



**Dr. Laura C. Prividera**  
**Interim Associate Director**  
**School of Communication**  
College of Fine Arts & Communication  
East Carolina University  
Joyner East 102  
Greenville, NC 27858-4353  
252-328-5304 (w); [privideral@ecu.edu](mailto:privideral@ecu.edu)

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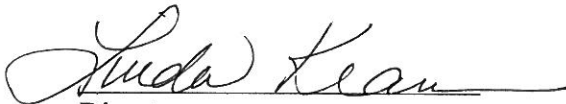
To: Dr. Linda Kean, Director

From: Dr. Laura C. Prividera, Interim Associate Director


Date: October 2, 2009

Re: Faculty vote on MPRD move from SOC to SOAD

On September 30, 2009 at the School of Communication's regularly scheduled faculty meeting, a majority (20 voted yes and 2 voted no) of the faculty voted to support the move of MPRD program, including faculty, curriculum and students, from the School of Communication (SOC) to the School of Art and Design (SOAD) per stipulations in the attachment provided by Dr. Kean via e-mail (on September 29, 2009) and attached to this memo.

  
Director

  
Dean

  
Provost

**Potential move of the Media Production program  
from the School of Communication  
to the School of Art and Design**

**CONFIDENTIAL DRAFT 9-24--09**

**1) Faculty**

- Currently there are five tenure-track and one fixed-term media production (MPRD) faculty members in the School of Communication (SOC). Under this proposal, the tenure-track MPRD faculty would move to the School of Art and Design (SOAD) with the SOC retaining the fixed-term position.

**2) Budget**

- The SOC will move a total of \$22,000 in operating funds to SOAD. These funds are to cover equipment expenses, faculty travel and support for the East Carolina Film Festival.

**3) Camera equipment**

- Current SOC hand-held camera equipment will move with the MPRD faculty to SOAD. A portion of the 2009-2010 SOC budget will be used to purchase new equipment for the SOC journalism program to replace the equipment leaving with media production.
- Each unit will be responsible for the cost of purchasing and maintaining hand-held camera equipment needed for that unit.
- CFAC will put \$5000 one time monies toward the purchase of new camera equipment for the SOC journalism program to offset the loss of equipment to the SOAD.

**4) Facilities**

- JE 105 space will continue to belong to the SOC. The editing equipment will be divided between SOC and SOAD. Six high end Mac Pros and associated video decks will go with MPRD. That equipment moving with MPRD will be relocated to SOAD by fall 2011.

- JE 118 computer lab will remain with SOC. MPRD faculty and students will have access to this lab. Courses for MPRD will have priority scheduling in this classroom.
- JE 205 audio lab and equipment will remain with the SOC. MPRD faculty and students will have access to this lab. Courses for MPRD will continue to be scheduled in this classroom.
- The Joyner studio will be moved to the SOAD administration. SOC faculty and students will have access to the space.
- Regular maintenance of the Joyner studio will be paid for by SOAD.
- JE 215 equipment lab will remain with the SOC. All camera equipment for MPRD and SOC will be housed in JE 215.
- Editing facilities in SOC purchased with Wyatt start up money will transfer to SOAD.

#### **5) Non-teaching personnel**

- The half-time Electronics Engineering manager SPA, will become a part of the organizational structure of SOAD, but will continue to maintain the SOC equipment as well as the SOAD equipment. This individual's work area will remain in JE 215.
- The full-time Broadcast and Media Manager SPA will stay with SOC. This individual will continue to maintain labs and computers for SOC and will be in charge of equipment inventory and check out for SOC and SOAD.
- The SOC will continue to hire and pay the salaries of student workers for equipment check out and lab oversight.

#### **6) Curriculum**

- The SOAD MPRD faculty will continue to offer sections of 3220 for the journalism curriculum during a transition period. After this period, MPRD 2210 will be removed from the journalism curriculum and its content will be folded into COMM 3220. COMM 3220 will then be taught by the SOC faculty.
- The MPRD faculty will continue to offer one section of MPRD 3242 per semester to cover SOC journalism needs.

- The MPRD faculty will cover MPRD 2215 Audio Production and MPRD 2210 Writing for the Electronic Mass Media sections for the MPRD students.

### Media Production Concentration

The Media Production concentration has approximately 140-150 majors. MPRD 2210, 3220 also serve just over 200 journalism majors. Both courses are required for journalism majors. Other MPRD courses may be taken by journalism majors as electives. Students in the interdisciplinary film studies minor also may enroll in 2260 and 3660.

### Media Production courses/caps taught by MP faculty

\*all 3 s.h. courses

<u>Course</u>		<u>Major</u>	
	<u>Sections/semester</u>	<u>Students/sect</u>	
MPRD 2210	Writing for Electronic Media	Journalism/MP	2-3 sections
18			
MPRD 2215	Audio Production	MP	2 sections
17			
MPRD 2220	Video Production	MP	2-3 sections
16-17			
MPRD 2260	Image Theory & Aesthetics	MP	one/year
80			
MPRD 3020	Videography & Lighting	MP	one/year
16			
MPRD 3220	Video Field Production	Journalism	2-3 sections
18-19			
MPRD 3235	Advanced Writing for Media	MP	1-2
15-17			
MPRD 3215	Advanced Audio Production	MP	occasional
18			
MPRD 3242	Advanced Studio Production	MP	1 section
12			
(this class is taught by a MP faculty to MP students but serves the journalism program)			
MPRD 3250	Video Post Production	MP	1 section
15-18			
MPRD 3275	Advanced Video Production	MP	1-2 sections
12-15			

MPRD 3660 80	History of the Moving Image	MP	one/year
MPRD 4210 20	Video Direction	MP	1 section
MPRD 4250 20	Media Production Capstone	MP	1 section

### Equipment and Facilities

- The School of Communication has 30 field cameras that are used in MPRD 2220 and MPRD 3220 for both Journalism and Media Production students.
- The SOC is in the transition phase of converting from standard definition to high definition cameras. Each field camera package is approximately \$5,000. The SOC is slated to purchase four HD packages in Fall 2009.
- JE 118 is a computer lab with final cut pro. MPRD 2210, 3220, 3235, 3250, 3275, 4210 take place in this room.
- Joyner library includes a studio utilized by the journalism and media production programs.
- JE 105, which has 10 editing bays, is used by Journ/MP students.
- JE 205 is the audio production facility.
- JE 215 houses the camera equipment.

Media Production faculty and staff

Mike Dermody, MFA—TT; new media

Rudy Chu, MFA —TT; film theory; editing

Erick Green, MFA —TT; cinematography

Ken Wyatt, MFA —TT; documentary filmmaking

Mike Tierno, MFA —TT; screenwriting

Geoff Thompson, MA —fixed term; audio production (resigning effective end of Fall 2009)

The School of Communication has one half-time SPA engineer who services the camera equipment and the studio in Joyner Library.

One full time SPA manages the SOC computer labs and equipment check out. Two to three work study students help facilitate the equipment check in/out process.