

Radio-TV Advisory Committee Meeting

May 2, 2006

College Union Building – Badger Den
noon

Members Present: Brett Chisum, Matt Darby, Lynn Fairbanks, Dan Gorman, Dusty Green, Jonathan Hale, Walt Howard, Barry King, Brent McClure, Faith Miller, Dan Morgan, Kevin Myers, NyLyn Nichols, Eric Slayter

Others Present: Dr. Paul Matney, Lana Jackson, Don Abel, Mike Haynes, Brian Frank, Donna Salter, Buddy Squyres, Edith Gaete, Kaleb Leija, Ben Miller

Members Absent: Chris Albracht, Tim Butler, Tim Cato, Paul Danitz, Joyce Herring, Jamey Karr, Kari King, Mark McKay, Les Montgomery, Jim O’Malley, Lisa Schmidt, Eric Stevens

I. Welcome and Introductions

Mrs. Jackson welcomed members to the advisory committee meeting and introduced full- and part-time faculty to the committee. She acknowledged their supporting role in moving media convergence into the curriculum. Dr. Matney also welcomed and thanked everyone for coming. They each expressed Amarillo College’s appreciation for the committee’s ongoing input, and emphasized the importance of their role as advisers to the program.

II. Overview of Committee’s Role

Mrs. Jackson thanked the committee members for their ongoing student employment opportunities. She briefly discussed the evolving atmosphere of the mass communications field, and noted that all mass communication faculty are involved in leading the department into media convergence. Mrs. Jackson stressed to the committee that basic skills within the curriculum are and will continue to be intact.

III. Curriculum

Curriculum handouts (attached) were distributed. Mrs. Jackson stressed to the committee that basic skills within the curriculum are and will continue to be intact. In addition to working with students on converged media projects across mass communication courses over the past two semesters, she briefly discussed the participation of photography majors in the convergence effort. She noted that Steven Cost’s Web Design class, a Visual Arts course, will be working with convergence projects in the Fall 2006 semester.

IV. Media Convergence and the Broadcast Curriculum

A PowerPoint presentation (attachment) on convergence was shown to the group and discussed. Mrs. Jackson encouraged all members to browse the Mediapalooza site, www.mediapalooza.edu, through which student converged media projects are published. Mrs. Jackson briefly discussed student e-portfolios and stated that if would be next fall before they were fully developed.

V. TV Production

Mr. Abel discussed his Introduction to Radio/TV class where students learn audio software and studio operation. He then discussed his TV Production class where students learn field shooting/editing and camera work. He also discussed camera equipment, stressing that AC has begun to use digital, palm cameras and wondered if the local industry would be moving in that direction soon. No response.

Dr. Matney, Mr. Abel and Mr. Squyres explained the use of AC mass communication majors in running the video scoreboard at Dick Bivins Stadium for the Amarillo Independent School District athletic program. AISD pays

each student \$25 per event to work as camera operators at sporting events, giving them the opportunity to shoot live video. This will continue next fall.

VI. FM90

Mr. Frank discussed FM90's 30th birthday bash and thanked those present who returned as guest DJ's for their contributions on air during the March 23 broadcast. He stated the Radio Production II would be a part of convergence in the fall. He also noted that they were looking for local underwriters for public service announcements and to purchase software which would allow DJs to record phone calls for on-air playback, allowing the station to better emulate industry stations.

VII. Student Experiences

Mrs. Jackson discussed the focus group held on Friday, April 28. Students working in the industry shared their experiences, suggestions, etc. with the faculty. Mrs. Jackson once again thanked the members for allowing students the opportunity to train and work in the field. It was noted that Lynsie Johnson, AC student working with Mr. Green at KVII, stated that the convergence classes really helped her with the software and editing.

Mr. Miller, Mr. Leija, and Ms. Gaete, mass communication students, shared their experiences at AC, each having positive comments and thankful for the experiences in the classroom, on internships and working with other students on convergence projects.

VIII. Questions and feedback from committee

Mr. Howard stated that AC is a place for students to be exposed to so many hands-on experiences in very diversified areas.

Mr. McClure asked if internships were mandatory. Mrs. Jackson stated that observations in her fall class are required, but internships are not. However, the students pursuing certificates or terminal degrees may be required to complete a practicum, while students pursuing a transfer degree are not required to complete an internship or practicum.

Mr. Gorman stated that there are graphic design students coming in for jobs with no knowledge of the industry. A brief discussion took place regarding graphic design classes. Mr. Haynes told the group of AC graduate Chris Cost's very recent employment at naplesnews.com in Naples, Florida, with Bob Curley, leading media convergence expert. Mr. Cost's employment is a direct result of the AC efforts to bring convergence into the curriculum. Mrs. Jackson noted that the movement to bring photography majors and Visual Arts classes into the convergence effort will help those students realize a broader opportunity for employment.

Mrs. Jackson stated that convergence should really help students with reporting and writing skills. By working on media convergence projects across courses, students are exposed to concepts in classes which they then re-teach to one another in realistic settings.

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

IX. Adjournment

Meeting adjourned at 1:20 p.m.

Mass Communication at Amarillo College



*An adventure in learning basic skills
while participating in converged media
opportunities*

Degree plan options

- Transfer degrees (A.S.)
 - Mass Communication, Radio-TV
 - Mass Communication, Journalism
 - Mass Communication, Advertising/PR
- Technical degrees (A.A.S.)
 - Radio-TV, Broadcast Production
 - Radio-TV, Broadcast Sales and Marketing
- Certificate programs
 - Radio-TV, Broadcast Production
 - Radio-TV, Broadcast Sales and Marketing
 - Radio-TV, Broadcast Sales, Basic



Student Demographics

- Mass Communication majors: 119
 - A.S. majors: 87
 - A.A.S. majors: 21
 - certificate majors: 11
 - Trend: Students are increasingly pursuing general mass communication transfer degrees.

- Media experience
 - Paid work: 38%
 - Unpaid practicum or internship: 14%
 - Observation: 16%
 - None: 32%



Convergence education in the traditional curriculum

- A changing media landscape is prompting the need to prepare students for future possibilities.
- People now access news through Internet portal sites, handheld devices, blogs and instant messaging.
- Converged communication provides multiple tools for storytelling, allowing consumers to select level of interactivity while self-directing content delivery.





Why we teach convergence

- Media convergence combines the efforts of all mediums to present a sum which is greater than the parts.
- The result is a synergy that results in better journalism and serves modern audiences' needs.
- Students 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 media world.
- Gaining convergence skills makes graduates more marketable.

Media convergence projects in the curriculum

Students from various mass media related courses work in teams to create digital presentations that incorporate print, video, audio, photography, computer animation and graphics, and interactive elements.



Our goal is...



The development of media professionals, grounded in solid reporting, writing and production skills, who will benefit their future employers by providing additional converged communication skills.

Fall 2005 Converged Classes



- Writing for Electronic Media
- Television Production Workshop I
- News Reporting & Writing II

Retention in Fall convergence classes: 84%

Spring 2006 Converged Classes



- News Reporting & Writing II
- Survey of Electronic Media
- Television Production
- Broadcast News
- Electronic Media Workshop

Retention in Spring convergence classes: 92%

Strengths of curriculum

- *The Ranger* and *AC Current*
- FM-90
- KACV-TV
- Professional media partners, advisers
- Visual Arts Department
- E-Learning Center
- Faculty synergy and enthusiasm



4 faculty have attended the Poynter Institute for Media Studies.

Challenges to the evolving curriculum



- Limited production space and equipment
- Limited bandwidth
- Small number of full-time faculty
- Wide range of student skills and experience

Equipment purchases for 2005-2006: Sony digital video camera, 4 Nikon digital cameras, 2 Dell laptops, Dell server, 6 Dell computers, 2 Dell editing bays

Equipment requests for 2006-2007: Sony Anycast Station, Helix Server unlimited license, Dell server

The results so far...

Students are...

- learning to write and report across platforms,
- developing teamwork and communication skills,
- mastering new technology, and
- refining their abilities to tell stories using pictures and words.



The next step...

- continue refining approach to teaching convergence skill set,
- incorporate Visual Arts classes,
- promote AC's unique hands-on convergence education,
- promote features of Mediапalooza website



Mediapalooza

Finished student work is published on the department's new interactive website:

<http://mediapalooza.actx.edu>

