

ADVISORY COMMITTEE MEETING MINUTES

PROGRAM COMMITTEE NAME	Radio-TV / Mass Communication	
CHAIRPERSON	Lynae Jacob; Meeting conducted by Dr. Lana Jackson, former dept. chairperson	
MEETING DATE: February 4, 2011	MEETING TIME: noon-1:46 p.m.	MEETING PLACE: AC CUB, Badger Den
RECORDER: Donna Salter		PREVIOUS MEETING: 06/10/09
MEMBERS PRESENT		
Name and Title	Employer Info	E-mail and Phone Number
Tim Butler, Program Director & DJ	KGNC-AM	Tim.butler@kgnc.com 355-9801
Tim Cato, Director of Programming	KFDA-TV (CBS 10)	tcato@newschannel10.com 383-1010
Brice Edwards, General Manager	KGNC-AM	Brice.edwards@kgnc.com 355-9801
Jonathan Hale, Sales Representative	Cumulus Media	j.hale@cumulasama.com 342-5200
Jamey Karr, Operations Manager	KXGL-FM	jameykarr@1009theeagle.com 351-2345
John Kanelis, Editorial Page Editor	<i>Amarillo Globe-News</i>	j.kanelis@amarillo.com 345-3358
Jack Light, Sales Manager	Cumulus Media	j.light@cumulusama.com 342-5200
Dan Morgan, General Manager	KAMR NBC4/KCIT FOX14	Dan.morgan@kamr.com 381-5404
Brent McClure, General Manager	KFDA-TV (CBS 10)	bmccclure@newschannel10.com 383-1010
Ny Lynn Nichols, News Director	KAMR NBC4/KCIT FOX14	Nylynn.nichols@kamr.com 381-5404
Les Simpson, Publisher	<i>Amarillo Globe-News</i>	l.simpson@amarillo.com 345-3272
Craig Vaughn, Production Manager	Cumulus Media	c.vaughn@cumulasama.com 342-5200
Shawn Venhaus, News Director	KFDA-TV (CBS 10)	svenhaus@newschannel10.com 383-1010
Linda Pitner, General Manager	KACV TV-FM	ldpitner@actx.edu 371-5225
Others Present		
Donald Abel, Assistant Professor	Amarillo College	ddabel@actx.edu 371-5298
Ron Faulkner, External Learning Coordinator	Amarillo College	rfaulkner@actx.edu 371-5930

Brian Frank, FM90 Director	Amarillo College	blfrank@actx.edu 371-5287
Jill Gibson, Assistant Professor	Amarillo College	Jlgibson@actx.edu 371=5283
Mike Haynes, Instructor	Amarillo College	jmhaynes@actx.edu 371-5293
Dr. Lana Jackson, Professor & QEP Director	Amarillo College	lcjackson@actx.edu 371-5292
Lynae' Jacob, Assistant Professor & Interim Chairperson of Mass Communication	Amarillo College	lljacob@actx.edu 371-5343
Donna Salter, Administrative Assistant	Amarillo College	drsalter@actx.edu 371-5290
Brittney Richerson, Student	AC Student	baricherson@actx.edu
Buddy Squyres, Producer	KACV-TV-FM	bgsquyres@actx.edu 371-5224
Lee Proctor, Chief Engineer	KACV-TV-FM	clproctor@actx.edu 371-5231
Members Absent		
George Bentley, Marketing Manager	APLX Advertising	gmb@autoinc-usa.com 372-6222
Walt Howard, Managing Editor & Anchor	KFDA-TV (CBS 10)	whoward@newschannel10.com 383-1010
Kelly James, News Director	KGNC-Radio	Kelly.james@kgnc.com 355-9801
Mark McKay, General Manager	KAMR NBC4/KCIT FOX14	Mark.mckay@kamr.com 381-5404
Jim McBride, Breaking News Editor	Amarillo Globe News	Jim.mcbride@amarillo.com 345-3345
Faith Miller, Anchor	KAMR NBC4/KCIT FOX14	Faith.miller@kamr.com 381-5404
Jay Ricci, News Director	KVII-TV	jricci@kvii.com 373-1787
Eric Slayter, Operations Manager	Cumulus Media	e.slayter@cumulasama.com 342-5200
Skip Stow, General Manager	Town Square Media	skipstow@townsquaremedia.com 355-9777
Agenda Item	Action / Discussion / Information	Responsibility
Old Business:	None	
Continuing Business:		
Welcome	Introductions of Advisory Committee meeting participants	Dr. Lana Jackson and

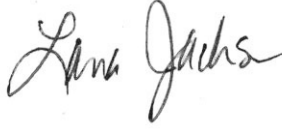
		committee members
Overview of the Committee's Role	Purpose of the committee – review curriculum to ensure alignment with industry needs, provide external experiences for students	Dr. Lana Jackson
New Business:		
Arts, A/V Technology & Communication Career Cluster	Mass Communication programs fall under the Arts, A/V Technology & Communication clusters. Brochures were provided which detail cluster programs, certificates and degrees.	Dr. Lana Jackson
Fact Sheet: Mass Communication Majors Statistics	Annual Fact Sheet, detailing 7-year enrollment and completion data and Spring student survey results, was provided.	Dr. Lana Jackson
Curriculum Review	<ol style="list-style-type: none"> 1. Mass Comm A.S. (60 hrs. – reduced from 62 hrs.) – Advertising/PR, Journalism, Mass Comm General/Radio-TV 2. Radio-TV A.A.S. (62 hrs.) – Broadcast Sales & Marketing, Radio-TV Production 3. Radio-TV certificate (42 hrs.) – two areas same as above 4. Radio-TV basic certificate (18 hrs.) – Broadcast Sales & Marketing 	Dr. Lana Jackson
Marketable Skills Certificate	Characteristics: <ul style="list-style-type: none"> - 9-14 semester credit hours - approved WECM or ACGM courses - 50% of courses must be in single CIP code (RTVB) - must be recommended by Mass Comm Advisory committee - makes students eligible for immediate employment OR adds to student's marketability - only 1 MSC per student allowed per year 	Dr. Lana Jackson
Response to 2009 Committee Input	2009 Committee encouraged faculty to continue or increase the following: multimedia experience, job shadows, pursuit of technological advancements. Faculty identified how requests were addressed since last meeting.	Dr. Lana Jackson
Student Experiences	Mass Communication major spoke about her experiences as a student and her work as editor, blogger and reporter. She noted that she “learned so much” job shadowing with Brad	Brittney Richerson

	Newman of the <i>Amarillo Globe-News</i> . She also has worked as a freelancer for the AGN.	
Curriculum Decisions:		
Broadcast Sales and Marketing Basic Certificate	Eliminate Broadcast Sales and Marketing Basic Certificate	Lynae' Jacob Donna Salter
Marketable Skills Certificate (MSC)	Develop 3 Marketable Skills Certificates for consideration at next Advisory Committee Meeting. Areas for development: 1) Broadcast Sales with a possible CIS component; 2) Radio-TV production with a possible CIS component; and 3) Digital Media with a Journalism component	Lynae' Jacob Donald Abel Jill Gibson Mike Haynes
	Develop an A.A.S. degree in Digital Media with a Journalism component	Lynae' Jacob Donald Abel Jill Gibson Mike Haynes
CIS/Media A.A.S. degree – new offering in Fall 2011	CIS/Media A.A.S. option has been developed by the Information Technology Department, and falls under the Information Technology Career Cluster	Dr. Carol Buse Jill Gibson Dr. Lana Jackson
Other:		
Challenges & Updates	Media Convergence	Dr. Lana Jackson Jill Gibson
	Technology Purchases	Dr. Lana Jackson
	External Evaluators for Student Work were identified; rubrics and work will be distributed.	Dr. Lana Jackson Lynae' Jacob
	Faculty, staff and labs are currently housed in Dutton Hall. - Renovations - Anticipated move back to Parcells Hall in Summer 2011 - Open House for Advisory Committee in Fall 2011 to coincide with next meeting	Dr. Lana Jackson
	TV Production	Donald Abel
	FM90	Brian Frank
	<i>The Ranger / AC Current</i>	Mike Haynes

		Jill Gibson
	<i>The AC Report</i> , Video Newscast	Jill Gibson
Questions and Input from Advisory Committee members		Dr. Lana Jackson Jill Gibson Donald Abel Mike Haynes Brian Frank
MINUTES		
Key Discussion Points	Discussion	
Old Business:	None	
Continuing Business:		
Welcome and Introductions	Lana Jackson welcomed members to the Mass Communication Advisory Committee meeting and thanked them for participating. She emphasized the importance of their input and how critical it is to the development of the Mass Communication certificates and degrees. Introductions of AC faculty, administration, and staff as well as participating Advisory Committee members were made.	
Overview of the Committee's Role	Lana Jackson explained the integral role the Advisory Committee members play in providing expert advice to the Mass Communication department. In addition, she thanked the committee members for their ongoing support of Amarillo College Mass Communication students through continuous student employment opportunities.	
New Business:		
Welcome and Introductions	Lana Jackson announced her new position as the Quality Enhancement Plan (QEP) Director and the introduced Lynae' Jacob as interim chair of Mass Communication.	
Arts, A/V Technology & Communication Career Cluster	Lana Jackson explained that Career Clusters, endorsed by the Texas Higher Education Coordinating Board, Texas Education Agency and the U.S. Department of Education, group educational programs by careers that have a common knowledge and skills set. The goal is to create seamless pathways through the educational process from secondary to postsecondary levels.	
Fact Sheet	It was noted by Dr. Lana Jackson and agreed by Brittney Richerson, Mass Communication major, that Mass Communication students have a tendency to not	

	distinguish between the different Mass Communication tracks. This may be one reason for the low major count in some areas.
Curriculum Review	The transfer degree, Associate in Science in Mass Communication (Advertising/PR, Journalism, Mass Communication General/Radio-TV) was reduced from a 62-hour program to a 60-hour program to provide better transferability to the university. This occurred college-wide, and the change eliminated a 2-hour elective course. No other COMM certificates/degrees were affected.
Response to 2009 Committee Input	<p>Lana Jackson explained on-campus opportunities for students, including <i>The Ranger</i>, <i>AC Current</i>, <i>Blogger</i>, <i>AC Report</i>, <i>Ranger Online</i>, KACV Newscast and the AC Film Crew. She further elaborated regarding the multimedia experiences and technology use in each area. Jill Gibson provided additional information.</p> <p>A brief discussion followed regarding off-campus media opportunities, including internships, practicums, job shadows and short-term assignments. Lana Jackson thanked the members for their continued communication with the department regarding job openings and internships. Members agreed that they would give hiring preference to a student who had interned with their company.</p> <p>Jill Gibson also noted that students tend to do better in class when they are participating in an internship. Funding for internships was discussed since many of the businesses do not have funding available for internship programs. Lana Jackson noted that it was possible that Ron Faulkner, Coordinator of External Technical Training, might be able to provide funding. Ron Faulkner said he could look into it.</p>
Curriculum Decisions:	
Eliminate Broadcast Sales and Marketing Basic Certificate	<p>After reviewing enrollment data over 7-year period, the committee discussed the purpose and need for the basic RTVB certificate. Lana Jackson explained that in tight economic times low enrollment programs may be eliminated; and the Broadcast Sales and Marketing Basic Certificate has had consistently low enrollment.</p> <p>It was confirmed that sales and marketing skills are not as important as basic skills, a willingness to learn and dependability. It was agreed that a practicum would be important and could serve as an opportunity for the students to gain valuable sales experience. Following discussion, Dan Morgan motioned to eliminate that Broadcast Sales and Marketing Basic Certificate. Brice Edwards seconded. Motion unanimously approved.</p>

<p>Develop 3 Marketable Skills Certificates for consideration at next Advisory Committee Meeting. Areas for development: 1) Broadcast Sales; 2) Radio-TV production; and 3) Digital Media with a Journalism component</p>	<p>After some discussion regarding the purpose of Marketable Skills Certificates and possibilities for high school students as well as adult learners, the committee charged the Mass Communication faculty to explore three Marketable Skills tracks: Broadcast Sales with a possible CIS Component; Radio/TV Production with a possible CIS Component; Digital Media (possible A.A.S.).</p> <p>Lynae Jacob will lead the faculty in developing the proposed 9-14 hour certificates. And, Advisory Committee members may be called upon for small group work sessions to develop the MSCs. After completion, the MSCs will be brought before the committee for approval. It is anticipated the MSCs will be reviewed by the committee in Fall 2011, following the department's move back to Parcels Hall. MSC curricula should be presented to Academic Affairs by February 2012 for inclusion in the catalog for Fall 2012 offering.</p> <p>Lana Jackson noted that all institutional funding for equipment purchases would be cut; however, the Arts, A/V Technology and Communication Cluster would be funded with Perkins money for the next three years (2011-2012, 2012-2013, 2013-2014). She reminded everyone to keep that in mind when discussing the curriculum and needs.</p>
<p>Other:</p>	
<p>Challenges & Updates</p>	<p>Lana Jackson noted that budget strains are very serious and will have a big impact on the College during the next two years with decisions being evidence-based and data-driven. She announced that co-curricular, media convergence efforts were on hold due to less faculty and temporary, physical location issues. Jill Gibson noted that the publications staff are now producing video and soon will be expected to produce audio. She added that convergence is emphasized in all Mass Communication classes.</p>
	<p>Lana Jackson explained the disconnect between the low enrollment in the Journalism program and the high expense of printing the publications. Members were asked to send input on the importance of print publications to faculty. Les Simpson requested more information regarding the printer and printing budget for the publication; and, he requested additional conversations with Mike Haynes to seek a solution.</p>
	<p>Jill Gibson briefly discussed <i>The AC Report</i>, created by students in the Broadcast News class. The future goal is to add an online video newscast.</p>
	<p>Donald Abel noted that TV production has gone tapeless and that Adobe Audition 3 is used for audio. He also shared his appreciation to the committee members for hiring AC</p>

	students.
	Brian Frank spoke about upcoming events for KACV-FM's 35 th Anniversary. He also noted improvements to the labs, and announced that the air staff numbered 26.
Questions and Input from Advisory Committee members	Dan Morgan said that he would like to see more students apply at KAMR-TV. Faculty noted that job openings sent through mail were posted in all Mass Communication areas and passed on to students in classes. Jill Gibson requested to be added to the KAMR-TV mailing list. Dan Morgan confirmed and noted that it is the station's desire to hire students in Mass Communication studies.
CHAIRPERSON SIGNATURE / DATE:	 Dr. Lana Jackson April 6, 2011
NEXT MEETING:	Fall 2011, Specific date TBD