

Radio-TV Advisory Committee Meeting

April 25, 2008

College Union Building – Badger Den

12:00 pm

Members Present: Chris Albracht, Jamey Karr, Jonathan Hale, Craig Vaughn, Dan Morgan, Brent McClure, Tim Cato, Shawn Venhaus, Linda Pitner, Fernando Ballin

Others Present: Lana Jackson, Jill Gibson, Don Abel, Buddy Squyres, Mike Haynes, Brian Frank, Robert Boyd, Randi Larson, Lacey Dean

Members Absent: Dan Gorman, Tim Butler, Kelly James, Kevin Myer, Jim Worthington, Eric Slayter, Eric Stevens, Cheryl Shultz, George Bentley, Mark McKay, Ny Lynn Nichols, Faith Miller, Amanda Bustamante, Walt Howard, Mark Gilmour, Jay Ricci, Michelle Cook, Margaret Burris, Jim MacDonald

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.

III. Curriculum (Begin PowerPoint program)

Curriculum handouts (attached) were distributed. A PowerPoint presentation, presented by Mrs. Jackson with input from Instructor Jill Gibson, Assistant Professor Donald Abel and FM90 Program Director Brian Frank, detailed changes in the curriculum, provided statistics on mass communication majors, updated departmental involvement in media convergence experiences, explained *The AC Report*, profiled student employment in local media, discussed television production experiences, and addressed FM90 programming and operations.

Mrs. Jackson discussed recent changes to the Mass Comm curriculum including the omission of COMM 1335: Survey of Electronic Media due to the fact that it does not transfer easily. COMM 2330: Introduction to Public Relations was added to major options under COMM.AS.MCOM, and COMM 2366 was added to major options under the Broadcast Production discipline under RTVB.AAS.RTV and RTVB.CERT. It was noted that this class is crosslisted with DRAM 2366: American Cinema.

IV. Mass Communication Majors Statistics

The results of the 2008 Mass Comm Student Survey shows that 38 % of AC radio-TV majors surveyed had gained paid media experience while 44% gained unpaid media experience. Of those who held paying media jobs, 25% gained experience at multiple media outlets. The Survey also shows that 80% of AC Mass Comm majors had gained unpaid media experience while enrolled at Amarillo College.

IV. Accomplishments

AC Mass Comm majors continue to be involved in media convergence projects. Faculty now require only one project per semester; and, beginning next year, convergence will only be required during the spring semesters. This is due to the extensive effort and time required by the students to produce quality projects.

The students continue to learn to write and report across platforms, master new technology, and refine 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.

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*; the Film Crew at Dick Bivins Stadium; and, a new project through COMM 2332: Broadcast News called *The AC Report* which aired on FM90 during the spring semester. Mrs. Gibson briefly discussed the assignments and student participation for *The AC Report* and a CD containing the reports was distributed to each member.

Mrs. Jackson continued with the discussion of media experience opportunities for the Mass Comm majors, both on- and off-campus. She once again thanked the committee members for providing students with the opportunities for hands-on experience.

V. Student Experience

Mrs. Jackson introduced Lacey Dean, radio broadcast student and this year's McDonough Award winner and scholarship recipient. Ms. Dean shared her AC experience with the committee, noting that she is music director with FM90, works part-time at KGNC and holds another part-time job in retail. She noted the opportunity to learn production skills through her job at KGNC. Ms. Dean stated that she plans to continue her education as well as work a job in the radio broadcast industry.

Mrs. Jackson introduced Randi Larson, mass communication print major and this year's Outstanding Mass Comm Major. Ms. Larson noted that she has worked on *The Ranger* newspaper, *AC Current* magazine and FM90, emphasizing her focus on writing, which she enjoys the most out of all she has done at AC. Ms. Larson stated that she plans on attending West Texas A&M after graduating this spring and hopes to someday work on a magazine.

Ms. Dean noted that the convergence projects were very helpful in learning new skills and taught her a lot about working as a team and meeting deadlines. Ms. Larson agreed.

VI. TV Production

Donald Abel thanked everyone for their support, attendance and continuing opportunities for jobs, internships, and practicums. Mr. Abel briefly discussed the upgrades in the radio/TV lab including the purchase and installation of Media Composer and the new 4 TB LanShare. He also noted that AC radio-TV students continue to serve as the production crew for the video scoreboard at Dick Bivins stadium, noting that it gives students the opportunity to work with others as well as gives publicity to AC. Buddy Squyres noted that these students have the opportunity to do multiple jobs, including working with wireless cameras allowing them to gain experience on the field and gain skills working with others. He noted that it also gives AC publicity.

Mrs. Jackson noted that a new engineer was hired to assist with the lab.

VII. FM90

Brian Frank, FM90 Program Director, discussed the problems FM90 is having with the transmitter, which has forced the station to lose airtime. Radio students continued with their on-air time by broadcasting over the Internet.

Mr. Frank 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. Mr. Frank noted that good basic skills for audio will continue to be a major focus.

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

Brent McClure, general manager at KFDA-TV, stated his concerns that no AC students apply for positions at KFDA and he questioned faculty on how they announce job openings. Mr. Abel explained that jobs are posted on bulletin boards, announcements are made in class and sometimes a particular qualifying student may be sought out. A discussion followed involving entry-level pay, with minimum wage being the normal rate for students. Fernando Ballin, operations manager at KEYU-Univision, stated that entry-level pay at KEYU begins at \$10 an hour for Spanish-speaking employees. He added that Spanish-speaking employees are in high demand in this region since about 30% of the area's population is Latino. Brent McClure clarified that, while they don't post pay scales on job postings, KFDA pays \$1.00 - \$1.50 above minimum wage.

A discussion followed involving the importance of student dress and behavior while interviewing. Mr. Ballin suggested a business class option to help students learn to prepare for their job hunting.

Chris Albracht, AM program director at KGNC Radio, noted that the low pay in Amarillo makes this market a stepping stone and students need to be willing to move. Mrs. Gibson added that this generation has a mindset that seems to have trouble starting at the bottom that led to a discussion regarding advising students. Mrs. Jackson stated that the department puts an emphasis on faculty advisement so that they can continue to encourage students to look at all the opportunities available.

Mrs. Gibson asked the committee what AC can do to attract more qualified individuals to the broadcast industry. Mr. McClure stated that students and general public do not have enough exposure to AC media. He then made the offer to work with AC to post content and video on KFDA's website. Mr. Albracht and Jamey Neill, program director at KXGL-FM, offered to run PSA's for free on their respective stations. Mr. McClure asked if the department had a myspace page on the Internet. Mrs. Jackson noted that the department is working with college relations to find a way for more exposure on the Internet.

A brief discussion followed regarding the poor quality of video, etc. that is posted to such sites as youtube and myspace. Buddy Squyres noted that it will always be important for students to know and follow the rules. Linda Pitner agreed and stated that she felt the expectations of quality are still solid.

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 and noted that she will get in touch with Mr. McClure regarding his offer to post AC Mass Comm student work on KFDA's website.

IX. Adjournment

Meeting adjourned at 1:25 p.m.

Mass Communication

Amarillo College



Radio-TV
Advisory Committee Meeting
April 25, 2008

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 Communication, AS



Associate in Science, 62 hrs.

1. Advertising/Public Relations

- Removed: COMM 2305 Editing & Design
- Added: COMM 2330 Introduction to Public Relations

2. Journalism

- Added Option: COMM 2339 Writing for Electronic Media or
COMM 2330 Introduction to Public Relations

3. Mass Communication/Radio-TV

- Removed: COMM 1335 Survey of Electronic Media
- Moved Optional Course to Required Course:
COMM 2332 Broadcast News

Mass Communication, AAS

Associate in Applied Science, 62 hrs.

1. Radio-Television, Broadcast Production

- Removed: COMM 1335 Survey of Electronic Media
- Added: COMM 2366 Introduction to Film

2. Radio-Television, Broadcast Sales and Marketing

- Removed: COMM 1335 Survey of Electronic Media
- Added: COMM 2330 Introduction to Public Relations



Mass Communication, Certificate



Radio-TV Certificate, 42 hrs.

1. **Broadcast Sales & Marketing**
 - Removed: COMM 1335 Survey of Electronic Media
 - Added: COMM 2330 Introduction to Public Relations
2. **Broadcast Production**
 - Removed: COMM 1335 Survey of Electronic Media
 - Added: COMM 2366 Introduction to Film

Radio-TV Broadcast Sales & Marketing Basic Certificate, 18 hrs.

- No change

Majors

	2003	2004	2005	2006	2007
AS degrees	98	93	87	88	96
AAS degrees	28	38	21	19	17
Certificate	9	13	11	13	10
Basic Certificate	0	0	0	1	3
Total	135	144	119	121	126

2008 Student Survey

	Radio-TV majors	Other Mass Comm majors
Held paying media jobs	38%	40%
Gained unpaid media experience	44%	80%
Gained media experience at multiple stations	25%	0
Knew of media jobs but were employed elsewhere	38%	30%

Meeting the Challenges

Building upon information gained from Advisory committee members in 2007 and students who are working in the field, the Mass Comm department sought to address needs and concerns of future employers and enrolled students.



Media Convergence Projects

Mass Communication majors worked in teams to create digital presentations that incorporated print, video, audio and photography.



Media Convergence Projects

- About 20 convergence students enrolled Fall '07.
- About 35 students enrolled Spring '08.
- Reduced projects to 1 per semester.
- Restructured curricula.

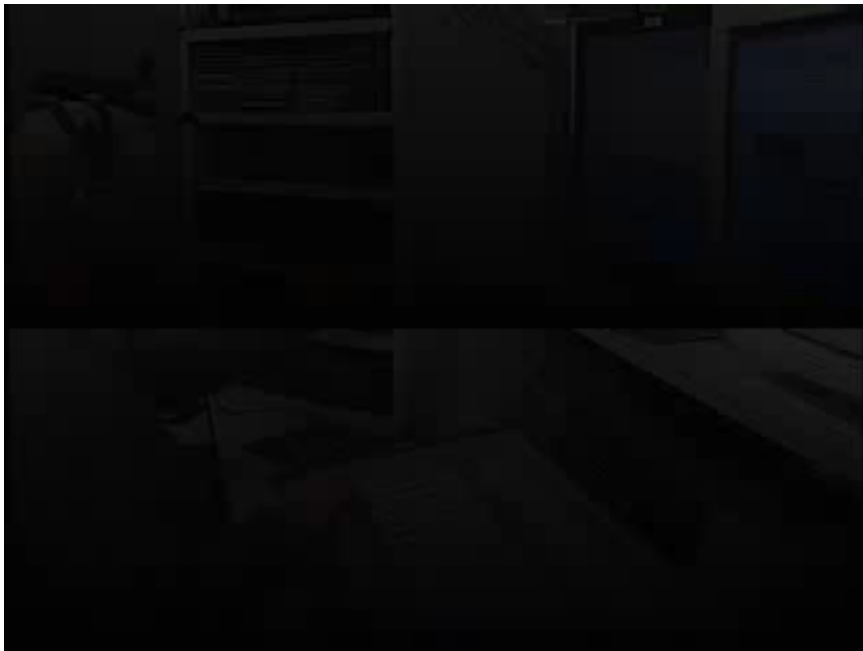
Convergence classes will be offered in the Spring only to allow for greater focus on basic skills during the Fall, better quality multimedia productions in the Spring



Participants:

- continue to learn to report and write across platforms;
- master new technology;
- refine their abilities to tell stories using pictures and words;
- improve communication skills;
- learn to work in teams.

The A.C. Report



14 students enrolled in COMM 2332 Broadcast News participated in the weekly radio newscast. 10 weekly, 10 minute newscasts were broadcast throughout the Spring 2008 semester on FM90.

The A.C. Report



Participants:

- gain hands-on, real-world broadcast reporting experience;
- sharpen writing skills, news judgment and announcing abilities;
- become familiar with audio editing & recording equipment & software.

The A.C. Report



Media Experience Opportunities

On-campus

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

Off-campus

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



Student Experiences

Lacey Dean

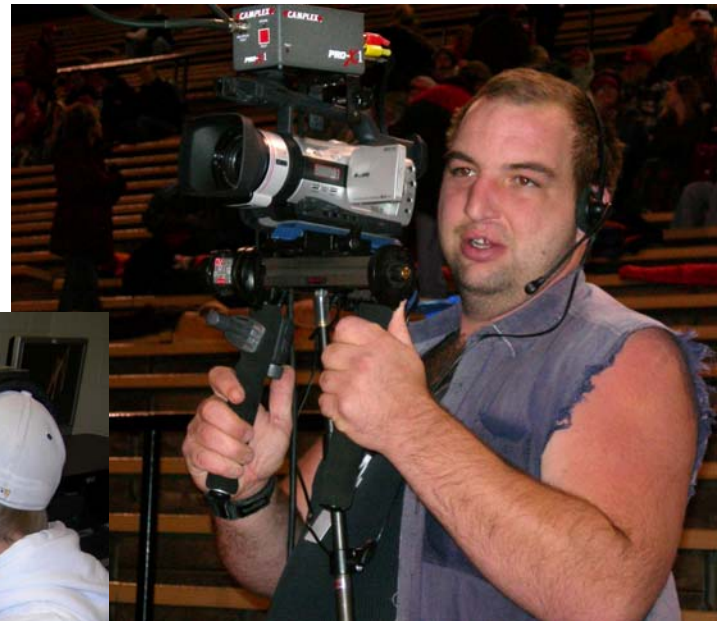


Randi Larson



Television Production

- Engineer
- Lab Upgrade



FM90



- Transmitter
- Traffic System



2008 Student Input



Local Jobs

- Better pay
- Incentives such as scholarship money or college credit

Hardware & Software

- Need digital video cameras.
- Teach greater variety of software which may be used in the industry.



Committee Input & Questions...

