GRADUATE SCHOOL OF JOURNALISM

Naming of the Made In NY Broadcast Center

RESOLVED, That the Board of Trustees of The City University of New York approve the naming of the broadcast center on the third floor of the CUNY Graduate School of Journalism as the “Made in NY Broadcast Center.”

EXPLANATION: “Made in NY” is a workforce initiative sponsored by the Mayor’s Office of Media and Entertainment in New York City. The Mayor’s Office of Media and Entertainment has pledged to grant $1,000,000 to the Graduate School of Journalism to support workforce training offered through the School’s Center for Community and Ethnic Media (CCEM), to be paid in one sum on June 10, 2016. Subsidized training will be offered to members of the community and ethnic media, whose 350 combined media outlets represent a readership, listenership, and viewership of 4.5 million people. Such training will extend over the course of five years and will be offered in conjunction with the School’s professional training program, CUNY J+. The training across a spectrum of platforms, including print, web, video, broadcast, radio and podcasts, is aimed at elevating both the skill level and the reporting quality of journalists from this sector. The Mayor’s Office of Media and Entertainment recognizes the effective work that the Center has already done in training and creating a network for a diverse population of New York City media organizations and sees in this grant an opportunity to leverage CCEM’s effectiveness.

In recognition of this generous grant from the Mayor’s Office of Media and Entertainment, the School recommends naming its broadcast center the “Made in NY Broadcast Center.”