**Palomar College – Program Review and Planning**

**Instructional Programs**

**YEAR 1**

**Academic Year** **2012-13**

**Purpose of Program Review and Planning:** The institution assesses progress toward achieving stated goals and makes decisions regarding the improvement of institutional effectiveness in an on-going and systematic cycle of evaluation, integrated planning, resource allocation, implementation, and re-evaluation. Evaluation is based on analyses of both quantitative and qualitative data (ACCJC/WASC, Standard I, B.3.)

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| **Discipline: Radio & TV** | **09/27/2012** |
| **Instructional Discipline Reviewed (Each discipline is required to complete a Program Review)** | **Please Add Date (00/00/2012)** |

**STEP I. ANALYSIS**

|  |  |  |  |  |  |  |  |
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|   |   |  |  |  | **<<Prelim>>** | ◄▬ Preliminary Fall 2011 data are as of 1/31/2012 |   |
|   |   | **Fall 2008** | **Fall 2009** | **Fall 2010** | **Fall 2011** | **Definitions** |
| **Enrollment at Census** | 452 | 473 | 427 | 635 | *Self Explanatory* |
| **Census Enrollment Load %** | 70.40% | 82.98% | 72.99% | 72.08% | Enrollment at Census Divided By Sum of Caps (aka "Seats") |
| **WSCH** | 2,405 | 2,614 | 2,193 | 2,088 | Weekly Student Contact Hours |
| **FTES** | 80.16 | 87.13 | 73.11 | 69.60 | One Full-Time Equivalent Student = 30 WSCH |
| **Total FTEF** | 5.47 | 5.19 | 4.93 | 5.10 | Total Full-Time Equivalent Faculty |
| **WSCH/FTEF** | 440 | 504 | 445 | 409 | WSCH Generated per Full-Time Equivalent Faculty Member |
| **Full-time FTEF** | 1.00 | 2.00 | 2.00 | 1.60 | FTEF from Contract Faculty |
| **Hourly FTEF** | 3.73 | 2.59 | 2.33 | 2.78 | FTEF from Hourly Faculty |
| **Overload FTEF** | 0.73 | 0.60 | 0.60 | 0.72 | FTEF from Contract Faculty Overload |
| **Part-Time FTEF** | 4.47 | 3.19 | 2.93 | 3.50 | Hourly FTEF + Overload FTEF |
| **Part-Time/(Total FTEF) %** | 81.71% | 61.48% | 59.46% | 68.63% | Percent of Total FTEF Taught By Part-Time Faculty |
| Student Achievement: **Non Distance Education Courses** |   |   | Those NOT taught via Distance Ed (see below) methods of instruction |
|  **● Retention Rate** | 89.79% | 90.85% | 95.25% | 94.06% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | 74.35% | 74.18% | 84.17% | 74.42% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| Student Achievement: **Distance Education Courses** |   |   | Those taught via Internet, TV or non line-of-sight interactive methods |
|  **● Retention Rate** | - | - | 100.00% | 93.10% | Non-W Eligible Grades (see next line) Divided by All Eligible Grades |
|  **● Success Rate** | - | - | 74.07% | 55.17% | A,B,C,CR/P Grades Divided By A,B,C,CR/P,D,F,FW,NC/NP,W Grades |
| **Degrees Awarded** | 2 | 2 | 2 | N/A\* | Degree Counts Are for the Full Academic Year (thus, \*N/A for 2011-12) |
| **Certificates Awarded:** | 2 | 1 | 2 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |
| **- Under 18 Units** |  - |  - |  - | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |
| **- 18 or More Units** | 2 | 1 | 2 | N/A\* | Certificate Counts Are for the Full Academic Year (\*N/A for 2011-12) |

| **I. A. Reflect upon and provide an analysis of the four years of data above (for a sample analysis see** <http://www.palomar.edu/irp/11PRYear1/sampleforIA.pdf>) |
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| **The data trends show a reduction in WSCH; however, an increase in the number of enrolled students. We believe this is a result of the number of program sections, and classes which were cut, along with the no-growth policy since Fall 2010. The Radio and TV program has changed its name to Digital Broadcast Arts which will better reflect current trends in the industry to incoming freshmen.** **The increase in enrollment is due to the RTV program's excellent reputation in the TV/radio and media industry. We have successful student alumni in all parts of San Diego County, the state, the nation, and the world. Our program is technology intensive and getting access to up-to-date equipment is critical to the success of our graduates. We continue to work with an advisory committee and partner with media for student internship opportunities to expand resources and experiences for our students. We are requesting significant resources to upgrade facilities and equipment to the digital standard as well as provide a safe, modern learning environment for our students. Extreme limitations of the Q-1 studio and KKSM facility and U-lab editing spaces require immediate attention and remodeling. The spaces are not adequate for disabled students for hands-on learning production spaces.**  |

| **I. B. Please summarize the findings of Course AND Program SLO assessments conducted by your discipline. (For examples, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **I.B.1 Summarize Course SLO assessment results beginning on the next line.****The RTV 220 class is an advanced class in TV production and direction. This course is considered a "capstone" course and requires a signficant investment in planning, design and production of TV programs. This advanced class is taught in the facilities of PCTV and offers students a variety of hands-on experience with professional industry equipment. A primary SLO of the course is for students to research, plan and compose a broadcast TV proposal including a written script and studio or location plans with necessary audio/video components. This creates a real world goal for students to experience before graduation. Assessment results for Fall 2010 show that students had the most difficulty in writing clear TV scripts for their proposals. In addition, some students had difficulties effectively organizing and presenting their proposal.****RTV 245 Advanced TV News. This is a capstone class in which students learn through hands-on training the ability to become a professional TV news journalist. One of the several SLO's in this class is the abilty to perform and execute the numerous principles and techniques of broadcast journalism. We discovered that graduating students lack the abilty to perform a "Live Shot" -- a key asset for employment. An example would be: Reporter standing in front of a crime scene describing to the veiwers what happened.**  |

| **I. C. Reflect upon the SLO assessment findings in Box B above. Discuss overall observations and any areas of concern or noteworthy trends.**  **(For examples of such analysis, see** <http://www.palomar.edu/irp/11PRYear1/PRPsloExamples.pdf>) |
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| **RTV 220: Faculty reflection on this SLO assessment has identified additional resources to help students prepare and complete this type of proposal successfully. We have encouraged students to enroll in our RTV 110 Writing course. An additional module on script development and more examples of successful projects were created to help improve the success rate for all students enrolled. The final production proposal is considered a student's portfolio piece and requires original creative ideas, thoughtful written scripts and clear production plans necessary to convey the plan for "script to screen" completion in the industry. Future observations of student completion and success rates will enable faculty to enhance this learning experience for all students. I.C.1 Please reflect upon the Course SLO findings in Box B (above) beginning on the next line.****RTV 245: We have attempted to train students with the use of "Look Live", or pretending to be live at a scene. However, this training has not resulted in adequaate results. Student are finding they lack this skill when applying for jobs.**  **I.C.2 And, please reflect upon the Program SLO findings in Box B beginning on the next line.** |

| **I. D. For Career Technical disciplines only, please provide a brief summary of the labor market outlook. This data can be found at** [**http://www.labormarketinfo.edd.ca.gov/**](http://www.labormarketinfo.edd.ca.gov/) **Please include job projections and trends that may influence major curriculum revisions.** |
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|  **The latest RTDNA/Hofstra University Annual Survey found that TV news staffing soared in 2011 -- adding 1,131 jobs -- to reach total full-time employment of 27,653.** **That's a gain of 4.3% over last year and the highest average full-time TV news staff ever. However, overall, it puts 2011 in second place for total TV news employment. First place is still held by year 2000. The average station newsroom employment then was lower than today, but more stations originated local news.****Overall, there are now 725 TV stations originating local news -- running that news on those stations and another 242 stations for a total of 967 stations airing local news.****Top replacement hires:****1) reporters****2) producers****3) photographers****4) anchors****5) multimedia journalists****6) weather****7) associate producers/news assistants****8) web, and****9) tape editor and sports.****Top new hires:****1)producers****2)reporters****3)web****4)anchors****5)photographers****6)multimedia journalists****7)tape editor****8)weather, associate producers/news assistants and executive producer****CA.EDD statistics:****Radio and TV announcer -- the growth is projected to rise 10.5%.****Film and Television editors -- a projected growth of 15.5%****Producers and directors -- a projected growth of 19.7%** |

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| **STEP II. PLANNING****Reflecting on the 4-year trend data, the SLO assessment results, and the college’s** [**Strategic Plan 2013**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**, describe/discuss the discipline planning related to the following: (For sample reflections, see** <http://www.palomar.edu/irp/11PRYear1/samplesforII.pdf>) |

| **II. A. Curriculum, programs, certificates and degrees (consider changes due to Title 5 or other regulations, CSU/UC transfer language updates, articulation updates, student retention or success rates, workforce and labor market projections, certificate or degree completions, etc.)** |
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| **The Radio and Television program will become Digital Broadcast Arts as of Fall 2013. In addition, the Communications Dept. changed its name to Media Studies as of Fall 2012. Changed most TBA courses to lecture lab. We are in compliance with all district policies. We are establishing several new certificates and degrees to coincide with reducing degree units to no more than 30.** **We are in the process of analyzing the schedule of class offerings to offer students a 2-year graduation cycle. Some advanced classes required for the certificate and degree are now only offered once per year (RTV 220, 230, 240 and 275).**  |

| **II. B. Class scheduling (consider enrollment trends, growth, course rotation, sequencing, Center/Site offerings, comprehensiveness, etc.)** |
| --- |
| **Budget restraints have been a major problem in scheduing appropriate courses. We did offer an additional RTV 100 survey class, which brought in an additional 45 students.** **Having a dedicated media lab and lecture class would greatly increase our flexibilty in scheduling. We currently must accept the classrooms and times available after all other college departments/programs have chosen theirs. The availability of these classrooms is generally not released until the end of the scheduling cycle.**  |

| **II. C. Faculty (Briefly discuss the faculty hiring needs for this discipline. This discussion does not replace the requirement to submit a Rationale Form for Faculty Hiring to IPC.)** |
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| **RTV is requesting a full-time professor beginning Fall 2013. That will be 7 years from the day the last professor, Meg Banta, resigned in 2006. Radio has no FT faculty.**  |

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| **STEP III. RESOURCE REQUESTS FOR DISCIPLINE:**  |
| **III. A. Describe the resources necessary to successfully implement the planning described above. Provide a detailed rationale for each request by referring to the analyses of data and SLO assessment results in Step I and/or to any other evidence not apparent in the data or SLO Assessment** results. NOTE: Do **NOT** include Resource Requests that duplicate requests from other disciplines In your department. Place requests common to two or more disciplines on the form: ACADEMIC DEPARTMENT RESOURCE REQUESTS. |

| **a. Equipment (per unit cost is >$500) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **a1.**  | **Q-1 Digital upgrade video/ audio system, specific camera power supplies, 16x9 monitor system which applies to current TV aspect ratio, sets, cycs, and LED lighting.**  | **1** | **Goal 5** | **Replace analog equipment with digital technology. Our current equipment is as relevent as 8-tracks. Remodel set areas because they are over 35 years old, control room remodel to make ADA compliant, add energy efficient lighting kits and replace 45-year-old moth eaten cyclorama backdrops. Entire room is non ADA compliant. This is like teaching in the TV show "That 70's Show."**  | **$65,700** | **one-time** | **no** |
| **a2.**  | **LIve Remote Broadcast System** | **2** | **Goal 5 and 6** | **Necessary to teach live remote news reporting. This is an element we are currently unable to teach without this system. News Directors have told us the ability to Go LIve is a must-have skill. See SLO results. Every former student who is currently working in the professional TV News industry has told us we need to teach this module. It is essential in student training.**  | **$36,995** | **one-time** | **no** |
| **a3.**  | **HD Camera with built in cache kit** | **3** | **Goal 5 and 6** | **Necessary to meet current broadcast standards. Will help expand the learning capabilities in our production courses. Currently used in both news and sports.**  | **$22,950** | **one-time** | **no** |
| **a4.**  | **Q-1 Control Room quad splitter 16 x 9 monitors** | **4** | **Goal 5** | **Needed in order to shoot in 16 x 9 format in our Q-1 teaching lab. Students need to be trained in a format that reflects the current broadcasting field. Also, allows students to better view and learn the producing elements of multicam production. The Quad splitter allows us to show multiple video sources on one monitor vs. having to purchase mulitple monitors.**  | **$12,000** | **one-time** | **no** |
| **a5.**  | **Jib 30 feet with remotes** | **5** | **Goal 5** | **Jibs are used in the industry for a variety of productions. We are currently not teaching this element of TV production. The jib will be used in PCTV for student productions along with PCTV productions.This purchase will reflect current industry trends.**  | **$15,000** | **one-time** | **no** |

| **b. Technology (computers, data projectors, document readers, etc.) *Enter requests on lines below.*** |
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| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **b1.**  | **Request for Macintosh computers to support a dedicated Media Lab for RTV/DBA**  | **1** | **5** | **Create RTV/DBA lab for digital editing classes and open lab use. Supports student learning of Objective 5.2 to create space for student engagement and interaction and allows for critical collaboration among students.** | **$120,000** | **one-time** | **no** |
| **b2.**  | **Three Apple computers for faculty, staff.** | **2** | **5** | **Update computers for studio use and instructional support. Instructors who teach Final Cut software have no computer to review student work or create lesson plans or projects. Currently, must be done on home Apple computer. Instructors are unable to adapt, change, arrange teaching material on campus. Instructors currently have to do everything at home with personal Mac computer. Many learning opportunities have been missed because faculty have a PC.**  | **$12,000** | **one-time** | **no** |
| **b3.**  | **Teleprompter monitor for Q-1** | **3** | **5** | **Two of three cameras have a telepromter. It is necessary that all three have a teleprompter for proper teaching and lab use.**  | **$850** | **one-time** | **no** |
| **b4.**  | **16 x 9 monitors for U-building edit suites** | **4** | **5** | **Updates all monitors to the proper aspect ratio of HDTV.** | **$3,500** | **one-time** | **no** |
| **b5.**  |  |  |  |  |  |  |  |

| **c. Budget for 4000s (per unit cost is <$500 supplies) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **c1.**  | **Video/audio/office supplies: videotape, DVD's, cables, batteries, ink, paper, folders, etc.** | **1** | **5** | **Required for videotaping and saving, storing digital files, connecting equipment and crucial supplies to support equipment/facilities operations,** | **$4,000 est** | **on-going** | **currently in budget** |
| **c2.**  | **Supplies for lighting, computers, storage, mic flags, camera lights, etc.** | **2** | **5** | **Necessary for teaching students.**  | **$10,000** | **on-going** | **currently in budget** |
| **c3.**  |  |  |  |  |  |  |  |
| **c4** |  |  |  |  |  |  |  |
| **c5.**  |  |  |  |  |  |  |  |

|  **d. Budget for 5000s (printing, maintenance agreements, software license etc.) *Enter requests on lines below.*** |
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| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **d1.**  | **Request for Software to support a Media Lab on the Media Studies PRP-Joint Cinema/RTV request (See b-Technology b-1)** | **1** | **5** | **Create RTV lab for digital editing classes and open lab use. Supports student learning of Objective 5.2 to create space for student engagement and interaction and allows for critical collaboration among students.** | **$5,000****to cover what is not funded by b-Technology b-1 or I.S.**  | **on-going** | **no** |
| **d2.**  | **Production truck repair and maint.**  | **2** | **6** | **Must be repaired and then have regular maintenance. Students use to produce sports and news shows, plays, parades, concerts and other long form programming.** | **$2,000 est** | **on-going** | **no** |
| **d3.**  | **Printing** | **5** | **5** | **Cover costs to print handouts, student internship/KKSM timesheets and paperwork and program printing needs.** | **$2,000 est** | **on-going** | **in current budget** |
| **d4.**  |  |  |  |  |  |  |  |
| **d5.**  |  |  |  |  |  |  |  |

|  **e. Classified staff position (permanent/contract position requests unique to this discipline) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **e1.**  |  |  |  |  |  |  |  |
| **e2.**  |  |  |  |  |  |  |  |
| **e3.**  |  |  |  |  |  |  |  |
| **e4.**  |  |  |  |  |  |  |  |
| **e5.**  |  |  |  |  |  |  |  |

| **f. Classified staff position (temporary and student workers position requests unique to this discipline) *Enter requests on lines below.*** |
| --- |
| **Resource**  | **Describe Resource Requested** | **Prioritize these requests****1,2,3, etc.** | **Strategic Plan 2013 Goal/****Objective Addressed by This Resource****(**[**Link**](http://www.palomar.edu/strategicplanning/STRATEGICPLAN2013.pdf)**)**  | **Provide a detailed rationale for the requested resource. The rationale should refer to your discipline’s plan, analysis of data, SLO assessments, and/or the College’s Strategic Plan** | **Estimated Amount of Funding Requested** | **Will this be one-time or on-going funding?** | **Is resource already funded (in part or in full)? If so, name source. Why is that source not sufficient for future funding?** |
| **f1.**  | **RTV/DBA student and hourly workers for labs and instructional support. This is to keep pace with what we are currently using in regards to student and hourly workers.**  | **1** | **5** | **Provides crucial student support in production lab classes and assists instructor in maintaining safe lab conditions in TV studios and field production work. Also provides instructional support for classroom needs: copying, filing, distributing and posting of learning materials.** | **$27,800** | **on-going** | **2011 budget reduced to $13,500** |
| **f2.**  |  |  |  |  |  |  |  |
| **f3.**  |  |  |  |  |  |  |  |
| **f4.**  |  |  |  |  |  |  |  |
| **f5.**  |  |  |  |  |  |  |  |

| **III. B. Are there other resources (including data) that you need to complete your discipline review and planning?** |
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|  **No** |

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| **STEP IV. SHARE YOUR ACCOMPLISHMENTS (AKA Brag, Toot your horn) Please include at least one discipline accomplishment that you’d like to share with the college community.** |
| **The Radio and TV students receive numerous awards every year for their work. From National B.E.A. awards to NATAS Emmy awards (42 total Emmy Awards to date), to California State 3C Media awards, our students are consistently recognized for their outstanding achievements. The student produced newscast North County News was voted by the Broadcast Educators Association to be the best 4-year College produced newscast in the country. 169 schools entered the competition. Students also write, produce, shoot, and edit the Public Service Announcements for the Motion Picture Television Fund. Those PSA's are seen in the Los Angeles Market. Produce San Diego broadcast ads for radio and TV spots and marketing for the Farmers Insurance Golf Tournament. The production of this material allows our students to work and in hand with major market professionals. In addition, over 35 students a semester work as interns in the San Diego community each year producing television, media, radio and production work for the industry. Our program is consistently recognized by industry leaders as the county's highest quality program where students gain first-hand knowledge and experience. Additionally, RTV students produce annually 26 live half hour programs, Prep Sports Live and North County News, on the PCTV channel with special distribution to all of San Diego County, one million homes on Cox and Time Warner Cable. KKSM radio students also work on local community events such as Earth Fair and the Helen Woodward animal fundraiser.** |

| **STEP V. ACCREDITATION For programs with an external accreditation, indicate the date of the last accreditation visit and discuss recommendations and progress made on the recommendations.** |
| --- |
| **NA** |

| **STEP VI. COMMENTS Other comments, recommendations: (Please use this space for additional comments or recommendations that don’t fit in any category above.)** |
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| **The TV/video industry has recently transitioned to digital signal processing and we must meet this requirement for our facilities in both Q-1 and KKSM. The Digital Arts/Communication building is #18 on the Master Plan 2022 document and our facilities are currently not meeting safety, accessibility and technology standards. In addition, the current edit rooms in the U-building are insufficient for student editing needs.The remodel of the Q-1 TV and KKSM studios, along with the relocation of U-building editing labs, is critical to hold us over for the next estimated 10 years.** **As proposed in the Media Studies PRP, a multi-purpose lab for Final Cut editing, Pro-Tools and Avid would benefit our RTV and Cinema students significantly by providing a central lab for classroom work and lab hours. The joint spaces shared with Graphics and CSIS in the new MD-building is an improvement but does not meet the specific needs of our students. The RTV program requests consideration of these critical facility needs and looks forward to working on solutions that support an improved student learning environment.** |

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| **Please identify faculty and staff who participated in the development of the plan for this department:** |
| **Pat Hahn*Name*** | **Lisa Faas*Name*** | **Zeb Navarro *Name*** |

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| --- | --- | --- |
| ***Name*** | ***Name*** | ***Name*** |

**Department Chair/Designee Signature Date**

**Division Dean Signature Date**

* **Provide a hard copy to the Division Dean no later than September 14, 2012**
* **Provide a hard copy with the Dean’s sign-off to Instructional Services by September 28, 2012**
* **Email an electronic copy to** **jdecker@palomar.edu** **by September 28, 2012**