

MEDIA COMMUNICATIONS DEPARTMENT VALIDATION MEETING for Special Purpose Award - Certificate in Broadcast Media Level 6.

Date: 18.06.12

Time: 11 00am

Venue: Old Boardroom

Present: Dr Margaret Lenihan, Chairperson, Caroline O'Reilly, Patrick Campbell LYIT, Lana O'Connor, Red FM, Orla Flynn HOS CCAD, Rose McGrath HOD Media Communications Dept, Frank O'Donovan, Padraig Trehy, Brian Doyle, Anne Marie Green, Maud Coffey (Recording Secretary).

Introduction statement;

Margaret Lenihan opened the meeting.

The panel were impressed with the course and the panel agreed to recommend it. However, a few changes should be made and there were a few points that needed clarification.

Overview of the Programme:

It was generally felt that the entry requirements should be looked at. Padraig Trehy had concerns about entry level writing skills.

Frank O'Donovan felt that media writing is quite a specialised area and that sub editing was a definite part of it, which would need to be taught.

Rose McGrath said that we may need to use a broader title as suggested by the panel, Certificate in Broadcast Media (Radio).

It was suggested by Pat Campbell, that we look at the software. Lana O'Connor suggested Sound Cloud.

Anne Marie Green felt that applicants should be made aware that there is a small visual element to one of the modules and we should look at stating this in the introduction.

Lana O'Connor assumed that the equipment, which would be used was up to industry standard for digital editing, which the staff panel agreed was it was. She recommended the editing package used by Red FM, which was Burley.

Work Placement was discussed. Rose said she was going to work a schedule with the Industry contacts who were on board. The envisaged time of work placement would be 3 hours a week. Placements for persons working full time would be looked into.

The book of Modules was referred to and the following suggested:

Introduction to Audio Visual Broadcasting Technology Prior experience to be credited. Radio should be front most. Video to be put down the line. It was discussed that as 4 modules were being delivered some links would be developed between them. Level 6 should be pitched at introductory level. Review assessment to allow for overlap.

Journalism Writing: This aspired to developing good writing skills and grammar. Frank O'Donovan observed that fundamental mistakes tend to be similar. He said that one of the recommended books has a section on grammar. Learning Outcomes to be changed and to include modern media

Law & Professional Practice aspect to be included.

Journalism Writing and Principles Indicative content might consist of three or four words. A

teaser to get interest going.

There should be feedback at week 5 or 6. No marks, credit at end but awareness of how things are progressing. Important that they get the flow right.

Placement: Final Module: Understanding how industry works is important. There would be one visit to the workplace. There would be some assessment based on feedback from Industry. What was learnt from the work placement could be applied to the a in college assisgment.