



# Certificate in Philanthropy and Media

**Cape Cod Community Media Center  
and  
The Center for Public Management (CPM)  
Suffolk University**

307 Whites Path  
South Yarmouth, MA 02664  
Phone: 508-394-2388  
Fax: 508-398-4520  
Email: capemedia.org

Certificate Program Description: This certificate program is hands-on learning experience designed to build interesting, innovative, and most importantly, philanthropic media. We do not use a regular classroom setting, but rather teach philanthropy and how to build its awareness through the preparation and use of media. Courses prepare students in a wide range of disciplines with the final goal being a culmination of knowledge presented in video form as a final term project designed and implemented by the student with the support of local non-profits.

## **COURSE DESCRIPTION AND OBJECTIVES**

**10 months starting in Fall 2010**

**Cost: \$3,600**

**Total credits; Graduate level courses through Suffolk University's  
Center for Public Management**

**Total courses: 5            Times: TBD**

**Location: Cape Cod Community Media Center**

**Contact; Linda Sandhu 508-394-2388 ext. 104**

## **Course Descriptions:**

This will be a hands on, practical, dynamic course sequence where you will become engaged from the first meeting. You will learn the skills necessary to become successful in fundraising, documentary production and nonprofit management. The curriculum for the certificate program integrates the theory and practice of nonprofit management with the production and use of media by philanthropic organizations for public information, education and promotional purposes.

## **Course Objectives:**

This course will enhance the student's dream of having an impact on helping others worldwide. The purpose is to engage the world of philanthropy presented through media.

## **Student Evaluation and Grading Methods:**

Homework and in-class assignments will be issued to compliment the current class discussion..

The students are asked to do several projects that are progressively more complex, each introducing more sophisticated concepts. They are not always graded on content, but on how they have learned and implemented the various techniques.

The grading of each project shall be weighted according to the complexity of the project - the Final project is about 50% of the course grade. There may be quizzes and exams on the lectures and reading that total another 50% of the course grade.

## **Course Requirements:**

### **Curriculum**

- PAD815: Nonprofit Organizations in the Community - 3 Credits  
Professor Sandy Matava (Suffolk University)  
This course grows operational and strategic leadership skills by acquiring knowledge and gaining experience in recognizing organizational constituencies, analyzing often conflicting importance/options and making appropriate action decisions resulting in maintenance of good community relations and achievement of overall organizational mission and goals. The

primary organizational focus is on nonprofits, and dimension of the course work that explores the legal, structural, and operational issues that are particular to such organizations, especially as they impact the management and use media.

- PAD849: Revenue Strategies for Nonprofits - 3 Credits -  
Dr. Michael Lavin (Suffolk University)  
This course explores techniques to integrate revenue strategies for nonprofit organizations, including: grantwriting, fundraising, entrepreneurship and portfolio management. Emphasis will be focused on development and utilization of an integrated revenue strategy to support the innovative use of media options by nonprofits.
- PHM 714 Art of the Interview: Directing Real People – 3 credits  
Matt Pitta (WXTK News Director)  
This course includes scriptwriting for video, organizing and developing interviewing techniques, shaping the narrative structure of the documentary, finding the “story” and defining storytelling techniques within video production, production organizing and planning and defining and discussing ethics and responsibility as it pertains to the interview and documentary production. This is targeting the preproduction aspect of content creation.
- PHM 712 Digital Story Telling – 3 credits  
Terry Duenas (Cape Cod Community Media Center)  
This course deals with aspects of video production and electronic media development including digital video production, camera operation/shooting styles, lighting and lighting design, shooting for the edit, audio for video, basic non linear editing. Focus will include aspect of management, budget, shooting and editing. This is targeting the production aspect of content creation for corporate media production.
- PHM 718 Non Linear Editing-3 credits  
Terry Duenas (Cape Cod Community Media Center)  
This course focuses on advanced techniques in non linear video and sound editing, post production tools, graphics integration, audio and sound design and editing techniques for video, content distribution and encoding/transcoding for the web. This is targeting the post production aspect of content creation and current distribution and mastering techniques for video and the web.

**Class Attendance is absolutely necessary.**

## **Certificate Practicum:**

Each student will produce a final project associated with a local nonprofit organization. This will involve production, design, marketing and promotion to be used for organizational fundraising and development.

### **MICHAEL LAVIN**



### **Michael Lavin, PhD**

Associate Professor of Public Management

Telephone: 617.573.8317

Fax: 617.227.4618

E-mail: [mlavin@suffolk.edu](mailto:mlavin@suffolk.edu)

Office: Sawyer Building, Room 1043

### **Areas of Expertise**

- Local government administration
- Nonprofit management and entrepreneurship
- Grant writing
- Labor and workplace law
- Human resources management
- Labor-management relations

### **Degrees**

PhD, Tufts University

MA, College of William & Mary

BA, St. Anselm College

## **SANDY MATAVA**



### **Marie (Sandy) Matava**

Clinical Assistant Professor of Public Management  
Director, Center for Public Management

Telephone: 617.573.8024

Fax: 617.227.4618

E-mail: [mmatava@suffolk.edu](mailto:mmatava@suffolk.edu)

Office: Sawyer Building, Room 1045

### **Areas of Expertise**

- Human services management
- HIV/AIDS services
- Public policy analysis
- Nonprofit strategic analysis and planning
- Client and community relations

### **Degrees**

MPA, Suffolk University

BA, University of Connecticut

## **Terry Duenas**



Phone: (508) 394-2388  
Email: [tduenas@capemedia.org](mailto:tduenas@capemedia.org)

Terry Duenas is the Executive Director of Cape Cod Community Media Center, formerly C3TV; in South Yarmouth, MA. Since its inception in October of 1990, Terry has been involved in the training of over 5000 community members in television production and has supervised the production of over 15,000 TV productions.

Terry has been involved in every aspect of operations at the Media Center serving as it's Director of Operations for nine years and as Executive Director since 1999. Terry serves on the regional board of the Alliance of Community Media and as former president of the state chapter, MassAccess. He continues to teach numerous advanced production workshops and seminars throughout the state and region. He has been a speaker /consultant on production facility design, analog to digital migration of corporate/industrial television and video systems and PEG access integration.

### **Degrees**

MPA, Suffolk University  
BS, Arizona State University (Broadcasting/Radio, Television & Film)