of the industries' largest and most-vibrant players. Industry executives look to UM because of the quality of education offered by one of the United States' top 50 universities, which in recent years has been recognized as the best university in Florida. However, there is more to do. While many communication skills traverse linguistic and cultural borders, Hispanic media and communication industry representatives fairly consistently call for students to be better prepared to work as writers, researchers, and entrepreneurial thinkers within their particular industries. School of Communication students receive a strong education in communication arts, science and business, but have not had the benefit of a formal academic offering focusing on Hispanic-oriented media. Further, the School has not benefitted as much as possible from its location in a national and transnational center of Hispanic media production and associated strategic communication industries.

The goal of the program described here is to help form professional communicators for this growing and diversifying set of industries that additionally act as an important force in US and global society. The School, and particularly the Department of Journalism and Media Management, have in place faculty who could immediately launch a prestigious offering that distinguishes the Department/School nationally and internationally. A secondary goal is to attract students from across the United States and within the University of Miami to a program that adds to the renown and prestige of the Department and wider School of Communication.

Why a minor

Initial discussion included Hughes, Francois and Lima, with further insight sought from Univision News VP and JMM adjunct José Zamora. Further input from Beckman, Cairo, and Oroza enriched the proposal. An undergraduate minor was determined to be the best way to launch a formal academic offering in this marketplace, rather than an MA or certificate at this time. This was based upon:

- The desire to focus on what distinguishes Hispanic media and not duplicate material that is already included within other majors in the School of Communication.
- The resources currently in place;

- The need to establish credibility by producing graduates who rival competitors NYU, Columbia, USC and the University of Texas at Austin.

Other degrees or certificates could be proposed once a minor is established.

Curriculum

The minor consists of 15 credits. It has two required classes and three electives. The requirements prepare professional communicators in areas important for success in these industries: business research, planning and entrepreneurial skills; and knowledge of the history, ethics and political/policy environment of the Hispanic industry in the United States and globally. Elective courses allow students to tailor the minor to emphasize business, production or media studies, depending upon their interests and future plans. Students will be advised, in consultation with participating faculty, to tailor electives by focusing assignments on Hispanic media, markets, audiences or interests whenever possible.

REQUIRED COURSES

(6 credits)

- JMM 404 Latinos and the Media (spring offering)
JMM 407 Media Entrepreneurship (spring and/or fall offering*)

ELECTIVES *(nine credits)*

Students complete three electives from the courses listed below offered: two from the Latin American and Caribbean Studies Program and one from the courses in the School of Communication (additional electives may be added at a later time and as they become available in these departments or others). When a desired elective has a pre-requisite, the student must take the pre-requisite and count it as one of their electives. Appendix A lists the LAS elective courses a student may select. Students in the minor who are not majoring in the School of Communication and who are majoring in the Latin American and Caribbean Studies Program or in some other relevant major may petition to take their electives in the School of Communication in courses focused more directly on the media (Appendix A also includes a representative selection of School of Communication courses). In all cases, an advisor or coordinator in JMM would encourage the students to chart a plan so that the required and elective courses make a cohesive whole.

NOTES, INTERNSHIPS & PRACTICA

*The syllabus for this course (JMM 407) includes sections on Hispanic media and markets as well as the opportunity to tailor certain assignments to this interest.

An internship outside of the university and participation in the School's *Uni-Miami* television program, other student media, or business startups will be strongly encouraged.

In addition, the School Communication intends in the future to offer JMM 107 (*Writing for Hispanic Media in Spanish*) as an elective.

Market for the Degree

Three types of student make up the market for the degree.

- Students already within the School of Communication who want to be more competitive when seeking jobs in this sector, or who want to supplement their major degree for other reasons;
- Students in the University of Miami, but not the School of Communication, who may wish to work in this sector or want to supplement their major degree for other reasons;
- High school seniors and transfer students from across the country who wish to specialize in Hispanic media and communication within the vibrant Miami media landscape.

Proposal to Create a Minor in Hispanic Media

APPENDIX A: Electives Outside of the School of Communication

LAS	101	Introduction to Latin American and Caribbean Studies
LAS	200	Introduction to Latina/o Studies
LAS	370	Telenovelas in/as Latina Literature
LAS	302	Spring Break Travel Courses
LAS	370	Special Topics in Latin American Media and Caribbean Media and Communications
LAS	419	Debates on Current Issues: Immigration Reform

Other classes may be approved as electives by the coordinator of the minor.

Possible Electives in the School of Communication

JMM	102	Understanding Media and Content in the Digital Age
JMM	106	Visual Design
JMM	108	Writing for the Digital Age
JMM	208	Fundamentals of Newsgathering
JMM	209	Introduction to Multimedia Storytelling ^{p106}
JMM	300	Journalism Practicum ^{p01}
JMM	301	Media Research and Analysis ^{p102}
JMM	302	Electronic Media Law
JMM	303	Communication Law and Policy ^{p250}
JMM	313	Media Sales ^{p102}
JMM	314	Media Programming ^{p102}
JMM	403	Media Economics ^{p102}
JMM	435	Media Technology
JMM	442	Online Journalism ^{p208}
JMM	443	Covering the Arts ^{p208}
JMM	446	Travel Writing ^{p208}
JMM	447	In-Depth Journalism and Media Convergence ^{p208}
JMM	495	Internship in Journalism or Media Management ^{p01, ≥ soph, GPA ≥ 2.5}
JMM	510	Comparative Media Systems
JMM	511	Global Media
JMM	206	Special Topics in Journalism and Media Management I
JMM	306	Special Topics in Journalism and Media Management II
JMM	221	Introduction to Documentary Photography

JMM	233	Television Performance
JMM	235	Radio Production Performance
JMM	245	Introduction to Electronic Media Production
JMM	331	Information Graphics and Visualization
JMM	341	Web Design
JMM	521	Seminar in Visual Storytelling ^{POI}
JMM	547	Magazine Planning ^{POI}
JMM	550	3D Design and Graphics ^{POI}
JMM	560	Team Multimedia Project ^{POI}
JMM	531	Database Journalism ^{POI}
JMM	541	Advanced Audio Video Narratives ^{POI}
COM	250	Freedom of Expression
COS	302	Sports as Communication
COS	333	Business Communication
COS	336	Political Communication
COS	343	Introduction to Intercultural Communication
COS	401	Organizational Communication
CIM	103	Survey of Motion Pictures
CIM	111	Web Lab
CIM	113	Documentary Approaches
CIM	126	Introduction to Screenwriting ^{p103}
CIM	151	Introduction to Digital Production
CIM	204	History of International Cinema I
CIM	205	History of International Cinema II
CIM	211	Interaction Design
CIM	251	Motion Picture Workshop: Storytelling ^{p103}
CIM	310	Introduction to Game Design
CIM	364	Business of Motion Pictures
CIM	386	Online Screenwriting
CIM	408	Women, Media, and Popular Culture ^{P204/5}
CIM	458	Documentary Production ^{P151}
CIM	406	Genres ^{P204/5}
CIM	407	National Cinemas ^{P204/5}
CIM	471	Social Impact Games ^{POI}
CIM	544	Media Activism
STC	114	Principles of Advertising
STC	116	Principles of Public Relations
STC	200	Advertising Strategy ^{p114}
STC	201	Public Relations Strategy Development ^{p116}

- STC 340 Interactive, Digital, and Social Media in Advertising^{p114}
- STC 350 International and Cross-cultural Advertising^{p114}

Key to pre-requisites

- p¹⁰² = JMM 102 is a pre-requisite for this course
- p¹⁰⁶ = JMM 106 is a pre-requisite for this course
- p¹⁰⁸ = JMM 108 is a pre-requisite for this course
- p²⁵⁰ = COM 250 is a pre-requisite for this course

- p¹⁰³ = CIM 103 is a pre-requisite for this course
- p¹⁵¹ = CIM 151 is a pre-requisite for this course
- p^{204/5} = CIM 204 or 205 is a pre-requisite for this course

- p¹¹⁴ = STC 114 is a pre-requisite for this course
- p¹¹⁶ = STC 116 is a pre-requisite for this course

POI = Permission of Instructor

EXAMPLE COMBINATIONS

Electives can be used in innovative combinations to tailor the minor to a student's needs and interests. Here are some examples organized for students who might wish to focus on news and editorial, production, media business or media studies orientations. They are not meant to be exhaustive.

For SoC Majors seeking the Minor

- LAS 101 Introduction to Latin American and Caribbean Studies & LAS 200 Introduction to Latina/o Studies
- LAS 200 Introduction to Latina/o Studies & SPA 466 Public Speaking on Societal Issues^{POI}
- CIM 544 Media Activism & SPA 340 Migration Studies
- LAS 370 Telenovelas in/as Latina Literature & SPA 325 Topics in Spanish Language Cinema

News and Editorial

- JMM 208 Fundamentals of Newsgathering & JMM106 Visual Design
- JMM 106 Visual Design & JMM 209 Introduction to Multimedia Storytelling
- JMM 208 Fundamentals of Newsgathering & JMM 300 Journalism Practicum
- JMM 208 Fundamentals of Newsgathering & JMM 442 Online Journalism
- JMM 208 Fundamentals of Newsgathering & JMM 443 Covering the Arts
- JMM 208 Fundamentals of Newsgathering & JMM 446 Travel Writing

- JMM 208 Fundamentals of Newsgathering & JMM 447 In-Depth Journalism and Media Convergence
- JMM 208 Fundamentals of Newsgathering & JMM 495 Internship in Journalism or Media Management
- JMM 208 Fundamentals of Newsgathering & LAS 101 Introduction to Latin American Studies
- JMM 208 Fundamentals of Newsgathering & LAS 419 Debates on Current Issues: Immigration Reform

Production Orientation

- JMM 106 Visual Design & JMM 208 Introduction to Multimedia Storytelling
- JMM 254 Introduction to Electronic Media Production & COS 302 Sports as Communication
- JMM 108 Writing for the Digital Age & LAS 370 Telenovelas in/as Latina Literature
- JMM 254 Introduction to Electronic Media Production & JMM 233 Introduction to Television Performance
- JMM 254 Introduction to Electronic Media Production & SPA 466 Public Speaking on Societal Issues (in Spanish)
- JMM 254 Introduction to Electronic Media Production & CIM 544 Media Activism
- JMM 108 Writing for the Digital Age & JMM 208 Fundamentals of Newsgathering
- CIM 103 Survey of Motion Pictures & CIM 126 Introduction to Screenwriting
- CIM 103 Survey of Motion Pictures & CIM 386 Online Screenwriting

Business orientation

- JMM 102 Understanding Media and Content in the Digital Age & JMM 301 Media Research and Analysis
- JMM 102 Understanding Media and Content in the Digital Age & JMM 314 Media Programming
- JMM 102 Understanding Media and Content in the Digital Age & JMM 313 Media Sales
- STC 116 Principles of Advertising & LAS 200 Introduction to Latina/o Studies
- COS 335 Business Communication and LAS 200 Introduction to Latino/a Studies
- STC 116 Principles of Public Relations & STC 201 Public Relations Strategy Development
- STC 114 Principles of Advertising & STC 200 Advertising Strategy

Studies orientation

- CNJ 510 Comparative Media & LAS 370 Telenovelas in/as Latina Literature
- CNJ 511 Global Media & CIM 544 Media Activism

Proposal to Create a Minor in Hispanic Media

- JMM 102 Understanding Media and Content in the Digital Age & LAS 370 Special Topics in Latin American Media and Caribbean Media and Communications (e.g. Media and Democracy in Latin America)
- COS 336 Political Communication & LAS 419 Debates on Current Issues: Immigration Reform
- COS 343 Introduction to Intercultural Communication & LAS 200 Introduction to Latina/o Studies

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March 11, 2016

To: Faculty Senate
From: Samuel Terilli, Chair, Department of Journalism & Media Management SAT
Subject: Hispanic Media Minor in the Department of Journalism & Media Management

I am writing to confirm my support and the support of the faculty of the department for the new Hispanic Media Minor in the Department of Journalism & Media Management. At a meeting of the Faculty of the department on August 28, 2015, we discussed the final version of the proposed minor and the faculty voted unanimously to support it.

UNIVERSITY
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MEMORANDUM

DATE: March 4, 2015

TO: Dr. Paul Driscoll, Vice Dean, Academic Affairs
School of Communication

FROM: David E. Wiles, Executive Director
Assessment and Accreditation 

SUBJECT: New Minor in Hispanic Media

On 02/26/2015, the School of Communication submitted a proposal notifying our office of its intent to implement a new minor in Hispanic Media, effective fall 2015. The 15-credit minor will be comprised of presently existing courses in the School of Communication, including three required courses in the Department of Journalism and Media Management, and additional electives in the College of Arts and Sciences.

Based on the details of the proposal, the addition of the minor is not considered substantive and will not require formal approval from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) in order to proceed with its implementation.

Please feel free to contact our office should you have any further questions (305) 284-9431.

cc: Faculty Senate

Dr. Gregory Shepherd, Dean, School of Communication
Dr. Leonidas Bachas, Dean, College of Arts and Sciences
Dr. Sallie Hughes, Director, School of Communication
Ms. Ileana Oroza, Lecturer, School of Communication
Ms. Ana C. Francois, Lecturer, School of Communication

UNIVERSITY OF MIAMI
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MEMORANDUM

TO: Samuel Terilli, Chair
Journalism and Media Management

FROM: Dr. Lillian Manzor, Interim Chair
Modern Languages and Literatures

DATE: May 5, 2015

RE: Hispanic Media Minor

L Manzor

The Spanish section of Modern Languages and Literatures supports the Hispanic Media Minor Proposal. Modern Languages and Literatures will continue to work with students from the School of Communication both in our courses in English as well as in Spanish. In addition, we would suggest strongly that students in this minor be encouraged to work towards global literacy as opposed to simply "hispanicizing" their electives because you really cannot be global if you live in only one language. Global literacy is the **ability to participate in sociocultural practices** by both interacting with others in different languages and by creating, presenting, and interpreting ideas through oral and written texts **in more than one language**.

We look forward to our continued collaboration with this minor in particular, and with the School of Communication in general.

-----Original Message-----

From: Fuller, Douglas O
Sent: Saturday, November 14, 2015 8:24 AM
To: Terilli, Samuel Anthony Jr. <sterilli@miami.edu>
Subject: RE: LAS / JMM Joint Degree Information.

Morning, Sam,

I fully support your proposed minor in Hispanic Media. If you need an updated letter with my signature, please let me know.

All the best,
Doug

Douglas O. Fuller
Professor, Geography and Regional Studies Senior Associate Dean, College of Arts and Sciences

webpage: <http://www.as.miami.edu/geography/people/faculty/douglas-o-fuller/>

From: Terilli, Samuel Anthony Jr.
Sent: Friday, November 13, 2015 1:33 PM
To: Fuller, Douglas O
Subject: RE: LAS / JMM Joint Degree Information.

That's correct, Doug. I can make it work with some good substitutions...if anything, it will improve the program on our end.

By the way, I sent a while back our Hispanic Media Minor that your predecessor approved...I just want to be sure you were okay with it, too. We made some minor changes (e.g., cut some electives to streamline it and moved the proposed Spanish-language writing/reporting course we intend to offer to the elective list from the required list until we see how much demand we have for the minor).

Just let me know when you can. I need to get it to the Senate soon. Thanks.