

Radio-TV Advisory Committee Meeting

May 8, 2007

College Union Building – Badger Den

11:30 a.m.

Members Present: George Bentley, Tim Cato, Walt Howard, Andrew Mauerman, Dan Morgan, NyLyn Nichols

Others Present: Dr. Paul Matney, Lana Jackson, Don Abel, Mike Haynes, Ron Faulkner, Brian Frank, Donna Salter, Buddy Squyres, Cheryl Marshall, Sheri Munselle

Members Absent: Tim Butler, Lori Crawford, Paul Danitz, Lynn Fairbanks, Dusty Green, Dan Gorman, Dan Morgan, Jonathan Hale, Joyce Herring, Jamey Karr, Barry King, Kevin Myer, Mark McKay, Les Montgomery, Jim O'Malley, Eric Slayter, Eric Stevens

I. Welcome and Introductions

Lana Jackson, Professor and Department Chair of Mass Communication, welcomed members to the Radio-TV Advisory Committee meeting and thanked them for participating. Introductions of AC faculty, administration, and staff as well as participating Advisory Committee members were made.

II. Overview of Committee's Role

Mrs. 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 radio-TV students through continuous student employment opportunities. She briefly discussed the evolving atmosphere of the mass communications field, and noted that that the programs of radio-television, journalism, and advertising/PR had all been consolidated under a single term, Mass Communication Department. The majors, degrees and certificates offered to the students remain the same.

III. Curriculum (Begin PowerPoint program)

Curriculum handouts (attached) were distributed. A PowerPoint presentation, co-presented by Mrs. Jackson and Instructor Jill Gibson, detailed the curriculum, student involvement in local media, and media convergence experiences.

The Mass Communication Department offers Associate in Science Degrees designed to transfer to four-year colleges or universities and Associate in Applied Science Degrees designed to prepare students to enter the workforce. Certificates in Broadcast Sales and Marketing and Broadcast Production are also offered. A shorter Broadcast Sales and Marketing Basic Certificate is available, but few students have chosen this certificate plan.

The results of the 2007 Mass Comm Student Survey shows that 67 % of AC radio-TV majors surveyed had gained media experience while enrolled at Amarillo College. Of those who held paying media jobs, 30% gained experience at multiple media outlets. The Survey also shows that 63% of AC Mass Comm majors had gained media experience while enrolled at Amarillo College. Of those who held paying media jobs, 57% gained experience at multiple media outlets.

AC Mass Comm majors also take advantage of the many student media outlets at the college. These include the college radio station: FM90, *The Ranger*, *AC Current*, and the converged media website, ACmediapalooza.com.

AC has offered converged classes for four semesters. Through this media convergence project, students from various media-related disciplines work in teams to create digital presentations that incorporate print, video, audio, photography and interactive elements. AC implemented convergence class projects to prepare students to work in the rapidly-changing, modern media landscape. Students learn basic skills and master key areas of specialization while gaining exposure to a broad array of multimedia skills.

Forty students enrolled in convergence classes in Fall 2006, and about 50 enrolled in Spring 2007. The students are learning to write and report across platforms, are mastering new technology, and are refining their ability to tell stories using pictures and words. Another benefit of the convergence project is that it forces students to work together in teams, thus helping them improve their overall communication skills. Students say they learned a great deal about teamwork and cooperation.

Mrs. Jackson stressed to the committee that basic skills within the curriculum are and will continue to be intact.

IV. TV Production

Assistant Professor Donald Abel announced that the College had purchased a new, 4TB LanShare to network McDonough Lab computers and alleviate technical problems caused by the 8-year-old LanShare. In addition, the department offered an evening section of COMM 1336: Introduction to Radio-TV Production during Spring 2007 to better meet needs of students. Finally, 2007 marked the second year that AC radio-TV students have served as the production crew for the video scoreboard at Dick Bivins stadium.

VI. FM90

Brian Frank, FM90 Program Director, discussed the production of FM90's radio drama, *The Monkey's Paw*, which was produced by Radio Production II students for Halloween. He encouraged Advisory Committee members to contact him with any job openings and/or internship opportunities. A brief discussion followed regarding the future of traffic systems in the industry and how to keep the students current.

VII. Student Experiences

Mrs. Jackson introduced Cheryl Marshall and Sherri Munselle, two of the 116 Mass Communication majors. Ms. Marshall and Ms. Munselle then shared their experiences at Amarillo College with the group. Both noted having no radio skills when entering the program and how much they learned each semester. Ms. Munselle now works part-time in the industry at KGNC.

VIII. Questions and feedback from committee (End PowerPoint program)

Walt Howard, NewsChannel 10 anchor, stated that the media is changing constantly and it is very important not to lose sight of the basics while focusing on technology and convergence. A discussion followed involving the importance of understanding basic shooting, writing, and editing.

Dr. Paul Matney, Vice President and Dean of Instruction, asked what basic jobs were available for the students. NyLyn Nichols, KAMR Channel 4 News Director, noted that photographers, tape editors, studio camera operators, control board and audio operators were in need with the desire to find someone that can grow into the company and move up. Everyone agreed that students need the basics, along with the ability to adapt and be creative.

Buddy Squyres, KACV-TV production and radio-TV lab instructor, suggested a guest speaker, Tim Cato, to help give the students a better understanding of the industry's expectations. Mr. Howard suggested that faculty continue with the critiques, which lead to a more constructive attitude in the work force. Mrs. Jackson noted that students need critical thinking skills to flush out different angles. Committee members agreed how important the convergence projects are to preparing the students for industry jobs.

With no further questions or comments, Mrs. Jackson reminded everyone to contact the department at any time throughout the year with any questions, concerns, and/or suggestions. She, once again, thanked everyone for attending.

IX. Adjournment

Meeting adjourned at 1:15 p.m.

Amarillo College

2007 Radio-TV Advisory Committee Meeting



The Committee's Role



The Radio-TV Program Advisory Committee was established to provide expert advice to the Amarillo College Mass Communication department. The input of working professionals representing multiple area media outlets assists the academic department in identifying strengths and challenges for the communication programs, ensuring both curricula offerings and production training meet the educational needs of the enrolled students who will work in the media industry.

Mass Comm Curricula

Mass Communication

Associate in Science transfer program
(62 hrs.)

Advertising/Public Relations

Journalism

Mass Communication/Radio-TV



Radio-Television

Associate in Applied Science program
(62 hrs.)

Radio-Television Certificate (42 hrs.)

Broadcast Sales and Marketing

Broadcast Production

Broadcast Sales and Marketing Basic Certificate (18 hrs.)

2007 Student Survey



Radio-TV Majors' Work Experience:

- 42% held paying media jobs
- 25% gained media experience in unpaid positions (pledge drive volunteer, media internship, election coverage, etc.)
- 17% knew of media jobs but were employed elsewhere
- 16% - no response
- Of those who held paying media jobs, 30% gained experience at multiple media outlets

2007 Student Survey

Mass Comm Majors' Work Experience:

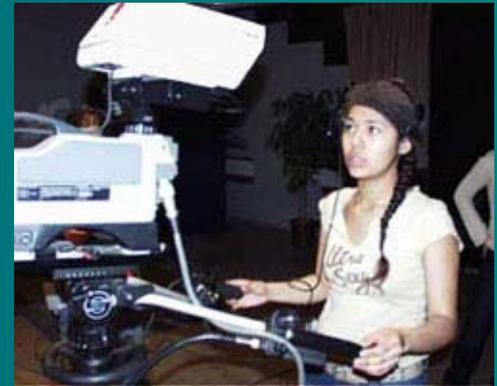
- 42% held paying media jobs
- 21% gained media experience in unpaid positions (pledge drive volunteer, media internship, election coverage, etc.)
- 18% knew of media jobs but were employed elsewhere
- 12% knew of media jobs but were concentrating on college
- 6% - no response
- Of those who held paying media jobs, 57% gained experience at multiple media outlets.

AC Student Media

- FM90
- The Ranger
- AC Current
- www.acmediapalooza.com



Media Convergence Project 2007 Update



Celebrating two years of teaching
converged media skills

What is the media convergence project?

- Students from various media related disciplines work in teams to create digital presentations that incorporate print, video, audio, photography, and interactive elements.



How does learning media convergence help AC students?



Gaining convergence skills makes students more marketable.

Anyone planning a career in any aspect of mass media whether it be television reporting, public relations, print journalism, advertising, radio broadcasting or Web design must understand how to work in today's rapidly changing digital world.

How does learning media convergence help AC students?

“You can be ahead of the curve or the ball’s going to roll over you”

---Christine Riser
Newsdirector,
WHJL-TV



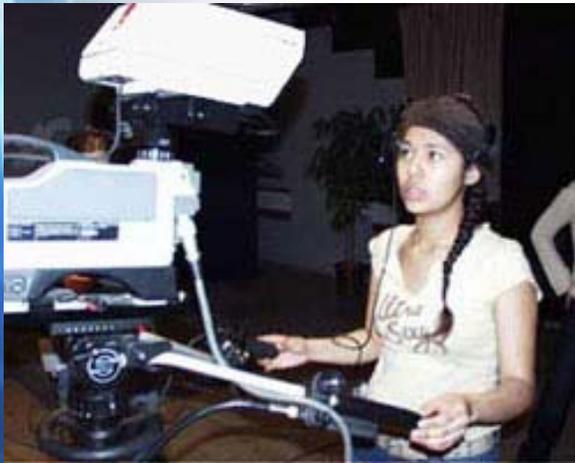
2006-07 Convergence Classes

- About 35 convergence students enrolled Fall '06
- About 50 students enrolled Spring '07

Students are:

- learning to write and report across platforms;
- mastering new technology;
- refining their ability to tell stories using pictures and words;
- improving communication skills;
- learning to work in teams.

Television Production



- Equipment Purchases
- Lab Upgrade Plans

FM90



Student Experiences

Cheryl Marshall



Sheri Munselle



Input & Questions...

