

# Journalism

## Degree, Certificate and Awards

Associate in Arts: Journalism

Certificate of Achievement: Journalism

Skills Competency Award: Public Relations

(in conjunction with the Marketing Department)

Skills Competency Award: Photojournalism

(in conjunction with the Photography Department)

## Program Description

The profession of journalism is undergoing a seismic shift. Newspapers, formally a print-only medium, are transitioning to the Web. Broadcast journalism is also moving online, allowing for more immediate reporting, faster news cycles and public interaction. The advent of a pervasive Internet and low-cost mobile devices has exponentially increased the demand for up-to-date news and led to a new class of journalist able to tell stories through hypertext, images, video and sound.

Journalism students at Santa Barbara City College learn by doing. Through the award-winning 24/7 site, *thechannels.org*, students produce articles in traditional news formats, feature and opinion genres. Additionally, they combine photojournalism and the documentary format to create works of visual journalism suitable for viewing on mobile devices.

The Journalism Department is an active part of the School of Media Arts, with coordinated classes supporting the core program in photography, video production, multimedia and graphic design. Theory courses such as mass media and documentary film round out a curriculum that prepares students to become professional journalists committed to truth-telling, ethical practice and creative craftsmanship.

The department offers two associate degrees for transfer-bound majors, as well as both a certificate and a skills competency award in public relations and photojournalism. SBCC faculty works closely with our counterparts at state universities to ensure the relevance, currency and transferability of all our classes and programs.

## Program Student Learning Outcomes

1. Use news judgment to select, produce and publish journalistic content.
2. Practice standard reporting and news gathering techniques.
3. Identify the best medium by which to convey journalistic content.

4. Develop journalistic content in multiple media forms.
5. Identify and practice the role and principles of a free press in a participatory democracy: commitment to accuracy, sound ethics, fairness and context.

## Faculty and Offices

Patricia Stark, *Chair and Channels Adviser*  
(CC-124, ext. 2378)

Alice Perez, *Dean* (A-118, ext. 2354)

## Honors and Awards

*The Channels* was established in 1957 and has evolved as a professional-quality college news site. Today, it enjoys a national reputation for excellence.

Semester after semester, *The Channels* has won top awards from the Associated Collegiate Press, the California Newspaper Publishers Association and the Journalism Association of Community Colleges. Individual *Channels* staffers also are consistently among the top award winners in regional and statewide journalism competitions.

*The Channels'* award-winning work is the direct reflection of Santa Barbara City College's insistence on excellence in updated curriculum and technology and faculty leadership. As important are the high quality and intense dedication of the hard-working men and women who join the paper's staff.

## Program Requirements:

### Associate in Arts: Journalism

#### Department Requirements (18-19 Units)

##### 1. Core Requirements: Three courses, 9 units

COMM 171 — Mass Media and Society .....3

JOUR 101 — Reporting/Writing I .....3

JOUR 121 — Channels Newspaper Lab 1 .....3

##### 2. Controlled Electives: 9-10 units

JOUR 122A — The Channels: Newswriting and Editing *or*...4

JOUR 123A — The Channels: Photojournalism *or* ...4

JOUR 123B — The Channels: Publication Design.....4

JOUR 135/MKT 135 — Public Relations.....3

JOUR 190/PHOT 190 — Photojournalism (Fall only)\* .....3

JOUR 271/ENG 271NF — Creative Writing: Non-Fiction  
(Spring only) .....3

## College Requirements

For complete information, see “Graduation Requirements” in the *Catalog* Index.

## Program Requirements:

### Certificate of Achievement in Journalism Department Requirements (19-20 Units)

#### 1. Core Requirements: Three courses, 9 units

JOUR 101 — Reporting/Writing I .....	3
JOUR 121 — Channels Newspaper Lab 1 .....	3
JOUR 190/PHOT — 190 Photojournalism (Fall only) .....	3

#### 2. Controlled Electives: 10-11 units

JOUR 122A — The Channels: Newswriting and Editing <i>or</i> .....	4
JOUR 123A — The Channels: Photojournalism <i>or</i> .....	4
JOUR 123B — The Channels: Publication Design .....	4
JOUR 135/MKT 135 — Public Relations .....	3
JOUR 271/ENG 271NF — Creative Writing: Non-Fiction (Spring only) .....	3
JOUR 221 — Multimedia Reporting .....	4

*Students must complete all department requirements for the certificate with a cumulative GPA of 2.0 or better. Candidates for a Certificate of Achievement are required to complete at least 20% of the department requirements through SBCC.*

### Requirements for AA-T Degree— Communication Studies for Transfer

Students majoring in journalism learn about the American news media in all forms—newspapers, magazines, television, radio and the Internet—as the basis of a liberal arts education. Students also become media “practitioners” as every journalism class offers a unique opportunity to develop publishable work for The Channels, SBCC’s award-winning student newspaper and online service. The Journalism Department is an active part of the School of Media Arts, and we offer all students the opportunity to collaborate with those from the disciplines of film, video production, multimedia, photography and graphic design.

The Associate in Arts Degree in Journalism for Transfer will provide the foundational knowledge in Journalism to students who want to earn a Baccalaureate Degree in Journalism at any of the CSU campuses.

## Degree Requirements

Complete 60 CSU-transferable units, including General Education, major requirements and CSU-transferable electives as follows:

### I. General Education

*Complete one of the following patterns:*

- Intersegmental General Education Transfer Curriculum “IGETC” for CSU (38 semester units)
- California State University General Education Breadth pattern (40 semester units)

### II. Major

Complete 18-23.5 units as outlined below with a “C” or better in each course. Pass/no pass grading is not permitted in a course within a student’s major area of study. The courses completed for the major may also be used to fulfill General Education areas on the IGETC or the CSU GE Breadth.

#### Required Core Course (9 units)

COMM 171* — Mass Media and Society .....	3
JOUR 101 — Reporting/Writing I .....	3
JOUR 121 — Channels Newspaper Lab I .....	3

#### List A. Select one course from the following (3-4 units)

JOUR 122A — The Channels: Newswriting & Editing ..	4
JOUR 135 — Public Relations <i>or</i> .....	3
MKT 135 — Public Relations .....	3
JOUR 190 — Photojournalism <i>or</i> .....	3
PHOT 190 — Photojournalism .....	3
JOUR 221 — Multimedia Reporting .....	4

#### List B. Select two courses from the following (6-10.5 units)

*\*Any CSU GE Breadth courses from two different areas within A through D or IGETC Areas 1A through 5C not used above and/or*

ACCT 230 — Financial Accounting .....	5
ART 140 — 2D Design: Composition and Color .....	3
ENG 270 — Introduction to Creative Writing .....	3
FP 175 — Film and Video Production I .....	3
GDP 111 — Graphic Design Basics .....	3
MKT 203 — Marketing Communications .....	3
PHOT 109 — Photo I .....	3
PHOT 209 — Photo II .....	3

\*These courses fulfill an IGETC and/or CSU GE Breadth pattern requirement. Visit [www.assist.org](http://www.assist.org) or <http://articulation.sbccc.edu> for a completed list of IGETC and SCU Breadth requirements.

## Requirements for Skills

### Competency Award: Public Relations

#### Department Requirements (15-15.5 units)

COMM 171 — Mass Media and Society .....	3
COMP 139 — Social Networking for Business <b>and</b>	0.5
COMP 271 — Business Communication <b>or</b> .....	3
COMM 161 — Communication in Organizations ....	3
JOUR 101 — Reporting/Writing I .....	3
JOUR 135/MKT 135 — Public Relations .....	3
MKT 101 — Introduction to Marketing .....	3

Students must complete the above courses with the grade of “C” or higher or pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

### Skills Competency Award: Photojournalism

#### Department Requirements (17 Units)

JOUR 123A — The Channels: Photojournalism .....	4
JOUR 190/PHOT 190 — Photojournalism .....	3
JOUR 221 — Multimedia Reporting .....	4
MAT 131 — Digital Imaging I .....	3

Plus complete one of the following:

JOUR 101 — Reporting/Writing I .....	3
FP 114 — Non-Linear Editing I .....	3
MAT 153 — Web Design I .....	3
PHOT 109 — Photo I .....	3

Students must complete the above courses with the grade of “C” or higher or pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

### Program Cost and Outcome

For planning purposes, the webpages below provide information on the cost of attendance, program length (assuming a student attends full-time), financing options and historical student completion rates:

*Journalism: Emphasis in Broadcast Journalism*  
[www.sbccc.edu/financialaid/gainfulemployment/Journalism%20Emphasis%20in%20Broadcast%20Journalism.htm](http://www.sbccc.edu/financialaid/gainfulemployment/Journalism%20Emphasis%20in%20Broadcast%20Journalism.htm)

*Journalism: Emphasis in Visual Journalism*  
[www.sbccc.edu/financialaid/gainfulemployment/Journalism%20Emphasis%20in%20Visual%20Journalism.htm](http://www.sbccc.edu/financialaid/gainfulemployment/Journalism%20Emphasis%20in%20Visual%20Journalism.htm)

*Journalism: Emphasis in Writing and Editing*  
[www.sbccc.edu/financialaid/gainfulemployment/Journalism%20Emphasis%20in%20Writing%20and%20Editing.htm](http://www.sbccc.edu/financialaid/gainfulemployment/Journalism%20Emphasis%20in%20Writing%20and%20Editing.htm)

## Journalism Courses

### JOUR 101 — Reporting/Writing I

#### (3) — CSU, UC

*Skills Advisories: Eligibility for ENG 110 or 110H*

*Course Advisories: COMP 151AB*

*Hours: 54 lecture*

Introduction to gathering, organizing and writing news in journalistic style across multiple platforms. Includes role of the journalist and related legal and ethical issues. Students report and write based on original interviews and research to produce news content. Experiences may include covering speeches, meetings and other events, writing under deadline and using AP Style.

### JOUR 121 — The Channels: Reporting/Writing

#### (3) — CSU

*Corequisites: JOUR 101 (prior to or concurrent)*

*Skills Advisories: Eligibility for ENG 110 or 110H*

*Hours: 52 lecture*

Students report and develop news stories and packages for SBCC’s student news publication. They are assigned a campus “beat” and generate news and feature articles, working on assignment from the Editorial Board. Deadlines and ethical, professional behavior stressed.

### JOUR 122A — The Channels:

#### Newswriting and Editing

#### (4) — CSU

*Prerequisites: JOUR 121 with a minimum grade of “C”*

*Hours: 108 (54 lecture, 54 lab)*

Students write and edit articles and multimedia packages for SBCC’s student news publication. They edit content for grammatical correctness, accuracy,

completeness and style. They write headlines, cutlines, and insert navigational hyperlinks. Deadlines and ethical, professional behavior stressed.

**JOUR 122B — The Channels: Editing and Publishing (4) — CSU**

*Prerequisites:* JOUR 122A

*Hours:* 108 (54 lecture, 54 lab)

Students publish content for SBCC's student news publication. They prepare all content for press and online distribution, promote via social media, and monitor the online news site. Deadlines and ethical, professional behavior stressed.

**JOUR 123A — The Channels: Photojournalism (4) — CSU**

*Hours:* 108 (54 lecture, 54 lab)

Students produce photographs and photo illustrations and write captions for *The Channels*, SBCC's student news website. They capture images from campus arts, sporting, music and news events, and depict campus issues and personalities, working on assignment from the Editorial Board. Deadlines, ethics and professional behavior stressed.

**JOUR 123B — The Channels: Publication Design (4) — CSU**

*Prerequisites:* GDP 110 with a minimum grade of "C"

*Skills Advisories:* Eligibility for ENG 100

*Hours:* 108 (54 lecture, 54 lab)

Students design graphics and/or illustrations for *The Channels*, SBCC's student news website. They create informational-interactive graphics, advertisements, illustrations and editorial cartoons. All work is completed on assignment for publication.

**JOUR 135/MKT 135 — Public Relations (3) — CSU**

*Skills Advisories:* Eligibility for ENG 110 or 110H

*Hours:* 54 lecture

Practical, skills-oriented introduction to public relations for business, public and non-profit organizations. Emphasis on writing press releases and other publicity tools, developing strategic plans, using social media for promotion and identifying techniques for media relations.

**JOUR 190/PHOT 190 — Photojournalism (3) — CSU, UC**

*Course Advisories:* PHOT 209

*Hours:* 90 (36 lecture, 54 lab)

Skills and techniques of contemporary photojournalism. Topics include news and editorial sources, photographing single events and extended picture stories, and ethics. Skills include control of color, portable electronic flash, and an introduction to electronic processes and contemporary publication. Current portrait approaches in commercial, documentary and fine art photography, and portraiture are covered.

**JOUR 215A — The Channels: Section Editor (1) — CSU**

*Prerequisites:* JOUR 101 and 121 with a minimum grade of "C"

*Corequisites:* (prior or concurrent) JOUR 122A and/or 123A or 123B with a minimum grade of "C".

*Skills Advisories:* ENG 110 or 110H

*Hours:* 54 lab

Students plan, assign and coordinate coverage for specific sections of *The Channels*. Sections are news, art and entertainment, features, opinion and sports. They oversee staffing and policy issues, and serve as the public face of *The Channels* to the campus and local community.

**JOUR 215B — The Channels: Publication Editor (1) — CSU**

*Prerequisites:* JOUR 215A with a minimum grade of "P"

*Concurrent Corequisites:* JOUR 122B or 123A or 123B or 221

*Limitation on Enrollment:* Limited number of positions available. Editors must be appointed by adviser.

*Hours:* 54 lab

Students plan, assign and coordinate the entire content of *The Channels* publication. They oversee reporting and photo coverage, and design, video and multimedia components. They preside over staffing and policy issues, and serve as the public face of *The Channels* to the campus and local community.

**JOUR 215C — The Channels: Publication Manager  
(1) — CSU**

*Prerequisites: JOUR 215B with a minimum grade of "P"  
Concurrent Corequisites: JOUR 221  
Limitation on Enrollment: A limited number of these top editorial positions are available. Enrollment must be recommended by the faculty adviser.  
Hours: 54 lab*

Student editors manage *The Channels* business operations and provide general oversight of the website and its traffic. They continue to work with the Editorial Board to plan, assign and coordinate news content.

**JOUR 221 — Multimedia Reporting  
(4) — CSU**

*Prerequisites: JOUR 123A and/or 121 with a minimum grade of "C".  
Hours: 108 (54 lecture 54 lab)*

Introduction to multimedia storytelling, with a journalism emphasis. Includes use of video, photos, audio and text to convey interactive news and feature stories suitable for publication on the web and mobile devices. Emphasis on techniques in digital research, critical thinking and synthesis.

**JOUR 271/ENG 271NF — Creative Writing:  
Nonfiction  
(3) — CSU, UC**

*Skills Advisories: Eligibility for ENG 110 or 110H  
Hours: 54 lecture*

Advanced study and practice of creative writing in non-fiction genres, including articles for publication.

**JOUR 290 — Work Experience in Journalism  
(1-4) — CSU**

*Prerequisites: JOUR 101 with a minimum grade of "B" and JOUR 121 with a minimum grade of "B" or JOUR 123A with a minimum grade of "B" and/or JOUR 123B with a minimum grade of "B"  
Skills Advisories: Eligibility for ENG 110 or 110H  
Hours: 60-300 lab*

Work with local news publication; follow employer policies. Attend one campus-based orientation. Keep record of time worked and secure an end-of-semester employer's evaluation. Experiential Learning consists of 60 hours per unit of unpaid work or 75 hours of paid work.

**JOUR 295 — Internship in Journalism  
(2-4) — CSU**

*Limitation on Enrollment: Completion of two courses (in applicable area of emphasis) at SBCC prior to enrolling in internship course.  
Skills Advisories: Eligibility for ENG 110 or 110H  
Hours: 108-273 lab*

Structured Internship program in which students gain experience with community news media outlets related to their area of emphasis.