



NEW Media Marketing Communications

Career and Technical (CTE) Program

About

WCNY Public Media, Onondaga-Cortland-Madison (OCM) BOCES, and Onondaga Community College (OCC) present a new, innovative educational opportunity: a Media Marketing Communications course. The new course is part of the OCM BOCES Career and Technical Education (CTE) program. The course combines classroom instruction with hands-on learning experience with WCNY professionals.

How it Works

Rigorous high school and college level studies are paired with hands-on learning in a real-world business setting, WCNY: Central New York's public media organization. WCNY's Broadcast and Education Center serves as a 21st century classroom for the students, under the tutelage of OCM BOCES and OCC instructors and WCNY professionals. In this course, students will be embedded with WCNY staff to work on projects across TV, radio, social media, web and print platforms, learning firsthand, the ins and outs of Central New York's public broadcaster. They also will have acquired 21 college credits, a Regents High School diploma, and application industry certifications making them both college and career-ready.

Educational Components

Two days a week: College Coursework

Students meet with OCC professors to complete their college work, which will include courses in English, science, electronic media writing, and public speaking.

Three days a week: Intensive field study

Students learn how to use tools to work in a public media company and apply that knowledge to assignments and projects, many of which feature on-air presence and print publications.

Over the course of two years

Students in the program will learn skills and gain experience in the following:

- Television and radio broadcasting
- Sound and video recording
- Computer graphics and web design
- Social media
- Marketing and advertising
- Documentary and educational programming

About the Students

The program is for high school junior and seniors across Central New York. Participation in the course is open to high school students from OCM BOCES component school districts. Students currently enrolled are from the following school districts: Baldwinsville, Chittenango, Cicero-North Syracuse, Liverpool, Marcellus, Solvay, Tully, Westhill and West Genesee.

More Information

For more information about the program, call:

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