



The **New School**
Center For Media

CATALOG
Volume 60

THE NEW SCHOOL CENTER FOR MEDIA

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**ASSOCIATION, AGENCY AND GOVERNMENTAL
APPROVALS**

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YESTERDAY AND TODAY AT THE NEW SCHOOL...

In 1973, a group of experienced broadcasters formed The New School of Contemporary Radio to fill a void for trained radio announcers. Emphasis was, as it is today, on a hands-on, skill-oriented education. From the first graduating class in February of 1974, it was apparent that the concept would be successful, as one by one, graduates became employed as on-air radio announcers.

By the early 1990's, the same need that was seen some twenty years earlier, was identified in the field of television. After several years of close collaboration with local television engineering and broadcasting personnel, the addition of a new television curriculum was added and The New School became THE NEW SCHOOL CENTER FOR MEDIA.

As industry demands continued for professionally trained staff, The New School developed subsequent programs in Broadcast Journalism, Digital Audio Recording for Music, Film and Video, Music Video Production, and Multimedia. Today The New School is proud to be the oldest school in the state of New York dedicated to every aspect of Electronic and Broadcast Media offering programs designed to provide graduates with real-world skills and solid employment foundations.

Through the years, The New School has refined and improved its program to be consistent with current trends. Programs have grown and become more inclusive. But the basic philosophy of small class size, individual attention and a caring, professional staff has not changed. As with our first graduating class in 1974, graduates of today are embarking on new careers and aspirations armed with the skills necessary to succeed in their chosen fields.

STATEMENT OF PHILOSOPHY

The mission of THE NEW SCHOOL CENTER FOR MEDIA is to provide knowledge and skills to aspiring members of the Broadcast and Multimedia communities that incorporate experiences, trends and new technologies. The New School is dedicated to putting maximum effort forth to insure a quality education through small class sizes, a dedicated staff with extensive industry background and curricula that is guided by highly successful people currently working in that industry.

All programs are designed to provide career-specific education, leading to optimum outcomes and graduate success.

ADMINISTRATION

Thomas Brownlie, Director, Admissions Representative

Mr. Brownlie has been the Director of The New School since its inception in 1973. With a wealth of experience in all aspects of media, Tom has mentored thousands of students over the years and takes pride in his ability to help each and every student who attends The New School, shape their careers and follow their dreams. In addition, Mr. Brownlie has been directly involved in the development of every program offered by the school. Prior to Directing The New School, Mr. Brownlie worked in various capacities for numerous major radio and television stations throughout the U.S. and Canada including, **WKIS-FM, New York, NY; CKLW Radio and Television, Detroit, MI; CHUM Radio and Television, Toronto, Canada; and WXXA-TV, Albany, NY.**

Daniel Ross, Director of Education, Admissions Representative

Dan Ross began his career in Media Production as a Professional Videographer / Editor in 1998. Dan has held many positions in the video world over the last decade, including Creative Director, Multi-Media Producer, Cinematographer, & Editor. He has won several awards including “Best Local Filmmaker”.

His main passion is motion graphics. After completing his Bachelor’s degree at The State University at Albany in 2000, with a major in Theatre & a minor in Business & Marketing, Dan formed his video production company, Best Bytes Media. In 2015, Dan joined The New School, teaching Advanced Video Production & Multimedia. Training & mentoring under then Director & Curriculum Chair for Video, Janielle Krawczyk, Dan assumed the role of Video Chair one year later. After demonstrating superior organizational and teaching skills, Mr. Ross was promoted to School Director in September 2017 after the departure of Ms. Krawczyk.

Dan has proven to be a strong force within the school, promoting both curriculum development and class cohesiveness. His unique ability to mentor and energize students with his easy-going, engaging personality has made Mr. Ross a stellar example of what it means to be a teacher and educator.

Cathy Taylor, Director of Operations

Cathy came to The New School in 2007 and her incredible drive to organize and help was immediately recognized. Cathy is truly a dynamo with unwavering passion to help people and make things work. Her deep passion for people also extends into her outside life, where she is highly involved in many charitable organizations as a spokesperson and coordinator. In 2011 she was featured in an article by The New York Times for her work with the Sjögren’s Syndrome Foundation. On the entertainment side, Cathy is currently a producer for both the Miss California and Miss New York components of the Miss USA Pageant. Along with organizing and directing various businesses for more than two decades, Cathy has worked as a writer for a Kentucky-based magazine The Bluegrass Horseman. The essence of Cathy Taylor however is her unwavering dedication to people and their success, and that is why she so exemplifies the true spirit of The New School.

Nicole Benkert, Director of Admissions, Bursar

Nicole joined The New School Center for Media in 2017. She worked at many capacities as a team member at Merck & Shumen CPA.. She attended The College of Saint Rose in Albany, NY and graduated with a Bachelor of Science in Business Marketing. Nicole works on various tasks for the firm including bookkeeping. She is also responsible for billing, accounts receivable, and office support. Nicole is a good contact for parents or students who need assistance with their billing options.

FACULTY

Radio & Internet Personality

Michael Flynn, Curriculum Chair/Instructor

Michael started in the radio industry in 1986, just after graduating from THE NEW SCHOOL of Radio & Television. He has worked on all sides of radio including Programming, News, Production, Promotions and sales. Michael brings experience from several different formats as an On-Air Personality at many Albany, NY stations including: FLY92, STAR, B95, Z-ROCK, K100 and The BUZZ.

Thomas Hawn, Instructor

Tom's lengthy tenure at The New School began when his guest lecture on radio arts led to an offer for fulltime employment. 32 years later, he still helps students perfect their on-air voices for both radio and television. Tom has served for many years locally in positions such as music director, morning air personality, and voice talent at stations including WROW, WWOM, WRGB-TV, and Time Warner, as well as at WBZ-TV in Boston. He is a charter member of The Northeast Talent Guild, Albany. His experience allows him to help students gain a deep understanding of station formats and real-world scenarios, while learning to properly develop and deliver their breaks.

Michael Corts, Instructor

Mike began his career as a full-time on-air radio personality for Albany Broadcasting. He has also been a full-time on-air personality for Clear Channel Communications. He brings with him a diversified background in the areas of artist management and development, concert production, event marketing and promotion, music marketing, public relations and imaging consulting. Bringing with him an extensive knowledge of personality development and promotion, Mike teaches students at The New School not only about the fundamentals of radio but also how to create, market and brand themselves as an on-air multi-platform personality.

Television & Advanced Video Production

Daniel Ross, Instructor

Dan has held many positions in the video world over the last decade including Creative Director Multimedia Producer, Cinematographer and Editor. His main passion is in motion graphics. Through his media production company Best Bytes Media, Dan has won several awards including "Best Local Filmmaker" from a Metroland poll. As an instructor at The New School, Dan works closely with his students to produce professional cinematic content. Because of the constant change in technology and popular trends, Dan's goal is to deliver cutting edge techniques to students who challenge themselves daily.

Multimedia Production & Social Networks

Daniel Ross, Curriculum Chair/Instructor (see bio listed in Television & Advanced Video Production)

Multimedia & Online Journalism

Kelly O'Donnell, Curriculum Chair/Instructor

Kelly is a television sports anchor and reporter for WRGB-TV, Albany's local CBS affiliate. Before joining CBS 6, he was an on-air sports personality at WTVY-TV in Dothan, AL and at GOLTV, an all-soccer television network based out of Miami. He's earned multiple Associated Press awards for his local sports coverage. A 2002 graduate of the Syracuse University's Newhouse School, he's also worked as a play-by-play announcer both in radio and on television. Kelly feels blessed to be working at a job he loves, and enjoys teaching students that share a similar passion for sports journalism.

Digital Marketing & Communication

Daniel Ross, Curriculum Chair/Instructor (see bio listed in Television & Advanced Video Production)

Music Recording Engineering & Advanced Audio Production

David Tyo, Curriculum Chair/Instructor

David's professional career in music and audio production began in 1999 when he started producing music, imaging, comedy bits, and live performances for Clear Channel's WPYX 106 morning show, *Waking Up with the Wolf* in Albany, NY. This opportunity quickly grew into jobs producing music for local television stations including WNYT and Fox 23. Before long, David's productions caught the attention of nationally syndicated radio host Mancow, and David's music was used in his show as well. Most recently, David's music has been broadcast on satellite radio and on cable TV shows. In addition to writing and producing custom music, David has produced a number of nationally distributed music recordings ranging from a cappella groups to rock albums. An avid musician, David has performed alongside many well-known national acts before thousands of fans on the east coast. David spends most of his free time producing albums for bands, playing in his own group, and creating music for TV.

Joshua Mirsky, Instructor

Joshua "Mirk" Mirsky was born and raised in Albany, NY. He moved to Westchester County in 1999 to attend SUNY Purchase College, majoring in Music Production. He stayed until 2003, completing a Master's Degree in their music program with a focus in Studio Composition. While living in close proximity to New York City, Mirk worked with Jive Records as a producer and engineer producing songs for Petey Pablo, Eamon and Ciara. He also mixed for Dolla, T. Pain, S Dub and Mickey Factz. In 2009 he sold a production to Jay Z and Rock Nation Records that featured his old classmate from Purchase, Regina Spektor. Also in 2009 he formed his band 'Mirk and the New Familiars', now simply known as MIRK. They have since released 3 independent albums. Currently, he is the owner and operator of Foster House Studios producing for various up-and-coming artists.

Jason Brown, Instructor

Jason comes from a family of full time musicians. His background includes 12 years of classical training on violin, 17 years on bass guitar, and playing and recording jazz and rock. He has spent a lifetime singing, performing in a capella groups both in college and professionally. He also spent eight years working full time writing, working with, and most importantly learning from producers such as Brian Howe and Jeff Tomel. Jason left New York City and a chaotic life on the road to set up shop in Saratoga Springs in late 2009. After two years of producing local artists, he reached out to The New School and found an opportunity in teaching. His production credits include songs that were featured on MTV's "The Hill" and on "Rehab with Dr. Drew" as well as in the award-winning independent film "One Night" by Michael Knowles and 7A Productions.

Jason Bourdeau, Instructor

Jason comes to The New School with over 15 years of experience as an audio engineer/music producer and musician. Although he specializes in mixing and music production, he has also worked as a professional musician, sound designer, AV technician, live sound engineer and DJ. Jason brings a wide variety of experience to the classroom. He is a freelance music producer/audio engineer with Drift-Productions. He is also an audio and video production technician at Viking Video Technologies sound reinforcement for live events.

PROGRAM ADVISORY COMMITTEE MEMBERS*

*each member is specific to a program

Joanne Durfee	Producer/Director (WMHT)	Rodger Wyland	Anchor (WNYT)
Mike Merges	Director of Radio, Television & Audio-Visual Services (NYS Assembly)	Brad Wilson	News Photographer and Live Truck Operator (Time Warner Cable News)
Zeb Schmidt	Programming Manager (Open Stage Media)	Tim Noble	Program Director (Albany Broadcasting)
Steve Robbins	Director of Operations & Digital Services (WNYT)	Paul Conti	Former News Director (WNYT)
Greg Bobbitt	Director of Programming (Time Warner Cable Sports)	Neerav Patel	Chief Operating Officer (Empire Broadcasting)
Dow Haynor	Owner (Golden Lamb Productions)	Ralph Pascucci	Owner (Myriad Productions)
Jonathan Capra	Graphics/Promotions (Time Warner Cable News)	Read Sheppard	News Anchor (WGY)
Brendan Foley	Executive Producer (WRGB)	Paul Caiano	Meteorologist (WNYT)
Debby Goedeke	Albany Film Commissioner	Suzy Garcia	Air Personality (Albany Broadcasting)
Darrin Scott Kibbey	General Manager (WVCR-FM 88.3)	Kevin Callahan	Operations Manager (Albany Broadcasting)
Terry O'Donnel	Brand Manager (105.7 FM)	Dan Mussman	Production Creative Director (Clear Channel)
Peter Brancato	Former Assignment Manager (WRGB)	Mike Seddon	Owner (Live Sound, Inc.)
Delia Camasca	Externship Coordinator (NBC Universal Properties)	Ray Rettig	Audio & Video Services (Fingerpaint Marketing)
Mike Camoin	Independent filmmaker	Brett Portzer	Chief Engineer (White Lake Music & Post)
Greg Camache & John Chiara	Co-Owners (Albany Audio)	Chris Chenes	Media/Production Manager (Tri-City Valley Cats)
Geoff Arbuckle	Creative Director (Catseye Media House)	Sarah Ruane	Senior Assignment Editor (Time Warner Cable News)
Lawrence Basso	Motion Design Director (Overit Media)	Geoff Arbuckle	Multimedia Producer (Catseye USA)
Terry Leahy	Production Coordinator/Co-Owner (Modern Mix Marketing)	Dave Bigler	Owner (Bigler Productions)
Chris Onorato	Reporter/Anchor (WNYT)	Dan Levy	Reporter (WNYT)
Lindsey Reddig	Producer (WRGB)	Matt Hunter	Reporter (Time Warner Cable News)

PROGRAMS

(A diploma is the academic credential rewarded upon graduation for all programs)

PROGRAM TITLE: Radio & Internet Personality

CLOCK HOURS/SCHEDULES

630 Hour Program / 30 Weeks

Mornings: Monday - Friday from 8 a.m. to 12:30 p.m.

Afternoons: Monday - Friday from 12:30 p.m. to 5 p.m.

Evenings: Monday - Friday from 5:00 p.m. to 9:30 p.m.
(when available)

Evenings: part time: Monday, Tuesday, Thursday from
5:00 p.m. to 9:30 p.m. (when available)

TEXT (S):

Beyond Powerful Radio
by Valerie Geller

PROGRAM DESCRIPTION

This program is designed to prepare students for entry-level employment in the fields of radio & broadcasting. Students may also enter the world of audio/video podcasting or live event DJ mixing. Students concentrate on the building blocks of broadcasting: announcing and commercial production. Students also study programming, formats, music selection, promotions, ratings, sales and the overall marketability of the radio along with the basics of newscasting and sportscasting.

Voice training, ad-lib development, personality development and the techniques and equipment used in both DJ work and commercial production are the cornerstones of this program. Students will spend approximately 25% of their time in lecture and 75% in actual studio work. Independence is stressed, and classes simulate a “real-world” working environment.

At the conclusion of this course students will produce a demo reel with which to demonstrate skills to prospective employers. The course concludes with an externship appropriate to student interest and ability.

UNITS COVERED DURING THIS PROGRAM:

Unit 1: In this unit students will be introduced to radio equipment, audio production and programming formats. The unit includes lessons on air personality, voice and speech training.

Unit 2: During this unit students will expand their knowledge of programming and be introduced to writing, voiceovers, sales, ratings and promotions. The unit includes intermediate voice training, speech, personality & performance development.

Unit 3: In this unit students will be introduced to live DJ mixing and audio podcasting. They will also cover advanced techniques in audio production, voice training and personality development.

Unit 4: In this unit, students will be introduced to video podcasting. They will also continue to hone the skills acquired thus far. They additionally discuss the industry, employment opportunities/strategies, internships, resumes and demo reel creation.

PROGRAM TITLE: Television & Advanced Video Production

CLOCK HOURS/SCHEDULES

1200 Hour Program/56 Weeks

Mornings: Monday - Friday from 8 a.m. to 12:30 p.m.
Afternoons: Monday - Friday from 12:30 p.m. to 5 p.m.
(when available)
Evenings: Monday - Friday from 5:00 p.m. to 9:30 p.m.
(when available)
Evenings: part time: Monday, Tuesday, Thursday
from 5:00 p.m. to 9:30 p.m. (when available)

TEXT (S):

Shut Up & Shoot: Freelance Video Guide
By: Anthony Q. Artis

Graphic Design School: The Principles and Practice
of Graphic Design, 6th ed.
By: David Dabner, Sandra Steward &
Abbie Vickress

PROGRAM DESCRIPTION:

QUARTERS 1 & 2 – This program is designed to prepare students for entry-level employment in the field of television broadcasting and video production. In this semester, through demonstration, practice and lecture, students acquire the necessary skills to pursue a career in all aspects of Television Station operation. Television commercial production, field production, studio production and documentary production for entertainment, news and sports are all studied in detail. Students will be introduced to the Adobe Creative Cloud suite of programs and acquire a thorough working knowledge of this industry standard for film and video. A full understanding is also gained in the operation of the various pieces of equipment used in producing live television entertainment, news, sports and interview shows. The concepts for creating professional level personal internet television shows are also covered.

UNITS COVERED DURING QUARTERS 1 & 2:

Unit 1: In this unit students will be introduced to concepts of running a live television newscast. They will learn about various news story formats and how to run the equipment in the control room and studio during a live show.

Unit 2: During this unit students are introduced to digital video editing using Avid Media Composer.

Unit 3: In this unit students learn the fundamentals of shooting, lighting, audio and news coverage.

Unit 4: During this unit students apply their production skills to field productions. Some productions may include commercials, Public Service Announcements, how-to videos, profile videos, etc.

Unit 5: In this unit students return to the studio to cover more advanced concepts in studio production such as chroma-key and the use of virtual sets. They are introduced to the computer-based live switcher software and use of HD studio cameras.

Unit 6: During the final segment students refine their projects created during the program and compile them into a demo reel.

(QUARTERS 3 & 4 DESCRIPTION & UNITS ON FOLLOWING PAGE)

QUARTERS 3 & 4 – During the second semester of the program, students will study advanced video production including cinematic technique in videography, motion graphics, animation, graphic design and still photography. Building on the skill sets studied and developed in the first semester of the program, students continue to grow as independent content producers. Students will hone their skills and further their ability to cover an event, shoot creative video and acquire professional audio as well as write, produce and edit the production; resulting in a professional final product. State-of-the-art graphic techniques are taught in a “hands-on” environment. Students will learn advanced skills within the Adobe Creative Cloud suite of programs. Students learn to master picture and content manipulation to create high end video productions. Advanced techniques used by graphic artists and content producers are studied and used in a real-world studio setting. Approximately 75% of the students’ time is spent in actual content production, 25% in lecture.

Graduates of this program will acquire the skills to brand themselves and create high-end artistic video and graphic productions as well as work behind-the-scenes in a television station. The program culminates with a professional portfolio and an internship within the field.

UNITS COVERED DURING QUARTERS 3 & 4:

Unit 1: In this unit students will be introduced to Adobe Photoshop. They will create graphics for news, company logos and learn photo retouching.

Unit 2: During this unit students are introduced to Adobe After Effects. They will learn keyframing, animations, motion graphics and how to work in a 3D space.

Unit 3: In this unit students learn the fundamentals of still photography and lighting.

Unit 4: During this unit students learn how to create professional-level video productions.

Unit 5: In this unit students learn post-production using Adobe Premiere in conjunction with programs in the Adobe Suite already learned.

Unit 6: During the final segment students refine their projects created during the program and compile them into a demo reel.

PROGRAM TITLE: Multimedia Production & Social Networks

CLOCK HOURS/SCHEDULES

630 Hour Program / 30 Weeks

Mornings: Monday through Friday from 8 a.m. to 12:30 p.m.

Afternoons: Monday through Friday from 12:30 p.m. to 5 p.m.

Evenings: Monday through Friday from 5:00 p.m. to 9:30 p.m. (when available)

Evenings: part time: Monday, Tuesday, Thursday from 5:00 p.m. to 9:30 p.m. (when available)

TEXT (S):

Shut Up & Shoot: Freelance Video Guide

By: Anthony Q. Artis

Graphic Design School: The Principles and Practice of Graphic Design, 6th ed.

By: David Dabner, Sandra Steward & Abbie Vickress

PROGRAM DESCRIPTION

This program is designed to prepare students for entry-level employment in the field of multimedia and video production. In this program, students will study advanced video production including cinematic technique, motion graphics, animation, graphic design and still photography. Students will hone their skills and further their ability to cover an event, shoot creative video and acquire professional audio as well as write, produce and edit the production; resulting in a professional final product. State-of-the-art graphic techniques are taught in a “hands-on” environment. Students will learn advanced skills within the Adobe Creative Cloud suite of programs. Students will learn how to integrate these productions into various online and mobile applications – including social media platforms. Approximately 75% of the students’ time is spent in actual content production, 25% in lecture. Graduates of this program will acquire the skills to brand themselves and create high-end artistic video and graphic productions as well as work behind-the-scenes in a television station. The program culminates with a professional portfolio and an internship within the field.

A foundation in videography, lighting and digital video editing is strongly advised before taking this course.

UNITS COVERED DURING THIS PROGRAM:

Unit 1: In this unit students will be introduced to the principles of still photography and photo manipulation using Adobe Photoshop.

Unit 2: During this unit students will learn the basic principles of graphic design and learn the differences between Photoshop and other design programs such as with Adobe Illustrator and InDesign.

Unit 3: In this unit students learn pre-production techniques & writing skills for production.

Unit 4: During this unit students learn how to create professional-level video productions.

Unit 5: In this unit students learn post-production and how to create powerful videos using Premiere.

Unit 6: During this unit students will learn the principles of motion graphics & 2D/3D animation.

Unit 7: In this unit students multimedia content integration as they explore web, social media and mobile applications.

Unit 8: During the final unit, students will create a final portfolio and prepare for jobs/internships.

PROGRAM TITLE: Multimedia & Online Journalism

CLOCK HOURS/SCHEDULES

630 Hour Program / 30 Weeks

Mornings: Monday - Friday from 8 a.m. to 12:30 p.m.

Afternoons: Monday - Friday from 12:30 p.m. to 5 p.m.

Evenings: Monday - Friday from 5:00 p.m. to 9:30 p.m. (when available)

Evenings: part time: Monday, Tuesday, Thursday from 5:00 p.m. to 9:30 p.m. (when available)

TEXT (S):

On Camera Anchoring and Reporting
by Nancy Reardon & Tom Flynn

Broadcast News: Writing, Reporting & Producing
by Ted White & Frank Barnas

PROGRAM DESCRIPTION

This program is designed to prepare students for entry-level employment in the field of broadcast journalism. Through theory and practice students study the business of broadcast news and sports including both the behind-the-scenes technical aspects and the development of broadcast delivery skills. In this era of job consolidation the ability to function as reporter, videographer and editor is essential to success. Students will learn the building blocks of identifying a good story, writing, scripting and delivering as both field reporters as well as developing their abilities to anchor news, sports or weather. Included in the program is extensive development of the voice, on-camera delivery/presentation and how journalists have evolved to function in the online world. Emphasis is placed on developing students to become professional on-camera broadcasters and to a lesser extent, radio broadcasters learning techniques from real world professionals. A thorough understanding will be gained in the areas of camera operation, videography, digital video editing techniques and practices.

Performance is constantly monitored and assessed by broadcast professionals. Students spend 75% of each class working in the studios or field covering real stories, often shoulder-to-shoulder with local reporters. Twenty five percent of each class is devoted to lecture and personal critiques. Classes simulate a "real world" working environment and independence is stressed.

At the conclusion of this course students will produce a final tape or "demo reel" with which to demonstrate skills to prospective employers. The course concludes with an externship appropriate to student interest and ability.

UNITS COVERED DURING THIS PROGRAM:

Unit 1: In this unit students will learn the basics of developing their voice, writing for broadcast and audio editing.

Unit 2: During this unit students are introduced to live studio production, anchoring and reporting.

Unit 3: In this unit students are introduced to digital video editing, shooting video, interviewing and standups.

Unit 4: During this unit students learn about the television news package, script writing and more about reporting on-air. They learn how to cover various scenarios such as press conferences, breaking news, sports, politics etc.

Unit 5: In this unit students begin to prepare for the internship and job search process. They will create resumes and cover letters for critique. They will also return to the live studio for further newscast preparation.

Unit 6: During the final segment students refine their projects created during the program and compile them into a demo reel.

PROGRAM TITLE: Digital Marketing & Communication
Diploma Program

CLOCK HOURS/SCHEDULES

227 Hour Program / 11 Weeks

Mornings: Monday - Friday from 8 a.m. to 12:30 p.m.

Afternoons: Monday - Friday from 12:30 p.m. to 5 p.m.

Evenings: Monday - Friday from 5:00 p.m. to 9:30 p.m. (when available)

Evenings: part time: Monday, Tuesday, Thursday from 5:00 p.m. to 9:30 p.m. (when available)

READING MATERIALS: **Big Data: Making it Big for E-Commerce Retailers.** Smith, G. Digitalist Magazine, April 28, 2017

10 free online marketing tools that every “hands-on” marketer should use. Chaffey, D. Smart Insights, April 18, 2017

9 Digital Marketing Tools You Can’t Live Without. Murray, B. SEJ, Search Engine Journal, January 31, 2017

10 Social Media Tips for Better ROI in E-Commerce. Grace, N. Digital Operative, July 5, 2016

Why All E-Commerce Merchants Need Product Catalog Management. Knox, J. Channel, March 23, 2016

PROGRAM DESCRIPTION:

This program is designed to prepare students for entry level employment in the field of Digital Marketing & Communication .The 227-hour program gives students in marketing the understanding of digital communication technologies and the ability to apply that knowledge to the field of marketing. These technologies include social networks’ functionalities as well as techniques of community management and referencing, which all contribute to building a brand. Knowing how to use these technologies is an important part of marketing today.

Online advertising has surpassed spending on TV advertising for the first time ever, driven by the rapid growth in electronic and mobile advertising. In terms of market share, online advertising also led overall media advertising spending, ahead of TV and print. Effective marketers need to have an opportunity to explore concepts and master specific e-tools and reports to support the ever-changing industry demands.

Courses and/or lab work are over 3 to 4 hours per day, 5 days a week and may include conferences or corporate and cultural or business discovery visits. The entire program covers 227 hours of courses, lab work, conferences and field trips, or more than 18 hours of course attendance per week.

Graduates of this program will learn today’s technological tools to conceptualize and implement overall marketing and brand strategies in a today’s competitive business environment.

UNITS COVERED DURING THIS PROGRAM:

UNIT 1 – Digital Communication & Marketing

Social Media Management
Search Engine Marketing
Mobile Communication Strategies
Analytics & data Management
Case Study #1

UNIT 2 – Digital Marketing & E-Business

Basics of Digital Marketing & E-Marketing Strategies
Basics of E-Business
Communication Skills
Case Study #2

UNIT 3 – Omnichannel Marketing & Value of Customer Experience

Omnichannel Marketing
Client Relationship Management
Case Study #3

UNIT 4 – Disrupting Your Retail Business Activity & Marketing

Tools for Redesigning Stores & Consumer Experience
Creating a Connected Store & Redesigning Your Business Model
Case Study #4

PROGRAM TITLE: Music Recording Engineering & Advanced Audio Production

CLOCK HOURS/SCHEDULES

1200 Hour Program / 56 Weeks

Mornings: Monday - Friday from 8 a.m. to 12:30 p.m.

Afternoons: Monday - Friday from 12:30 p.m. to 5 p.m.

Evenings: Monday - Friday from 5:00 p.m. to 9:30 p.m.
(when available)

Evenings: part time: Monday, Tuesday, Thursday
from 5:00 p.m. to 9:30 p.m. (when available)

TEXT (S):

Modern Recording Techniques
by David Miles Hubert & Robert E. Runstein

Pro Tools 101: An Introduction to Pro Tools 11, v1 1

Pro Tools 110: Pro Tools Production I, v1 1

Pro Tools 201: Pro Tools Production II, v1 1

Pro Tools 210M: Music Production Techniques, v1 1

PROGRAM DESCRIPTION:

QUARTERS 1 & 2 - This program is designed to prepare students for entry-level employment in the field of audio and/or music production. This program trains students to acquire skills to pursue a career in music and audio production, sound design for film and television, and live sound reinforcement. Students focus on the fundamental production techniques of tracking, recording, editing, mixing, processing and mastering music. Also covered in-depth are capturing and manipulating sound for multimedia, broadcast, and entertainment applications. In addition to production and sound reinforcement, students will also learn about music theory, acoustics, music business, critical listening skills, and the process of manufacturing a product. Facilities at The New School are State-Of-The-Art. Each student has their own fully functional production station, complete with AVID Pro Tools. The recording environment includes the "live recording Studio" where musicians set up their gear and perform. Post production is handled in our fully equipped professional tracking and post production studio. The heartbeat of the Post Production Studio is the AVID C-24 audio control surface. Music recording techniques, post-production skills and studio methodology are the cornerstones of the program. Students will spend approximately 25% of class time in lecture, and 75% putting into practice the skills and methods they learn in lecture. Accountability and independence is stressed, and the class is held in a "real-world" studio recording and post-production environment.

UNITS COVERED DURING QUARTERS 1 & 2:

Unit 1: Students learn recording basics, such as capturing and editing sound in a DAW, proper gain staging, producing radio commercials and making radio edits.

Unit 2: During this unit, students learn how sound is created and how it travels, how our ears work, waveform characteristics such as frequency and amplitude, and harmonic structure. Additional recording techniques such as micing up a drum kit as well as mixing larger sessions using new tools such as EQ and Compression are also covered

Unit 3: Students learn about the different types of microphones, cables, channel strips, patch bays, advanced gain staging, and the proper use of auxiliary sends and effects. Students are introduced to more mixing techniques such as automation, new tools like chorus and flanger, and larger sessions involving more individual tracks.

Unit 4: During this unit, students are introduced to Avid Pro Tools and begin learning how to create their own original music using MIDI. Students replicate popular music as practice. All that has been learned so far is applied to writing, recording, and producing an original song as a class.

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Unit 5: Music theory is covered during this segment and is applied heavily when they begin composing original music using specific key and time signatures. Students also learn the importance of copyright, how to register with a rights tracking organization such as ASCAP or BMI, split sheets, and the difference between publishing and writing rights.

Unit 6: Students learn the art of Foley, ADR, and sound design by stripping all sound from a movie scene and replacing it with sounds created in the classroom.

Unit 7: During this unit, students learn how to master their tracks to make different styles of music sound cohesive. They prepare a portfolio of work that they have done during the first semester and are guided through creating a professional resume which will be updated in the next semester.

QUARTERS 3 & 4: PRODUCING & PRO-TOOLS CERTIFICATION

Students move into the Advanced Audio Production half of the program where through theory and practice they will become certified Professional Recording Engineers on AVID Pro Tools HD. Additional areas of study include music and sound recording in the studio and field, music producing, music mastering, music theory, music composition and the business of music. Also covered in-depth is digital and analog audio equipment operation for studio and live applications, the art of mixing, audio-for-video post-production and basic electrical repair and assembly. Students will write, record, produce, mix and master full band and studio productions along with individual musical compositions. A wide variety of exercises and projects including diverse musical genres and audio-for-video post-production brings students into real-world recording studio experiences. A significant portion of the Advanced Audio Production semester is dedicated to providing students with official AVID Pro Tools HD Certification. Through the school's partnership with AVID, Pro-Tools certification in Music Recording to the 200M level is offered. The 200 level is the recognized professional standard worldwide.

Graduates of this program will have an on-line portfolio including examples of their audio productions to showcase their skills in varied fields of audio production. The program concludes with an internship appropriate to student interest and ability.

UNITS COVERED DURING QUARTERS 3 & 4:

Unit 1: In this unit students will be introduced to advanced concepts in audio for video production and create sound to accompany videos. They will expand upon their knowledge of music composition and their knowledge of Avid ProTools by using the ProTools 101 text. In addition, concepts for advanced studio audio and engineering training will be covered.

Unit 2: During this unit students will expand their knowledge of music theory and learn new recording studio techniques. They will be introduced to advanced MIDI production. The class will create a class song utilizing some of their new skills. This unit culminates with taking the test to achieve the Avid ProTools 110 Certification level.

Unit 3: In this unit students continue to expand their knowledge of ProTools using the 201 text. Students are introduced to the basics of electrical assembly & repair. They will learn to master the mixes that they have already completed. They will be introduced to basic graphic design essentials that they will use for creating an online engineer's portfolio which will be created in the next unit.

Unit 4: This unit is the culmination of the course in which students create their online engineer's portfolio (which includes their demo reel and profile). Students update their resumes to reflect their new skills and prepare for internship placement. The unit culminates with taking the test to achieve the Avid ProTools 210M Certification level.

CALENDAR/ SCHOOL HOLIDAYS

Courses begin in September and March (see Enrollment agreement for specific start/end dates)
The school is closed on the following days only: Thanksgiving, Christmas, New Year's Day, Memorial Day, Fourth of July and Labor Day.

ADMISSIONS REQUIREMENTS

1. H.S. Diploma, or completion of the eleventh grade and a GED.
2. Personal interview with designated school representative.

ADMISSIONS PROCEDURES

1. Schedule an appointment for a school visit to discuss career options and find out more about the program offerings. You are welcome to bring a friend, a parent or a spouse.
2. Complete a general information form to help the admissions department determine if the program can be of benefit to you.
3. Receive a tour of the school. Speak to current students should you wish.
4. You will have a personal meeting with a school representative who will discuss career options and opportunities. Any questions that you might have will be answered at that time. In addition complete information will be provided about financial aid possibilities. If you wish, you may bring a recent tax return of yours and your parents, where applicable for specific information about the financial aid that you would qualify for.

FACILITIES & EQUIPMENT

The New School maintains offices, studios and classrooms at 14 Computer Drive West in Albany, NY 12205. Our facilities include:

- On-camera TV studio & control room
- Digital video editing suites that are for student use
 - o Over 25 Mac-based computers for editing on AVID Media Composer, Final Cut and the Adobe Suite of software programs
 - o 14 PC-based computers for editing on Edius
- Two complete recording studios including a control room and a live room
- ProTools edit stations for each student
- 20 PC-based computers for editing audio using Adobe Audition
- Two complete radio stations - internet and closed circuit - each including a master control room, newsroom and production studios. Studios are generally used by one student at a time and are never used by more than three students at any one time.

The maximum number of students per class is 15. We are handicap accessible.

STUDENT SERVICES

A) Housing

For those students requiring housing, the school will make every effort to be of assistance with listings of accommodations and rates. Our staff will also assist in evaluating and prearranging housing options for incoming students. However, the student is strongly urged to plan time to visit the area to make a final decision on housing.

B) Career Planning and Program Implementation

Upon arrival on the first day of class, students complete a "goals" sheet, outlining their aims and aspirations. The instructor reviews the goals during quarterly evaluations, to assist in the overall career planning of the student. Students are strongly urged to take an active part in this process to make sure he or she is on the correct path for their job objective.

In addition, the Director encourages any student with a problem to schedule an appointment for personal discussion.

C) Job Placement Assistance Services

Up to date information on radio and TV stations as well as recording and post production facilities nationwide is available as well as our own database. Students are assisted with resume preparation and compilation of their final "demo" or portfolio. Each graduate is provided with a master demo tape and a resume. The New York State Education Department does not allow any school to guarantee a job after graduation.

Data regarding student completion and job placement: See Addendum A.

D) Food Services

Food may be brought to school and eaten before or after the lecture periods.

E) Definition of a Clock Hour

A clock hour is defined as 50 minutes of lecture or supervised lab time.

SCHOOL POLICIES

A) Attendance Policy

During the course students will be allowed to miss up to 15% of the in-school portion of the program. Students missing more than 15% will be required to coordinate make-up work to meet the minimum course requirements before becoming eligible to proceed to the externship phase of the course. Student's whose total absences exceed 20% of the course will not qualify to perform make up work and therefore will not be eligible for externship placement nor be considered graduates. Upon request, these students will be provided with written documentation stating the training hours completed. Additionally, for 1200 hour programs, attendance will be evaluated after the first 120 class days. If a student has exceeded 20% absences, he/she will be required to attend additional lectures & complete additional assignments in order to be back in good academic standing and proceed onto the remainder of the course.

B) Reinstatement Policy

A student may be eligible for graduation and qualify for re-instatement at the discretion of the Director and the Director of Education. Requirements for re-instatement are as follows:

- In the opinion of the Director the student had a legitimate reason for the absence, that could be verified by the student, if deemed necessary by the Director,
- The student did not miss fourteen or more consecutive days without notifying the school,
- In the opinion of the Director, Director of Education and instructor, the student has not missed more work than he or she is capable of making up after re-joining the class. Note: Instructors may use flexibility and discretion in scheduling make-up work,
- The student agrees to a probationary period of one month where he or she is not absent more than one day per week,
- The student agrees to a make-up plan requiring: 100% of all required projects, tests and evaluations be made up prior to being eligible for graduation and,
- Making up of at least 85% of all contact (clock) hours prior to being eligible for graduation.

Reinstatement Procedure

Any student who has withdrawn or been dropped from any program and subsequently wishes to rejoin must:

- Meet with the School Director or Director of Education to review the circumstances which preceded the withdrawal or drop. Upon reviewing the reasons for the drop the Director of Education will make a determination regarding the rationale for the return. The decision of the Director of Education will be documented and will be final.
- If allowed to reinstate, agree in writing to comply with all terms specified in the reinstatement contract including timely completion of make-up work, homework assignments, tests and required projects. Further the student must meet minimum attendance and academic requirements with the understanding that failure to meet all stipulations will result in forfeiture of the re-instatement.
- If previously dropped for reasons related to conduct, wait for the next regularly scheduled class to begin. The student will not be allowed to rejoin the same class. The returning student would enter the new class two weeks prior to the point in the program where the original drop occurred. The student would be billed from the actual reinstatement date and for time attended during the original class based on the existing school refund policy.
- During the period of time between the start date of the new class and the date when the returning student actually begins attending, credit will be granted for time previously attended and there will be no tuition charge.
- Demonstrate that they owe no refunds on any Federal Grant or Guaranteed Student Loan and that they are in good standing with both the New School financial aid office and the business office. Further, students must demonstrate that they are not in default on any Guaranteed Student Loan.

C) Make-up work policy

Generally make-up classes should be scheduled and made-up within ten classes and/or before the end of each segment.

D) Late arrival/Early dismissal policy

Late arrivals/early dismissals are not allowed without prior approval of the Instructor.

STANDARDS OF ACADEMIC PROGRESS

Every student is required to maintain The New School’s standards known as *Satisfactory Academic Progress* (SAP), (recorded at the conclusion of each marking period), as it pertains to attendance as well as academic coursework.

To maintain *Satisfactory Academic Progress* a student must maintain a minimum cumulative average of 65% and have attended at least 85% of the instructional hours. If the student drops below either level and is viewed by the instructor as failing to maintain Satisfactory Academic Progress, the student will meet with administration. They will be placed on academic probation (duration depends on severity of situation) during which specified academic coursework will be assigned and/or make-up class time will be scheduled. If during the period of probation the student does not meet the requirements of the probation, he/she will be dropped from the program. SAP is achieved at 65%, however a student must achieve a cumulative average of 70% to graduate from the program.

In the case of withdrawal where a student has maintained satisfactory academic progress, and there are extraordinary circumstances, the student may rejoin the same class if he or she can complete the program within 150% of the original start date. In cases where completion within 150% is not possible, the student may join a subsequent class and receive credit for time previously attended. Any student that is dropped as a result of insufficient SAP will not be granted any credit for time attended.

A) Grading

Written tests and/or performance evaluations are given at the end of each segment, covering the practical aspects of the students’ progress. A minimum 65% grade point average must be maintained on the average grade of written tests and performance evaluations. If a student falls below the minimum level, every effort will be made to provide for additional instruction to help bring the student up to the minimum grade. Students falling below 65% will be placed on academic probation. If a student does not complete the program, no grades will be issued.

Grading Scale:

LETTER GRADE	A	B	C	D	F
% GRADE	90 & Above	80-89	70-79	65-69	Below 65

Satisfactory Academic Progress will be considered at the following points in the programs:

630 HOUR PROGRAMS: Day 30 & Day 72

1200 HOUR PROGRAMS: Day 30, Day 100 & Day 200

B) Externship

Every program includes an externship upon satisfactory completion of the classroom portion of the course. Each evaluation that a student receives will be considered when recommending a student for an externship. Although student requests will be taken into account, the final decision concerning specific placement will

be based on availability and what the externship committee feels will most benefit the student. If at the end of the in-class portion of the program, there are remaining absences above 15% (not exceeding an additional 5% of the course); students will be required to coordinate make-up work to meet the minimum course requirements before becoming eligible to proceed to the externship phase of the course. Students whose total absences exceed 20% of the course will not qualify to perform make up work and therefore will not be eligible for externship placement nor be considered graduates. Upon request, these students will be provided with written documentation stating the training hours completed.

C) Leave of Absence

In the event of extraordinary circumstances, a student may request a leave of absence. The maximum time period for the leave of absence would be 50% of the original program. Only the director can grant this request. The Director will make every effort to accommodate any student in good academic standing. Any student failing to return on the agreed upon date will be dismissed. A student may not receive more than one leave of absence. Upon returning from a LOA, the student will be tested for retention of material. As a result, additional make-up time may be required. Additional charges would be assessed for any required make-up work that required a New School faculty member to tutor the student privately. The charge per class would be the same as for the program.

D) Maximum Time for Completion of Program

If a student has been granted a leave of absence and returns to the original class enrolled, program completion must occur within 150% of the time allotted for the original course or the student may transfer to another class. This decision must also be made within 150% of the original start date.

E) Credit for Previous Training or Education

Previous experience, education and training will be evaluated by the administration and appropriate credit will be awarded when deemed appropriate.

F) Graduation Requirements for Successful Completion

To successfully complete all courses and receive THE NEW SCHOOL CENTER FOR MEDIA Diploma, a student must maintain a minimum cumulative average of 70% on all examinations and performance evaluations, completion of all performance objectives and satisfactory attendance as described in this catalog.

G) Unsuccessful Completion

The following constitutes unsuccessful completion:

- 1) Dropped (D): Any student who does not maintain satisfactory academic progress will be dropped from the program.
- 2) Withdrew (WD): Any student who has formally or informally requested withdrawal from the program. A drop or withdrawal is considered an incomplete. No grades are issued for students who do not complete the program. The failure of a student to notify the director in writing of withdrawal may delay refund of tuition due pursuant to Section 5002 of the Education Law.

H) Repeats

If a student repeats the course, or any portion of it, previous grades for identical work will be replaced by the new grade.

I) Transfer Students: Transfer credits will be reviewed by the administration and credit will be given when deemed appropriate.

J) Student Conduct

Students are required to be working in a diligent manner at all times. The school reserves the right to dismiss a student without warning for any of the following reasons:

1. Use of alcoholic beverages and/or illegal substances immediately prior to or during school hours.
2. Disrespect for staff or property.
3. Disrespect for other students.
4. Refusal to follow instructions.
5. Loud or unruly conduct or any other disciplinary reasons.
6. Insufficient effort or progress

The school expressly prohibits unlawful harassment. Detailed policies relating to the reporting, prevention and management of unlawful harassment, discrimination and retaliation is located in the Consumer Information of the school's website. If it is determined that inappropriate conduct has been committed by one of the students, the school will take appropriate disciplinary action, consistent with the student disciplinary processes as described in the Consumer Information of the school's website.

The Consumer Information section of the school's website is also where a copy of the Annual Security Report can be obtained.

K) Drug Free Program: The possession, use or distribution of alcohol or any illegal drug by a student or employee of The New School is prohibited. Any person found in possession of alcohol or illegal drugs will be dismissed from the school and reported to proper authorities. Clearly, the abuse of alcohol and illegal drugs has been credited as one of the primary causes of chronic illness and death among people of all ages. There are several agencies within the area that offer both inpatient and outpatient treatment to individuals who are suffering from chemical dependency. Three such facilities are St. Peters SPARC, Al Care and Conifer Park. Students requiring more information are urged to speak to a New School staff member. All conversations will be kept in strict confidence.

L) Eating: Food must be brought into the school before the lecture begins. Food may be eaten only before or after the lecture period and confined to classrooms. Food or drinks are not allowed in any studio. Students are not allowed to leave the premises (and return) once class has begun.

M) Smoking: There will be a 10-minute break following the lecture. Students wishing to smoke may do so outside the building. Students are asked to take as few breaks as possible and keep the time to five minutes.

N) School Closing Announcements: School closings will be posted on WNYT (News Channel 13)

O) Transfer of Credit to Colleges and Universities: Since the New School program is a program based on clock hours a student does not receive credits to transfer. In order however, to assist students wishing to further their education, The New School will provide any graduate with a letter and course description in addition to sending transcript records to the college or university of the graduate's choice. Allowance of credit is solely at the discretion of the school you are applying to. If this were a concern, we would recommend checking with the school in question prior to attendance.

TUITION COSTS

630 HOUR PROGRAMS

Radio & Internet Personality
Multimedia & Online Journalism
Multimedia Production & Social Networks
Advanced Audio Production

Tuition	\$ 11,410.00
Registration Fee (non-refundable)	\$ <u>75.00</u>
Total	\$ 11,485.00

1200 HOUR PROGRAMS

Television & Advanced
Video Production
Music Recording Engineering &
Advanced Audio Production

Tuition	\$ 18,750.00
Registration Fee (non-refundable)	\$ <u>75.00</u>
Total	\$ 18,825.00

227 HOUR PROGRAMS

Digital Marketing & Communication

Tuition	\$ 4,500.00
Registration Fee (non-refundable)	\$ <u>75.00</u>
Total	\$ 4,575.00

ADDITIONAL FEES AND EQUIPMENT NEEDED

The following are required materials for each program. The school does not provide these items and students must purchase the following off site from the school. (Prices are estimated)

630 HOUR PROGRAMS

RADIO & INTERNET PERSONALITY

1) Books	\$ 75.00
2) Supplies	\$ 50.00
Total	\$ 125.00

MULTIMEDIA & ONLINE JOURNALISM

1) Books	\$ 100.00
2) Video Camera and Supplies	\$ 330.00
Total	\$ 430.00

MULTIMEDIA PRODUCTION & SOCIAL NETWORKS

1) Books	\$ 50.00
2) Software & Supplies *	\$170.00
Total	\$220.00

1200 HOUR PROGRAMS

MUSIC RECORDING ENGINEERING & ADVANCED AUDIO PRODUCTION

1) Books	\$ 400.00
2) Supplies	\$ 100.00
Total	\$ 500.00

TELEVISION & ADVANCED VIDEO PRODUCTION

1) Books	\$ 100.00
2) Software & Supplies *	\$ 340.00
Total	\$ 440.00

** In order to access the proper photo/video/special effects software, both the Multimedia & Advanced Production program and the Television & Advanced Video Production program requires each student to purchase a subscription to the Adobe Creative Cloud. This subscription allows access to over 20 of Adobe's creative software applications. The estimated cost is \$19.99/mo. (\$119.94 over 6 months or \$239.88/year) which is a special discounted price for students provided by Adobe. This subscription is required to complete the course and will be a private purchase (not provided by or available through The New School Center for Media).*

227 HOUR PROGRAMS

DIGITAL MARKETING & COMMUNICATION

1) Books	\$ 200.00
2) Supplies	\$ 1,900.00
Total	\$ 2,100.00

MacBook Pro 13 inches CPU Intel Core i5 dual core 2 GHz (Turbo Boost to 3.1 GHz) 8 Go memory to 1866 MHz SSD 256 Go Intel Iris Graphics 540 Two ports Thunderbolt 3 Cost: \$1,900	OR	Specifications for PC: PC 14 inches, HP EliteBook CPU Intel Core i7 G6 Hard drive: 512 GB m2 Sata-3 TLC SSD Screen: 14 LED FHD SVA AG f/CAM RAM: 8 GB 2133 DDR4 Wifi card: Intel 8260 ac 2x2 NV +BT 4.2 Intel HD Graphics 520 Cost: \$1,700
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REFUND POLICY *

Three-Day Cancellation: All monies paid by the applicant will be refunded if requested within three days after signing the Enrollment Agreement and making an initial payment. After that three day period and prior to the first day of class any student wishing to withdraw will receive a full refund of all tuition monies paid with the exception of the \$75 registration fee. Since the official withdrawal process begins with a notification to the school, the student needs to inform the school in writing, either in person, by regular mail or e-mail. In no case should the student consider themselves withdrawn until they receive a confirmation of their request from the school.

Applicants who have not visited the school prior to enrollment will have the opportunity to withdraw without penalty within three business days following either the regularly scheduled orientation procedures or following a tour of the school facilities and inspection of equipment where training and services are provided. All refunds due to students will be made to students with 45 days of determination.

** The failure of a student to notify the director in writing of withdrawal may delay refund of tuition due pursuant to Section 5002 of the Education Law.*

REFUND POLICY FOR THE FOLLOWING 630 HOUR PROGRAMS:

(These programs are 30-week programs divided into two distinct 15-week terms)

Radio & Internet Personality
Multimedia & Online Journalism
Multimedia Production & Social Networks
Advanced Audio Production

After instruction has begun, if a student withdraws or is discontinued, the school may retain no more than:

- 0% of the term's tuition if the termination is during the first week of instruction
- 20% of the term's tuition if the termination is during the second week of instruction
- 35% of the term's tuition if the termination is during the third week of instruction
- 50% of the term's tuition if the termination is during the fourth week of instruction
- 75% of the term's tuition if the termination is during the fifth week of instruction
- 100% of the term's tuition if the termination occurs after the completion of the fifth week of instruction

After instruction has begun for the second term, if a student withdraws or is discontinued, the school may retain no more than:

- 20% of the term's tuition if the termination is during the first week of instruction; or
- 35% percent of the term's tuition if the termination is during the second week of instruction; or
- 50% of the term's tuition if the termination is during the third week of instruction; or
- 75% of the term's tuition if the termination is during the fourth week of instruction; or
- 100% of the term's tuition if the termination occurs after the completion of the fourth week of instruction.

WEEKLY TUITION LIABILITY CHART FOR THE FOLLOWING 630-HOUR COURSES:

Radio & Internet Personality, Multimedia & Online Journalism, Multimedia Prod. & Social Networks, Advanced Audio Production
Refund schedule is based on payment received for each term

TERM 1	School may keep	Student Refund	TERM 2	School may keep	Student Refund
During the 1st week	0%	100% \$5705.00	During the 1st week	20%	80% \$4,564.00
During the 2nd week	20%	80% \$4,564.00	During the 2nd week	35%	65% \$3,708.25
During the 3rd week	35%	65% \$3,708.25	During the 3rd week	50%	50% \$2,852.50
During the 4th week	50%	50% \$2,852.50	During the 4th week	70%	30% \$1,711.50
During the 5th week	70%	30% \$1,711.50	After the 5th week	100%	0% \$ 00.00
After the 5th week	100%	0% \$ 00.00			

REFUND POLICY FOR THE FOLLOWING 1200 HOUR PROGRAMS:
(These programs are 56-week programs divided into four distinct 14-week quarters)
 Television & Advanced Video Production
 Music Recording Engineering & Advanced Audio Production

After instruction has begun, if a student withdraws or is discontinued, the school may retain no more than:

- 0% of the quarter's tuition if the termination is during the first week of instruction
 - 25% of the quarter's tuition if the termination is during the second week of instruction
- 50% of the quarter's tuition if the termination is during the third week of instruction
- 75% of the quarter's tuition if the termination is during the fourth week of instruction
- 100% of the quarter's tuition if the termination occurs after the completion of the fourth week of instruction

The refund policy is the same for quarters two through four. After instruction has begun for the second, third or fourth quarter, if a student withdraws or is discontinued, the school may retain no more than:

- 25% of the quarter's tuition if the termination is during the first week of instruction
 - 50% of the quarter's tuition if the termination is during the second week of instruction
- 75% of the quarter's if the termination is during the third week of instruction
- 100% of the quarter's tuition if the termination occurs after the completion of the third week of instruction

WEEKLY TUITION LIABILITY CHART FOR THE FOLLOWING 1200-HOUR COURSES:

Television & Advanced Video Production
 Music Recording Engineering & Advanced Audio Production

Refund schedule is based on payment received for each term

QUARTER 1	School may keep	Student Refund	QUARTER 2	School may keep	Student Refund
During the 1st week	0%	100% \$4,687.50	During the 1st week	25%	75% \$3,515.62
During the 2nd week	25%	75% \$3,515.62	During the 2nd week	50%	50% \$2,343.75
During the 3rd week	50%	50% \$2,343.75	During the 3rd week	75%	25% \$1,171.87
During the 4th week	75%	25% \$1,171.87	After the 3rd week	100%	0% \$0
After the 4th week	100%	0% \$0			

QUARTER 3	School may keep	Student Refund	QUARTER 4	School may keep	Student Refund
During the 1st week	25%	75% \$3,515.62	During the 1st week	25%	75% \$3,515.62
During the 2nd week	50%	50% \$2,343.75	During the 2nd week	50%	50% \$2,343.75
During the 3rd week	75%	25% \$1,171.87	During the 3rd week	75%	25% \$1,171.87
After the 3rd week	100%	0% \$0	After the 3rd week	100%	0% \$0

REFUND POLICY FOR THE FOLLOWING 227 HOUR PROGRAM:

Digital Marketing & Communication

After instruction has begun, if a student withdraws or is discontinued, the school may retain no more than:

- 0% of the quarter's tuition if the termination is during the first week of instruction
- 25% of the quarter's tuition if the termination is during the second week of instruction
- 50% of the quarter's tuition if the termination is during the third week of instruction
- 75% of the quarter's tuition if the termination is during the fourth week of instruction
- 100% of the quarter's tuition if the termination occurs after the completion of the fourth week of instruction

WEEKLY TUITION LIABILITY CHART FOR THE FOLLOWING 227-HOUR COURSE:

Digital Marketing & Communication

Refund schedule is based on payment received for each term

QUARTER 1	School may keep	Student Refund
During the 1st week	0%	100% \$4,500.00
During the 2nd week	25%	75% \$3,375.00
During the 3rd week	50%	50% \$2,250.00
During the 4th week	75%	25% \$1,125.00
After the 4th week	100%	0% \$0

FINANCIAL AID AT A GLANCE

A full range of financial aid options are available to eligible students including, Federal PELL Grants, Subsidized and Unsubsidized Stafford Loans and Parent Loans (PLUS). Supplemental Career loans are also available through participating lenders. We also offer “interest-free” payment plans. Students may file a FAFSA online or contact the school for assistance from our Financial Aid Office.

What should students know about “grants and guaranteed student loans”?

A grant is awarded to a student based on income eligibility and it does not need to be repaid, for example, the federal Pell grant.

Guaranteed student loans are low interest loans provided under the Federal Guaranteed Student loan program. The decision to apply for such a loan is yours—the school cannot require that you apply for a loan. You should understand that if you pay school tuition with money loaned to you from a lender you are responsible for repaying the loan in full, with interest, in accordance with the terms of the loan agreement. A failure to repay the loan can hurt your credit rating and result in legal action against you. Even if you fail to complete your educational program, you are still responsible for repaying all of the money loaned to you. It is your right to select a lender for a guaranteed student loan. The school cannot require you to apply to a particular lender or lending institution. However, the school can recommend a lender, but if it does, the school must also provide you with a statement about your right and ability to obtain a loan from another lender and the insurance premiums charged on these loans. Read and understand all the information and applications for financial aid grants and loans before signing.

Return of Title IV Funds

A student who officially withdraws from all classes or stops attending all classes may be required by Federal Regulation to return a portion of the “unearned” Federal Title IV Financial Aid Funds. The calculation for the return of these funds may result in the student owing THE NEW SCHOOL CENTER FOR MEDIA and/or the U.S. Department of Education. All returns of federal funds must be done within 45 days of the date of determination.

Other Funding That May Be Available:

ACCES-VR: This is a New York State program that funds people for retraining if they have incurred some disability or injury which would make them unable to work in their former job. This could range from a back injury to a person who is a recovered alcoholic. ACCES-VR will do an extensive evaluation before deciding on sponsoring a person to a program.

Veterans: THE NEW SCHOOL CENTER FOR MEDIA is approved by the New York State Division Veterans Affairs for the training of Veterans and other eligible persons. See the financial aid coordinator at THE NEW SCHOOL CENTER FOR MEDIA for more information.

If you have specific financial aid questions call us at **(518) 438-7682**.

COMPLAINT PROCEDURE

Any student who is experiencing any problem or concern should address the issue with their instructor. Should the student not receive a response that they feel is adequate, the concern or problem should be brought to the Director either in person or in writing or both. Unresolved complaints may be directed to the NYS Education Department or the Accrediting Commission, (ACCSC).

The Recognized National Accrediting Body: ACCSC

THE NEW SCHOOL CENTER FOR MEDIA is an accredited institution, accredited by ACCSC. As such, if a student feels they have a legitimate complaint they should contact the school director in person or in writing for a resolution. If the student feels that the complaint has not been adequately addressed by the school, they may file a formal complaint with ACCSC as follows:

ACCSC Student Complaint/ Grievance Procedure:

All complaints considered by the commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the complaint to the school for a response. The complainant (s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Please direct all inquiries to:

Accrediting Commission of Career School and Colleges
2101 Wilson Blvd. Suite 302
Arlington, VA 22201
(703)247-4212
www.accsc.org

A copy of the Commission's Complaint Form is available at the school and may be obtained by contacting the school. The following is an outline of the Commission's procedure for handling complaints:

- All complaints that are handled by the Commission staff must be in written form, with permission from the complainant for ACCSC to forward a copy of the complaint to the school. If permission is not included in the complaint letter, Commission staff will send a letter requesting complainant's permission. In cases where permission is not received, and otherwise as a general practice, ACCSC will not act on an anonymous complaint. Permission is not necessary for advertising complaints since it is considered public information.
- Commission staff will forward the complainant's letter to the school and request that the school promptly investigate the allegations and respond before a specific date.
- In case of advertising violations, Commission staff will forward a copy of the advertising to the school, citing the standard that may have been violated and requesting a response before a specific date.
- If a news article or media broadcast carries a negative report on an ACCSC accredited school, the school is requested to respond to the statement(s) on or before a specific date.
- The school forwards its response to the Commission, at which time it is reviewed by the staff. If it appears in the school's response that a standard has not been met, the school will then be required to submit documentation which demonstrates that the necessary changes have been made for compliance with the Standards. In the event the school is not able to demonstrate compliance with the Standards in question, the issue will then be forwarded to the Commission for review and appropriate consideration.

DISCLOSURE INFORMATION:

The student should be aware that some information in the catalog may change. It is recommended that students considering enrollment check with the school director to determine if there is any change from the information provided in the catalog. In addition, a catalog will contain information on the school's teaching personnel and courses/curricula offered. Please be advised that the State Education Department separately licenses all teaching personnel and independently approves all courses and curricula offered. Therefore, it is possible that courses/curricula listed in the school's catalog may not be approved at the time that a student enrolls in the school or the personnel listed in the catalog may have changed. It is again recommended that teaching the student check with the school director to determine if there are any changes in the courses/curricula offered or the teaching personnel listed in the catalog.

What is the purpose of this information?

All prospective and enrolled students in a non-degree granting proprietary school are required to receive a disclosure pamphlet. This pamphlet provides an overview of students' rights with regard to filing a complaint against a school and accessing the tuition reimbursement fund if they are victims of certain violations by the school.

Trade schools which are licensed by the New York State Education Department and business schools which are registered by this department are required to meet very specific standards under the Education Law and Commissioner's Regulations. These standards are designed to help insure the educational appropriateness of the Programs which schools offer. It is important for students to realize that the New York State Education department's Bureau of Proprietary School Supervision closely monitors and regulates all non-degree granting proprietary schools. The schools are required to have their teachers meet standards in order to be licensed by the Education department every three years, thereby helping to insure that all curriculum offered in the schools are educationally sound.

In addition, staff members of the Bureau of Proprietary School Supervision are often in the school buildings monitoring the educational Programs being offered. The interest of the New York State Education department is to insure that the educational program being offered meets your needs and that your financial investment is protected.

The New York State Education department's Bureau of Proprietary School Supervision wishes you success in your continued efforts to obtain the necessary skill training in order to secure meaningful employment. In addition, Bureau staff will continue to work with all the schools to help insure that a quality educational program is provided to you.

Who can file a complaint?

If you are or were a student or an employee of a Licensed Private or Registered Business School in the State of New York and you believe that the school or anyone representing the school has acted unlawfully, you have the right to file a complaint with the New York State Education Department.

You may make complaints about the conduct of the school, advertising, standards and methods of instruction, equipment, facilities, qualifications of teaching and management personnel, enrollment agreement, methods of collecting tuition and other charges, school license or registration, school and student records, and private school agents.

How can a complaint be filed by a student or employee?

You should try to resolve your complaint directly with the school unless you believe that the school would penalize you for your complaint. Use the school's internal grievance procedure or discuss your problems with teachers, department heads, or the school director. We suggest that you do so in writing and that you keep copies of all correspondence to the school. However, the school cannot require you to do this before you file a complaint with the

New York State Education Department. If you do file a complaint with the Department, please advise the Bureau of any action that you have taken to attempt to resolve your complaint.

The steps you must take to file a complaint with the New York State Education Department are:

1. Write to the New York State Education department at 116 West 32nd Street, 5th Floor, New York, New York 10001, or telephone the Department at (212) 643-4760, requesting an interview for the purpose of filing a written complaint. Take all relevant documents with you to the interview, including an enrollment agreement, financial aid application, transcripts, etc. an investigator from the Department will meet with you and go through your complaint in detail.
2. If you cannot go in for an interview, send a letter or call the office to request a complaint form. You must complete and sign this form and mail it to the office. Please include with it copies of all relevant documents. You should keep the originals. *You must file a complaint within two years after the alleged illegal conduct took place.* The Bureau cannot investigate any complaint made more than two years after the date of the occurrence.
3. The investigator will attempt to resolve the complaint as quickly as possible and may contact you in the future with follow-up questions. You should provide all information requested as quickly as possible; delay may affect the investigation of your complaint. When appropriate, the investigator will try to negotiate with the school informally. If the Department determines that violations of the law have been committed and the school fails to take satisfactory and appropriate action then the department may proceed with disciplinary charges.

What is the Tuition Reimbursement Fund?

The Tuition Reimbursement Fund is designed to protect the financial interest of students attending proprietary schools. If a school closes while you are in attendance, prior to the completion of your educational program, then you may be eligible for a refund of all tuition expenses which you have paid. If you drop out of school prior to completion and you file a complaint against the school with the State Education Department, you may be eligible to receive a tuition refund if the State Education Department is able to provide factual support that your complaint is valid and to determine that there was a violation of Education Law or the Commissioner's Regulations as specified in Section 126.17 of the Commissioner's regulations. To file a claim to the Tuition Reimbursement Fund, you must first file a complaint with the State Education Department at the address included in this pamphlet. The staff of the State Education Department will assist you in the preparation of a tuition reimbursement form (a sample of this form should have been provided to you upon enrollment).

What is the tuition refund and cancellation policy?

All schools must have a tuition refund and cancellation policy for each program included in the catalog and in the student enrollment agreement.

Read and understand the school's policy regarding tuition refund and cancellation before you sign the enrollment agreement. If you do not understand it, or are confused by the school's explanation, get help before you sign. You may ask for assistance from the Department at the address included in this pamphlet.

What should students know about “private school agents?”

Private School Agents are employed by schools for the purpose of recruiting or enrolling students in the school; they are not school counselors. Private school agents cannot require a student to pay a placement or referral fee. Each school agent must be licensed by the New York State Education Department, must have an Agent identification card and must be a salaried employee of the school. School agents who cannot show an Agent Identification card are breaking the law if they try to interest students in enrolling in a particular school or group of schools. The name(s) of the agent(s) who enrolled a student must appear on that student’s enrollment agreement. Therefore, you should write down the name of the agent who talked to you. Each student will be required to confirm the name(s) of the agent(s) when signing the enrollment agreement. A full refund shall be made to any student recruited by an unlicensed private school agent or even by a licensed agent if there is evidence that the agent made fraudulent or improper claims. To find out if you are eligible to receive a refund, you must follow the complaint procedures included in this page.

Where can students file a complaint, file a claim to the tuition reimbursement fund, or get additional information?

Contact the New York State Education department at:

New York State Education Department
116 West 32nd Street, 5th Floor
New York, New York 10001
Attention: Bureau of Proprietary School Supervision
(212) 643-4760

This pamphlet is provided to you by the New York State Education Department (NYSED). The NYSED regulates the operation of Licensed Private Schools.

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