Positioning the University for the Future

Proposal Number

A&IR (Section A) OSC Proposal 5 (4)

Proposal

Creation of media center (Sidelines, WMOT, WMTS, Channel 10, COLLAGE, and SR Records).

WMOT and Sidelines must develop a business plan that will significantly reduce the reliance on University funding. During the summer, the University will review operating proposals from the VPSA, the College of Mass Communication and WPLN to address the budget deficits. Proposals due by September 2009 with implementation beginning upon acceptance of the selected proposal.

Proposal Number

NASU (Section A) Proposal 13

Proposal

Consolidation of Sidelines into the Media Center (Also in A&IR Recommendations). See A&IR (Section A) Proposal 5 (4) above.

Proposal Number

NASU (Section B) Proposal 1

Proposal

Consolidation of WMOT and WMTS radio stations. Academic Work Group’s recommendation to create a consolidated media center. See A&IR (Section A) Proposal 5 (4) above.
Report
Dr. Roy Moore, Dean College of Mass Communication, and Dr. Loren Mulraine, Interim Associate Dean, College of Mass Communication, submitted the Media Center Task Force Report and Proposal for the MTSU College of Mass Communication Media Convergence Center to the Interim Provost and the President. The President approved the proposal in August 2009. Implementation of the proposal is underway.

In summary, the proposed Media Convergence Center will do the following.

• Consolidate all of the major media outlets in the College of Mass Communication, along with Sidelines student newspaper (which would move from the Office of Vice President for Student Affairs to the center)

• Create new opportunities for students to learn how to work across multiple platforms

• Generate new opportunities for students and faculty to create original content

• Establish a national and international leader in Mass Communication education

• Increase the outreach of the College to new students and faculty

• Consolidate positions in the new media center

• Increase opportunities for fund raising and development

• Maximize efficiency and save money for the university

• Reduce the reliance of WMOT and Sidelines on university funding

• Be located in the John Bragg Mass Communication Building