

MATNEY MASS MEDIA ADVISORY COMMITTEE MEETING

April 22, 2016

PRESENT:

Mr. Kyle Arrant called the meeting to order. Round table introductions: Jill Gibson, Coordinator of Matney Mass Media Program of Amarillo College, Associate Dean of School of Creative Arts, and Director of Honors program; Kyle Arrant, Director of Content & Technology Operations of Panhandle PBS and FM90; Victoria Taylor- Gore, Dean of School of Creative Arts of Amarillo College; Chip Chandler, Digital Content Producer of Panhandle PBS; Christa Glasgow, Public Affairs Specialist of Pantex Plant; Don Abel, faculty in Mass Media Program; Beth Duke, Executive Director of Center City of Amarillo; Lynn Groom, Manager of Development & Community Services of Panhandle PBS; Jason Boyett, local author and professional writer; Mike Haynes, Student Media Adviser of Amarillo College; Dan Morgan, Operations manager of KAMR and FOX 14; Chris Hays, General Manager of Panhandle PBS; Charlie Fuller, Technology Coordinator of Panhandle PBS; Mike Fuller, Program Director of FM90 and NyLynn Nichols, News Director of KAMR.

Welcome:

Jill welcomed everyone and introduced Kyle Arrant as appointed committee chairperson. Gibson noted that the meeting was being video-recorded and live streamed. The complete recorded meeting can be viewed at <https://youtu.be/vHziBozN4wo>.

Introductions/Greetings:

Kyle welcomed online audience at Panhandle PBS.org. Attendees introduced themselves and Kyle thanked everyone for coming.

Review and approval of 2015 minutes:

Kyle motioned for minutes to be approved. Minutes unanimously approved as written.

2015-2016 Program Report:

Mass Media- Jill Gibson

Enrollment has stayed consistent; looking into the marketable skills certificates, the goal is to allow students to complete more than one program while enrolled at AC.

Mass Media A.S. (transfer degree)	95
Mass Media A.A.S. (terminal degree)	15
Mass Media Certificate (stackable certificate)	9
Enrollment Spring 2016	119(+)
Enrollment Spring 2015	114

Many students have graduated and/or transferred to other colleges. We are working on obtaining that data to count as completers for the state of Texas. One concern the shortage of certificates and AAS graduates. One way to solve this issue is to look at the classes students have taken, and determine whether, they have enough credits to complete a program that they are unaware of.

Graduates

Fall 2015	7 A.S.
Summer 2015	3 A.S.
Spring 2015	7 A.S., 1 CERT.
Total Graduates 2015	18
Total Graduates 2014	19

Transfer report pending.

Technology Upgrades

- All 26 computers replaced in the two Mass Media labs
- All Apple (PC in audio recording room)
- All Adobe Creative Cloud
- Students can work on any project in either lab

New FM90 Program Director: Michael Fuller, Mike brings new projects to the station. Yellow City Sounds Live, a musical performance that takes place in front of a live audience at the studio. A great opportunity for our students to work on this show.

FM 90 celebrated 40 year anniversary

Panhandle PBS Partnership –is very important for the program. It has developed opportunities and exposure to the business for our students. We are always looking for placements for our students to get internships with our partners. Students have learned that they must expose themselves in order to be marketable. Job placement continues to be good.

Student Media – Student productions are

- The Ranger
- The Ranger Online
- Ranger Social Media (Facebook, Twitter, Instagram)
- AC Current – produced twice a year
- Web Shows: The AC Report, Badger B.S., A view from the Top, Jackson Street Presents- initiated by FM 90 music director and Davis Lovejoy, a student in the program. Has a crew of 4 students; received an award.

Student Travel

- Texas Community College Journalism Association/College Media Association Conference, Austin- Student attended workshops & a mobile team reporting contest where students were to create a mobile journalism team report, using only their phone to produce a multi- media package and upload to the web.
- Texas Intercollegiate Press Association Conference, Dallas – Students participate in workshops, critiques and onsite contests.
- College Reporter Day, Washington D.C. – Ranger editor, Alma Bustamante will be attending a college reporter day at the White House. A great opportunity to attend a press briefing at the White House. Looking forward to her coverage of the event.

Awards

- Texas Intercollegiate Press Association, 19 TIPA, awards including several onsite broadcast awards. The awards included 4-1st place certificates. In the magazine-design competition, AC was judged ahead of such schools as University of Texas at El Paso and Baylor.
- 13 TCCJA awards including 1st place in the depth or investigative category, 1st in newspaper advertising and 1st in magazine layout and design.
- American Advertising Federation Local Award, ADDY Awards, *AC Current* captured Gold ADDY and Best in Show in student category.

Alumni Accomplishments

- Very proud of our alumni, some AC Mass Media graduates have received their masters, including Christa Glasgow who, now works at Pantex. Madisun Fowler, Hilary Hulsey, and Jennifer Harker. Program alum Miguel Bedoy is now working at a Spanish/English station, as a meteorologist in New York, New York—the number one market in the nation.

Student Comments

- Students were invited to share their comments.
Alma Bustamante- Ranger Editor; Everything I know is from AC. Has been to TIPA twice, it has been a great opportunity to be able to practice what she is learning in the classroom. Has learned leadership skills. AC has taught her to believe in herself, and that you can “start here and go anywhere”. Gives special thanks to Mike Haynes, Jill Gibson and Don Able. Plans are to continue her mass media education as a journalist at Texas Tech.
Christie Rankin- Ranger Videographer. Gives thanks to Jill, Mike and Don for the great opportunities given to her in the broadcast, film and media program. “AC is the stepping stone of becoming what you want to be”.
Cody McGehee- Works at Panhandle PBS. “Would not have gotten this experience if chosen a different college”.

Old Business: Curriculum Revisions

- Low enrollment classes were removed from curriculum: Writing for Electronic Media, Editing & Design, News Reporting Two, and Interactive Web Elements. Students will get their training in editing and design and advanced reporting skills through workshops and collaboration with other professionals in the area. A graphic design intro course is built in to every degree.
- Removed Media Content Option from Mass Media AAS and certificate due to lack of interest/enrollment.

New Business: Eight- Week Classes

- Fall '16 Eight – Week Classes: Amarillo College is developing a pilot pathway to student success that, by shortening most classes from 16 weeks to 8, will give part-time students the opportunity to attend AC on a full time basis. The goal is to move 80 to 90 percent of all courses to an accelerated, eight-week model offered all year round. Intro to Film, Social Media Tools, Digital Marketing, Intro to PR, and Intro to Advertising will be moving to 8 weeks and taught both fall and spring semesters.
- Production classes or media writing classes will remain 16 weeks.
- School of Creative Arts Development – Victoria Taylor Gore was announced as the new Dean of School of Creative Arts. Does not change anything for student's degree plan. Departments under School of Creative arts are: Visual Arts, Fine Art, Web Design, Music, Mass Media, Graphic Art, Photography and Drafting and Theater.
- Proposed Certificate with Recording Arts Emphasis –includes four recording arts classes and media production courses. Hands on training and internships, and recording classes already offered by the Music Dept. faculty would be taught by Music faculty if approved. Right now it is being taught with Pro tools program, an industry standard state of the art software program. The certificate will also expose the students to Adobe audition to allow them to move across platforms and develop an in depth understanding of sound engineering. It is just a proposal, and has not been approved yet. *(It was approved following this meeting.)* Gibson has been recruiting in several high schools and has found that a lot of students are interested in recording classes. Gibson opened the floor for questions; none were asked.
- Retirements- Mike Haynes and Donna Salter have accepted the retirement incentive that Amarillo College has offered to those qualified. Salter will continue to do summer camps at AC. Haynes plans to work on his basketball magazine that he publishes.

New Positions

- Student Media Coordinator
- School of Creative Arts Executive Secretary
- Adjunct Faculty

Feedback from Media professionals

Arrant opened the floor for any feedback or recommendations.

Duke asked what Badger B-S stands for? Gibson explained that it stands for Banter Session; a 10 minute student talk show where a student brings on a guest from one the student organizations from where they respond to questions submitted. It is being recorded live like, but the goal is to stream it live. Has received a lot of recognition from the college community. Shows can be watched at <http://www.acranger.com>.

Morgan expressed a concern about the amount of writing instruction. Gibson explained that writing is the heart of media, and every mass media major is required to take the media writing class, in which they write stories that are published in the Ranger and the Current. A writing class is required for broadcasting. They start by writing stories for radio and video and producing a half hour news broadcast. They also write papers in intro to public relations. Morgan commented that the problems with his employees' writing skills have nothing to do with the way courses are being taught.

Texted question on:

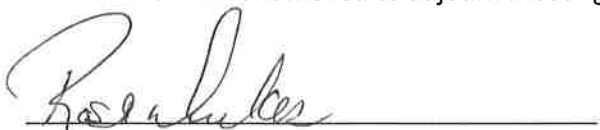
Creating creative writing classes under the School of Creative Arts: Gibson explained creative writing is offered in the English Department. Many students are interested in screen writing, but because of state guidelines we cannot create any screen writing class in our curriculum. Have started a film club which consist of thirty members. They do write scripts and participated in the film festival. Gibson suggested at looking into ways to incorporate more creative writing into student media.

A question was asked about the print paper. Although printing is becoming less of a focus. 6 issues are printed a semester. Student are learning the layout of a printed paper. The goal for next year is have new updated content everyday online as well as continuing the 6 printed issues.

Nichols said she agrees that constant updates will motivate students. Nichols offered compliments on the outstanding and talented students coming through their doors. Gibson's concern is that many students are being discouraged to pursue careers in the media. Chris commented that an understanding of media is relevant to all fields. The work that is happening here is valuable experience. Every career is involved on some aspect of media.

Arrant invited everyone to join in the Matney Mass Media Wall of Fame event immediately following the meeting.

CONCLUSION: Arrant moved to adjourn meeting.



Rose Dukes, Executive Secretary of Creative Arts