

## MASS MEDIA ADVISORY EVENT

May 1, 2015

### MINUTES

#### **PRESENT:**

Dr. Paul Matney, Jill Gibson, Mike Haynes, Don Abel, Lynae Jacob, Marcie Robinson, Victoria Taylor-Gore, Jamey Karr, Beth Duke, Jason Boyett, Dan Morgan, Jon Galloway, NyLynn Nichols, Kenja Purkey, Walt Howard, Mary Coyne, Chris Hays, Jacob Workman, Susie Wheeler, Beau Waldrop, Kyle Arrant, Lee Proctor, Maddisun Fowler

**Students Present:** 2015 Graduates: Amanda Castro-Crist, Quintin Marquez; sophomore: Cody McGehee

#### **Welcome:**

Jill Gibson welcomed everyone and Dr. Paul Matney was appointed committee chairperson. Gibson noted that the meeting was being video-recorded and live-streamed. The complete recorded meeting can be viewed at <https://www.youtube.com/watch?v=HtilGfqMpnA>

#### **Introductions/Greetings:**

Attendees introduced themselves and Dr. Matney thanked everyone for coming and noted that their presence and contribution is honored and appreciated.

#### **Review and approval of 2013 minutes**

Jamie Karr motioned for minutes to be approved. Minutes unanimously approved as written.

#### **2014-2015 Program Report**

Jill Gibson has been named program chair of the Matney Mass Media Program, which is part of the Communications and Theatre Department, chaired by Lynae' Jacob. Gibson noted that many positive changes to the department have taken place during the last year, including the integration with Panhandle PBS, new certificate programs and curriculum redesign, as summarized below:

Curriculum Redesign: the new curriculum includes the following degrees and certificates:

- Social Media Marketable Skills Certificate--12 hours
- Image & Design Marketable Skills Certificate--12 hours
- Mass Media Certificate--34 hours
  - Options: Online Marketing, Production, Content
- Mass Media Associate of Applied Science--60 hours
  - Options: Online Marketing, Production, Content
- Mass Media Associate Degree--60 hours
  - designed for transfer to a university
- More info: <https://www.actx.edu/massmedia/>

Student Media: the following summarizes AC Student Media products:

#### Publications

- The Ranger 6 print issues a semester
- The Ranger Online—continually updated during the school year  
<http://amarillocollege.info/>
- AC Current—one issue a semester

#### Social media and online presence

- Ranger Facebook 760 likes <https://www.facebook.com/acrangerpaper>
- Ranger Twitter 748 followers <https://twitter.com/ACRanger>
- Ranger Instagram 122 followers <https://instagram.com/acranger/>

#### Web shows

- Badger B.S. <http://amarillocollege.info/video-badgerbs-farewell-show/>
- AC Update <http://amarillocollege.info/ac-update-4-29-15/>
- The Talk <http://amarillocollege.info/category/thetalk/>
- The AC Report Video Newscast <http://amarillocollege.info/the-ac-report-spring-2015/>

- A View from the Top [amarillocollege.info/a-view-from-the-top-a-moment-with-the-president-2/](http://amarillocollege.info/a-view-from-the-top-a-moment-with-the-president-2/)

#### Radio

- 100,000 watts serving top 26 counties of Texas Panhandle and streaming online <http://www.kacvfm.org/index.php>
- Student run/student DJ's
- Specialized shows
- The AC Report newscast <http://www.kacvfm.org/ac-report-2015>
- Live local and touring music
- Hosting concerts

Student Film Club—participated in 48 Hour Film Contest this spring

Technology: changes to program technology that have occurred due to integration with Panhandle PBS <http://www.panhandlepbs.org/home/> and new purchases include:

- \$400,000 upgrade to Panhandle PBS large studio
- Upgrade of McDonough Studio to McDonough Web Streaming Studio
- Students access two fully operational studios
- Significant upgrades
  - Large Studio has new state-of-the-art HD studio cameras, four channel high definition video server and a new switcher and graphics systems
  - Four PTZ remotely operating cameras
  - Cost effective web streaming studio with entry-level switcher
  - Web streaming gear can also be used for streaming in the field
  - News desk built by Theatre department
  - Permanent 20 foot green Chroma key wall
  - 24 X 24 foot reversible green/blue curtain
  - Three teleprompters including field iPad teleprompter technology
  - Purchase of three Cannon DSLR cameras and peripherals
  - Adobe Creative Cloud Suite installed in all program computers and computer labs--both macs and PCS's
  - Computers in PH 214 will be replaced this summer with 27 inch iMacs

#### Description of program students

- 114 majors enrolled this semester
  - 94 in AS
  - 12 in AAS
  - 7 in certificates
  - 1 in marketable skills certificate
- Evenly split between men and women
- Primarily between ages 20 and 29
- Primarily from Amarillo and Amarillo high schools

#### Report on program graduates

##### Graduates

- Spring 2014: 12
- Fall 2014: 7
- Spring 2015: 9

##### Transfer

- WTAMU
- UNT
- Texas Tech
- UT

##### Where some graduates now work:

- Brittney Richerson: newspaper publisher, Granite Publishing
- Miguel Bedoy: morning show anchor at Univision Houston
- Shelly Sparks: DJ The Eagle
- Rachel Nelson: PR/New Media Specialist at Central Texas Medical Center
- Kelly Neill: producer at KOAT-TV
- Lindsey Stiner: Producer at WGME News 13
- Brandon Carpenter: assignment editor at KVII-TV
- Hector Flores: chief photographer KAMR-TV

Overview of key accomplishments for the year includes:

#### Two Concerts

Justin Furstenfeld : Ordway Hall

450 tickets (sold out)

\$1800 raised for Mass Media scholarships/supplies

Blue October: Civic Center

1200 tickets

\$2200 to AC Pantry

FM90 Integration: In addition to coordinating both concerts

<http://www.kacvfm.org/blue-october-concert>, FM90 has become an increasingly integral part of the college community. Outreach and college service includes:

- Crime prevention tips with ACPD <http://www.kacvfm.org/crime-prevention-tips>
- Student success tips with FYS class <http://www.kacvfm.org/student-success-tips>
- AC Report radio newscast <http://www.kacvfm.org/ac-report-2015>
- Honors Week on FM90
- Common Reader Wrap Up
- Live on-air performances <http://www.kacvfm.org/the-last-year-interview>

Panhandle PBS Partnership: Our growing partnership with PPBS includes:

- Internships
- Shared studio space
- Mentoring from PPBS staff

#### Awards

- 28 Texas Intercollegiate Press Association (TIPA) awards including journalist of the year, editor of the year, reporter of the year
- 16 Texas Community College Journalism Association (TCCJA) awards
- Includes numerous audio, video and Web awards

#### Summary of year's recruiting efforts:

- Three SPJ events including live reporting event with invites to high schools
- Mass Media Facebook 177 likes <https://www.facebook.com/ACmassmedia>
- Mass Media Twitter 177 followers <https://twitter.com/ACMassMedia>
- Mass Media Messenger digital newsletter <https://acmassmedia.wordpress.com/>
- Concert tickets for high school journalism students
- Visits to college fairs at Tascosa and Amarillo High
- PRO event at ACAL
- Future Ready College and Career Fair, Civic Center
- Visits to journalism/yearbook/audio visual classes at Palo Duro, Canyon, Tascosa and Caprock high schools

Gibson closed by identifying the following challenges and opportunities:

- Increasing program enrollment and completion especially in certificates and AAS degree
- Finding time for recruiting efforts
- Combatting prospective students' negative perceptions of the industry and misunderstandings of the many opportunities within communication and media related fields
- Maintaining the most up-to-date technology and ensuring faculty are properly trained to teach the new technology
- Identifying alternative sources of funding for student travel, technology, training and workshops and other student opportunities

#### **Old Business - Possible revisions to new curriculum**

A brief description of course content was given for MRKG 2312 - e-Commerce Marketing by instructor Beau Waldrop and ETWR 1391 - Social Media Tools by Jill Gibson.

Gibson noted the possibility of replacing IMED 2359, Interactive Web Elements with Radio II or something that matched their area of interest. No input from committee.

#### **New Business**

Gibson noted that the committee's role is to:

- Provide recommendations on program changes (if applicable)
- Identify and recommend local business and industry leaders who will provide students with external learning experiences, employment and placement opportunities
- Identify ways to assist in promoting and publicizing the program to the community and to business and industry and to recruit new students

Gibson invited the committee members to ask questions of the students in attendance. Questions for Amanda Castro-Crist and Quintin Marquez, Matney Mass Media spring 2015 graduates.

Jacob asked if they felt confident and prepared to move on from Amarillo College. Castro-Crist stated that she had learned a wide variety of skills through the Matney Mass Media Program. Marquez agreed.

McGehee stated that his choice to enter media studies was somewhat of a random choice and he really appreciates the opportunity to explore many different things.

Wheeler asked the students what attracted them to Amarillo College. Castro-Crist said that she transitioned from full-time work to school and found that it was easy to get involved at AC. She received lots of support from the Mass Media instructors throughout her time at AC. Marquez stated that he was a returning student after having dropped during his previous years at AC. He agreed with Castro-Crist about the support and stated that faculty helped him get exposure for a wide variety of projects.

Dr. Matney thanked Walt Howard for his devotion to teaching. Beth Duke noted that the hands-on opportunities in the program are very important.

### **Recommendations**

Boyett commended the department for their dedication to staying up with changes in the industry and noted that it must continue to move forward because of such rapid changes, especially with technology.

Galloway noted that the department must maintain a balance between principles, basic concepts and technology. The committee agreed that the principles and basic concepts of English and journalism are very important and are lacking with many potential employees. Committee recommends that the faculty continue to emphasize the principles and basics.

### **Feedback from Media Professionals**

Galloway asked if media sales was being taught. Gibson explained that we formerly offered a media sales certificate but enrollment was not sufficient to support it. Committee agreed that there is a need for business skills and digital media skills. No action taken.

Email from Ryan Riley:

*Thank you so much for including me in the meeting. I was able to LiveStream it but not able to call in.*

*Great updates. Looks like things have grown so much more since I was there 12 years ago. So that is exciting to see.*

*I work in digital media and technology as Marketing Director of a large marketing agency and for one of our internal projects which has grown to be larger than the agency itself. From my point of view, it looks like you're focusing on some important aspects of the industry.*

*I wanted to offer a suggestion for a class to replace the Interactive Web Elements course. This may not fit within the curriculum, but I think it's an important thing to consider.*

*All of your courses seemed to focus on getting jobs or working in industries and for company's etc. But the great thing about the advancement of digital technology and web services is the ability to create your own brand and your own opportunities.*

*Jason Boyett was at the meeting and I think he's a great example of this. He has created his own opportunities around his brand and his work.*

*I would like to suggest a Web Technology and Personal Branding. The course could focus on the nuts and bolts and building and monetizing your personal brand:*

- *Design a logo*
- *Setup a WordPress/Ghost/Drupal/Squarespace blog*
- *Design your site using a theme*
- *Create a product/service or simply write. Write about current events. Write about pop culture.*
- *Create ad space to sale ads or integrate with Ad Sense or other online marketing avenues*

*The idea is to become an entrepreneur. I think that you'll discover that your students might have a better idea of where they can take their career and they can push themselves to accomplish so much. And now the tools to build a business and to monetize that business are at their fingertips. They are free or inexpensive.*

*Thanks again for including me. I hope I can help out in the future. And I have not given up on convincing you all to allow me to teach screenwriting there.*

*Take care.  
Ryan Riley*

In an emailed response to Riley, Gibson suggested exploring ways to integrate these outcomes into the current courses—particularly the digital marketing and social media tools courses.

Gibson encouraged all members to continue to email in their input and advice.

#### **CONCLUSION:**

Dr. Matney and Gibson thanked everyone for their service and time.

Meeting adjourned.

A handwritten signature in dark ink, appearing to read "Salter", followed by the date "6-1-15". The signature is written over a horizontal line.

Donna Salter, Mass Media Administrative Clerk