

Radio-TV Advisory Committee Meeting

June 10, 2009

College Union Building – Badger Den

12:00 pm

Members Present: George Bentley, Jamey Karr, Mark McKay, NyLynn Nichols, Linda Pitner, Craig Vaughn, Jim Worthington, Les Simpson, Dawn Dressler, Brice Edwards, Fernando Ballin, and Chris Albracht

Others Present: Dr. Lana Jackson, Jill Gibson, Buddy Squyres, Brian Frank Kyle Arrant, Don Abel, Mike Haynes, Maddison Fowler, Sarah Davis, and Robert Boyd

Member Absent: Dan Morgan, Brent McClure, Tim Cato, Walt Howard, Mark Gilmour, Tim Butler, Kelly James, Skip Stow, Rick Andrews, Eric Slayter, Cheryl Schultz, and Darci Heiskell

Welcome and Introductions: Dr. Lana Jackson, Professor and Department Chair of Mass Communication, welcomed members to the Radio-TV Advisory Committee meeting and thanked them for participating. Round table self-introductions were made by Advisory Committee members and AC faculty.

Overview of Committee's Role: Providing expert advice to the Mass Communication department continues to be the integral role of the Advisory Committee. The Committee was thanked for their ongoing support of Amarillo College and their continuous student employment opportunities.

Fact Sheet: The attached Fact Sheet detailing the department purposes, the trend of students majoring in Mass Communication, and the on-campus media experience opportunities were reviewed.

Curriculum: Handouts (attached) explaining the Mass Communication technical and academic programs and associated requirements were reviewed and discussed. The present trend of the industry is one that requires more from the students as they are expected to be more flexible than ever before in moving between media formats. As a result, students participate in media convergence projects across courses to expand their skills and increase their exposure to multiple media options.

Student Work: Samples of student work in video news production were presented by Jill Gibson. Ms. Gibson explained that the students are given the task of reporting, writing, shooting video and editing video to produce finished news stories. DVDs showcasing student-produced video news clips and the AC Report radio newscast and print copies of *The Ranger* and *AC Current* were provided.

Outcomes Assessment: College accreditation requirements, as outlined by the Southern Association of Colleges and Schools (SACS), requires each department to engage in outcomes assessment activities which identify strengths and weaknesses of programs. To that end, the

Mass Communication department is expanding outcomes assessment measures to include evaluations of student work by external media professionals. Thirteen May 2009 graduates, certificates and degrees, met the assessment criteria for external evaluation. Dr. Jackson requested three members of the Advisory Committee volunteer to evaluate the work of these students. Volunteers, who will receive a \$75 stipend each for their efforts, include: Ny Lynn Nichols, KAMR-TV; Brice Edwards, KGNC radio; and Fernando Ballin, Univision,

Updates –

Media Convergence: Students continue to participate in multimedia projects (across Spring semester Mass Communication courses) which require each student to advance personal skills while learning about different mediums. Key to the experience continues to be learning to work in teams and deal with personality issues. Labs have been synchronized across courses so all students are available to work on multimedia projects which cover all the aspects of a story.

The AC Report: Students enrolled in the Broadcast News class with Ms. Gibson produced the second radio newscast series of *The AC Report* during the Spring 2009 semester. Two broadcasts aired each Tuesday afternoon on FM90 throughout most of the Spring semester, doubling the number of student opportunities and productions from last year. Brian Frank, FM90 Program Director, assists Ms. Gibson and students with the productions.

Media Experience Opportunities: Students continue to gain media experience opportunities through internships and practicums each semester. In addition, advanced television production students enrolled in Don Abel's Television Production classes accept community projects that deal with real world clients. Mr. Abel said some of the students worked with the V.A. Hospital and the Fire Department Trainers to produce a safety video.

Technology Purchases: Dr. Jackson explained the program has begun a four-year cycle for technology replacement. Equipment in both labs was replaced in May. Both PCs and Macs continue to be purchased to allow students to cross-train for both systems and software upgrades. When asked, advisory committee members confirmed both platforms continue to be used in the media market.

Renovations: The renovations of the Parcels and Byrd buildings have been rescheduled to begin in December 2010. When the renovation is completed, both Mass Communication labs (radio-TV and journalism) will be on the same floor. The audio production rooms and television studio will remain on the first floor of Parcels, reflective of the partnership the academic program has with KACV.

TV Production: Mr. Abel explained that the upgrades for the TV production include Dell and Mac computer upgrades and media composer software. The JVC cameras are being replaced this year with Sony camcorders which allow digital and analog recording. Kyle Arrant stated another improvement is that the cameras will record on memory sticks instead of mini-DV tapes.

FM90: Mr. Frank explained that many of the students have never seen a radio production room. He has noticed that after seeing one, students are wanting to know more about this area of the media. Enrollment in radio production classes has increased as a result of this exposure.

The Ranger/AC Current: The Ranger is available both in print and online. And, this year, *The Ranger* was published only online once each semester. Mike Haynes explained *The Ranger* has been on line for years, but videos were not added until May. He has reworked staff positions for next year's publications to include two multimedia editors who will be charged with adding streaming video to the online newspaper site. With the news of newspaper closings, the evolution from print to Internet delivery of the newspaper was discussed.

Student Experiences: Maddisun Fowler, 2009 Outstanding Mass Communication major, was introduced. Maddisun told the committee that she has been passionate about journalism since high school. She has found the AC Mass Communication faculty and students to be like a family. She wants to pursue all the different positions related to Mass Communication. AC introduced her to so many of aspects of mass media that she never knew about before she came here. She said, the convergence projects were just like the real world as some of the team did more than others; but, that is what is great about AC – it gave her the experiences that she needed and prepared her for any job.

Questions and Input from Advisory Committee members –

A round table discussion followed.

Convergence continues to be first on everyone's mind. The ability of the student/graduate to be able to do various duties is very important as the world is changing faster everyday. All students need exposure and experience with multimedia.

Job Shadows that many of the businesses offer remain extremely valuable and have given students the additional exposure that AC cannot provide alone.

Print newspapers are not going to completely stop being printed, according to Les Simpson. He said the industry must find a way to make the online editions economically beneficial. Newspapers know how to charge for content in the print edition; however, they do not know how to make a profit off of online newspapers. He noted that the online edition of the AGN received 300,000+ hits as compared to the same paper edition which received 130,000+ sales.

All advisory committee members agreed that there continues to be the **need for technology advancements** being taught by Amarillo College and guided by the Advisory Committee to meet the needs of the workforce.

Adjournment: Meeting adjourned at 1:30 p.m.



FACT Sheet

Mass Communication Department • June 10, 2009

Department Purpose –

To provide instruction and hands-on training in media communications and to provide a forum for public discourse within the Amarillo College community.

Majors –

Majors	2004	2005	2006	2007	2008
AS degrees Journalism Radio-TV Advertising/PR	93	87	88	96	96
AAS degrees Radio-TV	38	21	19	17	18
Certificate Broadcast Production Broadcast Sales & Marketing	13	11	13	10	8
Basic Certificate Broadcast Sales & Marketing	0	0	1	3	4
Total	144	119	121	126	126

Spring 2009 Student Survey	Radio-TV majors	Other COMM majors
Held paying media jobs	24%	65%
Gained unpaid media experience	53%	18%
Knew of media jobs but were employed elsewhere	24%	18%

On-Campus Media Experience Opportunities –

- FM90
- *The Ranger*, student-produced newspaper
- *AC Current*, student-produced general interest magazine
- *The Ranger online*
- *The AC Report*
- KACV-TV Pledge Drives
- The AC Film Crew
- AC Blogger

Off-Campus Media Experience Opportunities –

- Internships
- Practicums
- Job Shadows
- Short-term assignments

Technology –

Equipment Replacement Plan
Hardware Upgrades
Software Upgrades

2008 Advisory Committee Recommendations –

- Promote Job Announcements to Students
- Improve Interviewing Skills of Job Applicants
- Advise Students about Realistic Job Expectations
- Provide Internet Exposure for Media Students, Student Work
- Place PSAs on local radio stations to promote program