

# ADVISORY COMMITTEE MEETING MINUTES

<b>PROGRAM COMMITTEE NAME</b> Mass Communication Advisory Committee		
<b>CHAIRPERSON:</b> Lynae Jacob Lynae Jacob		
<b>MEETING DATE:</b> 9/05/2012	<b>MEETING TIME:</b> 8:30 am	<b>MEETING PLACE:</b> Parc 2nd floor lobby
<b>RECORDER:</b>		<b>PREVIOUS MEETING:</b> 2/2011

## MEMBERS PRESENT:

**Local industry professionals including those on the committee were invited to attend this meeting**

Name and Title	Employer Info	Email and Phone Number
Walt Howard	KFDA, Managing Editor & Anchor, AC Adjunct Mcomm instructor	
Linda Pitner	KACV TV/FM, General Manager	
Donald Abel	AC Assistant Professor, Radio/TV-Speed	dabel@actx.edu 806.371.5298
Brian Frank	KACV FM Program Manager	
Jill Gibson	AC Assistant Professor, Speech/Mass C	lgibson@actx.edu 806.371-5283
Mike Haynes	AC MComm Instructor, Student Media Adviser	
Buddy Squyres		
Kyle Arrant	KACV TV/FM Senior Broadcast Engineering Specialist	

## OTHERS PRESENT:

Dr. Paul Matney	AC President	pmatney@actx.edu 806-371-5123
Danita McAnally	AC Chief of Planning and Advancement	dmcannally@actx.edu 806-371-5131
Russell Lowery-Hart	AC Vice President for Academic Affairs	rcloweryhart@actx.edu 806-371-5226
Ellen Green	AC Chief of Communication & Marketing	ergreen@actx.edu 806-371-5131
Lee Colaw	AC Chief Information Officer, ITS	lmcclaw@actx.edu 806-371-5151
Lana Jackson	AC Director of QEP, Former AC MComm	lcjackson@actx.edu 806-371-5292
Lynae Jacob	AC Chair of Speech and Communication	ljacob@actx.edu 806-371-5343
Victoria Taylor-Gore	AC Chair of Visual Arts	vtaylorgore@actx.edu 806-371-5982
Brent Cavanaugh	AC Photography Instructor	brcavanaugh38@actx.edu 806-371-5272
Chris Perez	AC Instructional Lab Supervisor, Visual	cperez@actx.edu 806-371-5094
Marci Robinson	KACV Producer; Former FM-90 Program	mrobinson@actx.edu 806-371-5306
Brittney Richerson	AC Mcomm graduate, <i>The Ranger</i> editor-in-chief	
JJ Walker	Bell Helicopter/Textron Communications Specialist	
Wes Reeves	Xcel Energy, Senior Communications Consultant	
Dale Scarberry	Lone Star Film and Video, Owner	
John Scarberry	Lone Star Film and Video, Owner	
Beau Waldrop	KACV TV/FM, Web & Communications	bmwaldrop@actx.edu 806-371-5478
Sonja Alexander	KFDA, News Producer; WTAMU, Adjunct MCOMM instructor	
Madiun Fowler	WTAMU MComm major, AC Mcomm graduate	
Kelly Neill	WTAMU MComm major, AC Mcomm graduate	
Brian Nixon	AC Director of E-Learning, Video emphasis	bnixon@actx.edu 806-371-5214
Teresa Clemons	AC Senior Director of Grants	tclemons151@actx.edu 806-467-3018
Kevin Meadors	KFDA Associate Producer; Former ABC World News Video Editor	
<b>Agenda Item</b>	<b>Action / Discussion / Information</b>	<b>Responsibility</b>

Old Business: none

## Overview of Committees Role

The Radio-TV Advisory Committee is extremely important to our academic radio-television program at AC. AC radio/TV faculty seek advice from industry professionals serving on the committee regarding additions and/or changes to our curriculum, along with suggestions for ways to improve the program and production training.

<b>Continuing Business:</b>	none	
<b>New Business:</b>		
Determine high-demand jobs for student/graduates in the industry for next decade (local, national, international)	Please see document: <b>Top 10 Take-Aways from Mass Comm Strategic Planning 5-10-12</b> for discussion and proposed actions.	Mass Comm faculty, KACV, committee member
Identify critical skills for those students/graduates		
Propose partnerships that will sustain program and ensure students obtain careers/jobs		
Environmental scan and questions for determining strategic directions		Danita McAnally
Identify essential equipment for students to prepare for careers/jobs in and cost-effective approaches of ensuring students/graduates have expertise on such equipment	No actions taken. See <b>Top 10 Take-Aways</b> from Mass Comm Strategic	Mass Comm faculty, KACV, committee member
Focus Groups		Mass Comm faculty, KACV, committee member
<b>Curriculum Decisions:</b>		

	Mass Comm Career Opportunities																		
	16-Apr-12		Source: TWC	<a href="http://www.texasindustryprofiles.com/apps/SWAP">http://www.texasindustryprofiles.com/apps/SWAP</a>															
	Career Clusters:								Comparison Occupations										
	A = Arts, Audio/Video Technology & Communications								C = Other popular occupations available at AC										
	Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.																		
	M = Marketing, Sales & Service																		
	Planning, managing, and performing marketing activities to reach organizational objectives such as brand management, professional sales, merchandising, marketing communications and market research.																		
			PANHANDLE					TEXAS					USA						
	SOC Title		SOC	% Chg 2008-2018	Replace	Growth	Total	Avg Wage	% Chg 2008-2018	Replace	Growth	Total	Avg Wage	% Chg 2008-2018	Replace	Growth	Total	Avg Wage	
1	Art Directors	A	SOC 27-1011	25.00%	0	0	0	\$32.58	19.40%	105	90	195	\$37.30	11.70%	2870	980	3850	\$45.24	
2	Audio and Video Equipment Technicians	A	SOC 27-4011	20.00%	0	0	0	na	17.90%	105	60	165	\$18.96	12.60%	2370	700	3070	\$21.38	
3	Editors	A	SOC 27-3041	0.00%	5	0	5	\$13.57	5.00%	180	35	215	\$24.11	-0.30%	3390	-40	3350	\$28.53	
4	Graphic Designers	A	SOC 27-1024	6.30%	5	0	5	\$15.43	13.60%	475	210	685	\$21.44	12.90%	12480	3690	16170	\$23.14	
5	Photographers	A	SOC 27-4021	13.30%	5	0	5	\$16.16	17.80%	230	205	435	\$15.56	11.50%	4800	1750	6550	\$17.30	
6	Public Relations Specialists	A	SOC 27-3031	25.80%	5	10	15	\$21.18	28.40%	540	650	1190	\$28.19	24.00%	13130	6620	19750	\$28.44	
7	Technical Writers	A	SOC 27-3042	na	na	na	na	na	15.20%	55	50	105	\$29.13	18.20%	1680	890	2570	\$31.85	
8	Public Relations Managers	M	SOC 11-2031	33.30%	0	0	0	\$57.11	17.30%	60	45	105	\$50.21	12.90%	2060	730	2790	\$50.19	
9	Advertising Sales Agents	M	SOC 41-3011	0.00%	5	0	5	\$12.79	7.80%	170	65	235	\$24.95	7.20%	4510	1210	5720	\$26.45	
10	Marketing Managers	M	SOC 11-2021	10.00%	0	0	0	\$63.88	11.90%	215	120	335	\$60.94	12.50%	5970	2190	8160	\$59.00	
11	Advertising and Promotions Managers	M	SOC 11-2011	na	na	na	na	na	7.00%	70	20	90	\$38.31	-1.70%	1050	-80	970	\$47.46	
12	Audio-Visual Collections Specialists	A	SOC 25-9011	na	na	na	na	na	27.50%	20	25	45	\$21.09	10.30%	220	70	290	\$22.07	
13	Broadcast Technicians	A	SOC 27-4012	0.00%	0	0	0	\$17.86	5.80%	80	15	95	\$19.35	1.80%	1240	70	1310	\$19.79	
14	Camera Operators, Television, Video, and Motion Picture	A	SOC 27-4031	na	na	na	na	na	12.30%	30	15	45	\$17.12	9.20%	890	240	1130	\$23.29	
15	Librarians	A	SOC 25-4021	15.00%	5	5	10	\$23.47	24.10%	300	275	575	\$26.43	7.80%	5450	1250	6700	\$27.09	
16	Multi-Media Artists and Animators	A	SOC 27-1014	0.00%	0	0	0	na	18.70%	110	90	200	\$27.76	14.20%	2890	1120	4010	\$30.50	
17	Producers and Directors	A	SOC 27-2012	0.00%	5	0	5	\$19.42	11.60%	150	55	205	\$26.98	9.80%	4040	970	5010	\$42.60	
18	Radio and Television Announcers	A	SOC 27-3011	-11.10%	5	0	5	na	-3.80%	90	0	90	\$21.24	-6.10%	1550	-340	1210	\$19.19	
19	Reporters and Correspondents	A	SOC 27-3022	0.00%	0	0	0	na	3.40%	115	15	130	\$17.25	-7.60%	1690	-470	1220	\$21.05	
20	Broadcast News Analysts	A	SOC 27-3021	na	na	na	na	na	6.80%	10	5	15	\$39.88	4.20%	240	30	270	\$34.96	
21	Desktop Publishers	A	SOC 43-9031	na	na	na	na	na	-13.50%	25	0	25	\$19.57	-22.50%	440	-590	-150	\$18.78	
22	Film and Video Editors	A	SOC 27-4032	na	na	na	na	na	16.70%	20	15	35	\$23.16	11.90%	930	300	1230	\$29.75	
23	Public Address System and Other Announcers	A	SOC 27-3012	na	na	na	na	na	15.30%	30	15	45	\$13.21	8.20%	450	100	550	\$18.19	
24	Radio Operators	A	SOC 27-4013	na	na	na	na	na	0.00%	0	0	0	na	8.90%	40	10	50	\$21.40	
25	Sound Engineering Technicians	A	SOC 27-4014	na	na	na	na	na	15.30%	20	10	30	\$18.43	6.30%	710	120	830	\$25.98	
1	Secondary School Teachers	C	SOC 25-2031	17.80%	55	35	90	\$22.55	30.60%	2950	3105	6055	\$25.56	8.90%	41240	9630	50870	\$26.92	
2	Accountants and Auditors	C	SOC 13-2011	23.60%	25	35	60	\$30.14	25.50%	1620	2445	4065	\$32.74	21.60%	49750	27940	77690	\$33.15	
3	Pharmacy Technicians	C	SOC 29-2052	32.00%	15	15	30	\$14.46	34.20%	695	945	1640	\$14.38	30.60%	18200	9980	28180	\$14.10	
							0					0					0		

(We have a foundation for) Next Steps  
integration - codify it.

- We're in a good position to tie it all together
- I wanted to pull from resources outside for the Ranger

B. Richardson

Photo students required to submit

had a GD major & PR major on Ranger staff

Faculty on board working together integration ~~not~~ segregation

Faculty must take what we have started and keep the convergence

- Jour. & mass comm needed to involve GD
- radio station - using the web (content)

- attract non mass-comm majors on staff work side by side in some common Ranger staff (media convergence); you learn from your peers (Dick Bivins exp. - learn from each other

- We have the means (AC Report, Ranger Online, KACV-FM, etc.) develop apps

- Create collaborative projects

- It's all about the experience

- share resources - equipment checkout

- ~~create~~ Examine curricula - revise?

- Collaborate to create list of skills, knowledge, experiences, every student needs.

B. Richardson  
I covered all of the AC fire on my phone - <sup>in</sup> ~~confer~~ editing story on smart phone.



Linda

high demand positions

Tv channels <sup>vs</sup> IP <sup>Apple TV</sup> <sup>non traditional Broadcast</sup>

Content Delivery & Development

? How to monetize?  
Subscription

Local —  
Still need  
same skills  
in content  
development

Students  
need every  
angle of the  
process to be  
able to get foot in the  
door locally

→ Video, Audio, print  
"Digital"  
IP based

→ 1 foot in the old  
+ 1 foot in the new —  
We haven't transitioned to  
the new world completely.

We can be open to the world —  
we are not limited to just the folks in  
our community —

\*\*\*  
Career  
cluster info  
one of the  
best!

Linda

we will be judged  
on the careers of  
the past

2

Online Community Mgmt. Jobs are  
not on the list!

Everyone  
has to know it.

- 1. HTML - must have! Internet architecture
- Web understanding \*
- Social media
- Analytics (Google) \*
- FLASH

Traditional Skills - married to  
"digital" skills

Work Ethic  
Attitude

Networking is important!  
Connections can be  
made via social media  
Jobs found there  
Can be  
Build beyond  
that community

Don't throw baby out of the bathwater -  
take traditional skills as foundation - but  
move to the new technology - digital world.

Transfer these skills to almost every student  
All have access to Internet - cell phones... etc.



~~Ellen~~ Linda

3

Using video/audio/print across curriculum -

Bloggging Skills

many in Business Skills !!

many will be freelancers & Bus. Skills  
will be critical

Skills - writing, creative

Internet creates access to the world -  
making mistake if we focus locally.

#3 AC students:

Need a "New Media" class

"traditional" jobs are not paying living wages  
in this market

Not sure that local market has living wages for  
"nontraditional" new world but  
explains out there...

~~Ellen~~ Linda

4

new Skill Companies — Don't care if you have a degree — they want the skills

Degree = trainable, may get you foot in the door

Certificate (Badges) → what will the industry want + accept

"Creative People" — all of these areas have people with a passion

Channel these passionate people

\* College → network students to ~~1st~~ jobs or paid Internship

Where else can we get them to for more experience toward the career  
may need to be beyond our community

Make students aware of all the job options



\*\*\* Always a market for good, quality, great content —

We have to give them (Students) those skills — quality equipment, software, etc.   
technology is giving us great stuff for less cost - DSLR  
 Real world experience!

Need more opportunities to learn from the pros

"Advisors" need to know the industry better understanding of the career, etc.

"Gaming Industry" is huge + uses some skills

Make-up artists are highest paid in the industry

Career advisors need those discussions as well!

connect w/ industry —

the job is how to get them  
~~to~~ a job — <sup>more</sup> active role in job placement in community & beyond

We may~~st~~ should be more active in our relationships with local media & maybe hosting or our past relationships — more active



Make more connections with 4 yr. Univ. 6

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25 We need a vision - how to integrate all  
that we have across the college  
Communication!

Get out of Silos!

Career paths → courses across college  
beyond traditional "Depts"

We do have ~~limited~~<sup>specialized</sup> faculty that  
can't teach it all → may need more  
people with more range of skills in  
some areas.

high demand  
positions

# Danita

- web-based (microcast)
- e-communicators
- \* generalists (variety of skills) - social media, IT, web design
- social media
- \* art + science of communication
- \* App builders (entrepren...)
- digital media specialist (any format)
- personalization of communication (data experts) - target marketing
- face-to-face presentations
- internal & external communication
- data mining



## Skills

Danita

- interpersonal skills
- collaboration
- IT
- web/Internet
- communication skills
- targeting audiences
  - Special events
  - write to audiences
  - visual presentations
- writers  $\longleftrightarrow$  visual artists
- taking data / analyzing / plan
- personalization / customization of message
- accounting
- engineering
- freelance (market yourself)
- basic coding, wiring
- understanding the cloud
- App development



Stackable  
credentials

Danita

- Photography Certification
- Adobe = multiple certification?
- Presentation Skills Certification
- Communication Skills

needed  
resources

- work with high schools (dual credit)

reposition

Danita

- web-cast the newscast
- work across disciplines
- capstone course —
  - \* really a structural change needs to happen
- experiential learning

better preparation

- work with employers
- rural towns (26 towns) need media

1. public relations and advertising jobs increasing  
skills the same but method of communication has changed—which is changing everything  
speed and immediacy  
less personal communication?  
Job interviews done online

Local careers/jobs:

KVII cutting jobs and budgets, John doesn't see that changing

Robotic cameras/one-man-band

Kevin just completed job search in Amarillo and found it very difficult to find a full-time job—started at 4 as a photog/editor and then moved to 10

Quality at local TV stations has taken a back seat to fiscal concerns

We're training people for jobs they can't afford to take

Local TV news is dying like print

Rene' doesn't own a television

Things need to know: communication skills, how to build a website, how to freelance, niche marketing

Specialization—serving a unique need

Viral marketing

Create your own company—

Is there a market for good local news online?

No FCC oversight—crossing the line between commentary and news online

Opportunity for our students to start their own jobs

Many students interested in film industry: John doing feature film this summer. Trained to shoot film

John says new people are not learning about film—not willing to pay their dues.

Students want to build careers on YouTube

"If you're going to suck, you should suck in the highest resolution possible." -  
-Kyle

clients know enough to be dangerous



Are the jobs in entertainment?

2. teach theory of editing

visual thinking

teach the skills not the technology because the technology will change

teach students how to adapt

graphics

web

composition/telling a story

basic skills of telling a story

storyboarding

Kevin—please stay with the basics

Surrounding broadcast area 300,000

3 stations combined had 76,800 viewers for 10 o'clock combined

where are people getting news?

80 percent of the jobs these young children will be employed in have yet to be invented

NYT—3 basic skills, critical thinking and problem solving, communication and ability to collaborate

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undergrad level is teaching a broad set of skills

evolution of skills

What do we need?

Lighting

--taught in photography

Need more equipment for students to check out

Quality of equipment should be reflective of students' level and skill

Do we need more teaching of DSLR cameras? (Currently addressed to some extent in television production class)

Student worker to run equipment room with software and barcodes

Address students' liability

Combine gear purchases for photog and mass comm.

Combine check out room

Need a leader with the vision and authority to carry out changes in the program

Need the budget to fund basic equipment requirements—fancy equipment not necessary for teaching basic skills

# Mass Communication Strategic Planning Session (Abel)

Summary of Breakout session.

A. Students should be able to have skills in:

1. writing for print and web.
2. video and audio production.
3. photography.
4. web design.
5. social media applications and development.
6. ethics and laws related to all the above.
7. business management and PR strategy.
8. "soft skills."

Although students may have a specific skill they excel in, it is important that the student has some skill in the other area's.

B. AC should be able to provide:

1. The necessary skills for students to get and maintain a job in the Mass Communication market. Classes should help develop skills in
  - a. common computer software program use.
  - b. the basics of equipment operation.
  - c. writing for the various mediums.
  - d. social media development.
  - e. business management.
  - f. ethics and laws related to the industry.

Students should have as much "hands on" experience as possible, along with situations or scenarios that help them to understand their job duties in the real world.

C. What needs to be done:

1. Utilize resources available.
  - a. KACV-TV, FM, Ranger, AC web, student organizations, department convergence.
    - 1) Mass Comm., CIS, Graphic Arts, Music, Theatre and many others.
  - b. Companies in the community for internships, practicums and lectures.



# Mass Communication Strategic Planning Session (Abel)

2. Create degrees and certificates to meet today's and tomorrow's jobs in the Mass Comm. field.
3. Create and/or restructure classes to meet the cross-departmental needs.

## Actual discussion of session:

1. What will be the high-demand positions within Mass Communication field and related fields during the next five to ten years?

- a. Consider local careers/jobs

Continued openings from the Radio, TV stations, Globe news.  
Additional jobs with nonprofit organizations and AC itself.

- b. Consider virtual careers/jobs

Freelance (contract labor) positions for web related needs:  
photography, video, writing, graphic design, HTML.

.

- c. Consider statewide careers/jobs

Same as a. & b. above.

2. What specific skills will those positions require?

Corporations' media relations contract out specialty media needs.  
Those with specific skills.

Corporate PR media positions need skills in \*multitasking.

Broadcast positions require\* multitasking skills.

Technical skills to interface computers and media equipment.

Common media software. ie. Adobe CS5 (photoshop, illustrator, etc.)

Social Media skills.

Understanding business strategy.

# Mass Communication Strategic Planning Session (Abel)

Soft skills: Proper English, look and act professional.

\*Multitasking is the ability to write, shoot video and photos, tweet, web design and web management.

3. Given the fact that over half of AC's students are low-income, what are stackable credentials or multiple entry/multiple exit jobs that will allow students to acquire these skills and progress in a career ladder approach to living-wage positions within these jobs?

Degrees, certificates, courses, internships, that teach the skills mentioned in #2.

4. Where/how would students/graduates in the Amarillo area position themselves for such careers/jobs?

Classes teaching and evaluating the skills for the job. Paid internships.

A Survey course or Portfolio class that places the student in a particular situation to test the multiple skills acquired.

Force students to work in areas outside of their specific skills.

Crisis communication practice. Have a PR team crisis contest.

Evaluation of the effectiveness.

5. Given the resources that Amarillo College currently has including

a. the Mass Communication department (faculty, equipment, space),

b. KACV-TV (staff, equipment, space),

c. KACV-FM (staff, equipment, space),

d. Graphic Arts department (faculty, equipment, space),

e. Photography department (faculty, equipment, space), and

f. Computer Information Science (faculty, equipment, space),

which careers/jobs would AC be uniquely positioned to prepare students to seek?

We seem to have the resources for most entry and mid level positions that require media related skills.

# Mass Communication

## Strategic Planning Session (Abel)

6. How can AC and WT programs in these areas better align to avoid duplication and

ensure students/graduates are positioned for future careers/jobs?

We did not discuss this.

7. Given AC's aforementioned existing resources, how could AC reposition itself to better prepare students for these careers/jobs?

Bring instruction across different departments for the same purpose.

Team teaching.

Special problems/Portfolio courses.

Utilize KACV with integration of student work and internships.

Instructors need to require students to participate in programs, new and existing. ie. Ranger, KACV, Radio, Bivins Video.

8. Given the economic downturn and budget constraints, how can AC better prepare students/graduates for these positions while positioning our community for more growth in such careers/jobs?

Utilize the willingness of the community to share their experiences and expertise with students.

Develop or restructure degree plans and classes.

Team teach the new classes that will require a variety of skills.

Seek corporations that need specific skills to support the necessary training.

9. What resources does AC not have that will be essential for it to acquire to create such careers/jobs?

Did not discuss.

10. Prioritize the careers/jobs that AC should prepare students/graduates for.

Did not discuss.