

MATNEY MASS MEDIA ADVISORY COMMITTEE MEETING

August 13, 2019

PRESENT:

Dr. Paul Matney called the meeting to order, and welcomed and gave thanks to the committee member for all their input given to this program. Roundtable introductions: Jill Gibson, AC chair of media, arts and communication; Kyle Arrant, director of content & technology operations of Panhandle PBS and FM90; Kelly Podzemny, marketing and communication professional; Christa Glasgow, public affairs specialist of Pantex Plant; Chip Chandler, digital content producer of Panhandle PBS; Rebecca Easton, dean of liberal arts of Amarillo College, Dan Morgan, operations manager of KAMR and FOX 14; Jeff Gibson, director of media and technology at Amarillo College; Don Abel, faculty in Mass Media Program; Mike Haynes, publisher of Panhandle Basketball Magazine and retired faculty; Jack Light, PPBS underwriting account coordinator; Jason Boyett, professional writer and marketing professional; Mary Coyne, MCMC; Tony Freeman, Cenveo; Brent McClure, KFDA, Tammy Connor, PPBS; Walt Howard, KFDA; Keith Edwards, Alpha Media; David Lovejoy, Alpha Media; Brent Cavanaugh, faculty and coordinator of visual arts of Amarillo College; Jim Laughlin, music professor and director of recording arts, Amarillo College; Jody Reynolds, chief relationship officer from Expio Digital Marketing; Andy Roller, owner of Expio Digital Marketing. Livestream of meeting and video recording available to out-of-town members and others who could not attend.

CAMERAS: Jake Day, FM 90 music director and mass media major; Austin Ashby, mass media major, Panhandle PBS intern.

Welcome:

Jill welcomed members with special thanks to Panhandle PBS for use of their studio and helping with closed livestreaming to give the members that are in remote location the opportunity to join us. Offered her telephone number and email address if any questions would arise during the meeting. Gibson noted that the meeting was being video-recorded and live streamed. The complete recorded meeting can be viewed at

https://drive.google.com/open?id=1RERw_EIN67BNxOVZlsqF6i5aYaw47-xT

Introductions/Greetings:

Dr. Matney welcomed everyone and expressed his gratitude on being given the opportunity to be a part of this program. He thanked everyone for what they are doing and have been doing for a long time. He praised the instructors for continuing to doing such a great job at teaching our students.

Review and approval of 2018 minutes:

Motion to approve was made. Minutes unanimously approved as written.

2019 Program Report:

Mass Media- Jill Gibson

Enrollment Statistics

- Steady enrollment and graduation rates
 - Number of majors in 2015=COMM 129 RTVB 39 Total 168
 - Number of majors in 2016 = COMM 112 RTVB 57 Total 169
 - Number of majors in 2017= COMM 95 RTVB 62 Total 157
 - ** Source: Amarillo College IDS Dashboards
 - Academic Report: Enrollment
 - Mass Media AS: Fall 18: 74; Fall 19: 66
 - Mass Media AAS: Fall 18: 24; Fall 19: 27
 - Recording Arts Cert: Fall 18: 7; Fall 19: 9
 - Online Marketing: Fall 18: 1; Fall 19: 3
 - Mass Media Cert.: Fall 18: 4; Fall 19: 0
 - Mass Media Advanced Cert. : Fall 18:1; Fall 19: 0
- Total fall 18: 110; Fall 19: 107**

Graduation Statistics

- SP19 - 2 AAS, 7 AS, 3 online marketing certificates, 2 recording arts certificates,
- FA18 - 2 AAS, 9 mass media AS, 1 media production certificate, 1 recording arts certificate
- SU18 – 2 mass media AS, 2 media production certificates, 1 recording arts certificate

Academic year 2018 statistics

4 AAS
18 AS
3 Online Marketing
4 Recording Arts
3 Media Production
0 Advanced Media Production

Transfer statistics come from the National Clearinghouse and appear to lag more than a year behind actual date of transfer.

Primary transfer institution is WTAMU. Followed by TTU.

Awards and Achievements

Achievements:

- Students are still producing the Ranger, acranger.com, the Current, Badger B.S, The AC Report radio & video, and video packages, pieces & podcast.
- Recruiting events:
 - AISD in- Service (August)
 - Media Day (October)
 - Ignite (April)

High School Visits (year round)

Awards:

- Pacemaker: Associated College Press award for The Current
- Addys: (Amarillo chapter of American Advertising Federation) Best Print Piece, silver for magazine design
- Texas Community College Journalism Association: 19 awards including overall excellence in newspaper and magazine and three first place awards
- Texas Intercollegiate Press Association: 26 awards including 9 first place awards

Facilities Updates

** All thanks to AC Foundation grants, PPBS and AC*

- Radio Production Room
- Podcast space/ Prod Two
- Radio Common Areas and FM90 offices

Travel

- Texas Community College Journalism Association Convention: Texas A&M Commerce –Mike Haynes, former AC adviser/instructor, was inducted into the Distinguished Adviser Hall of Fame. Students attended workshops and participated in a multimedia contest.
- CMA/ACP Mega Workshop: Minneapolis – Took 2 students. They attended training, workshops and critiques with 400 of their peers from throughout the country.

Recording Arts – Jim Laughlin- Teaches all of the recording arts classes and Amy Presley teaches the radio/audio oriented classes. This certificate has been very popular for the Mass Media program. 9 completed certificates in SP19 and 8 in FA18. The curriculum teaches AVID Pro Tools, which is the industry standard for audio editing software. The live sound class teaches them how to run mixer boards and room acoustics and what is involved with live sound. Internships are set up with local churches and other local businesses with audio needs. With Amarillo Foundation's help, new equipment used by local business was purchased, which helps the students move right into a job and have the knowledge of that equipment. Future plans are to have their own studio. There are 12 students enrolled with a waiting list, for the FALL19 semester.

Student Comments

Austin Ashby and Jake Day, both mass media majors, shared positive experiences in the program and stated that they are grateful for the experience they have gained interning at local media outlets and at Panhandle PBS and working at FM90.

Comments or questions

Walt complimented Amarillo College's media program for giving students hands on Experience, noting that the students who go through this program leave AC knowing what they are doing. The challenge is now podcasts and social media. As reporters come into the workforce they need to realize there is no down time, constantly updating their social media or out doing their stories. Coming into this profession, time management is very important. Broadcasting is a lot more independent than it used to be. Podcasting is playing an important role in the future broadcasting workforce.

Dan complimented the program for preparing the students with what is needed in the workforce. With technology changing so much, these students are coming in with a lot of knowledge that is needed.

Mary commented on the importance of teaching critical thinking skills.

Brent M. Asked how is the program developing the students to understand audience needs? How are you training for writing, editing, shooting and posting? *Jill* replied that as the student are always getting hands on experience. When student are in the broadcast news class, they are started off in radio, by covering stories for radio news and produce a 10 minute newscast. They're then moved on into video and do packages then a 30 minute show and produce the show. They are learning all aspects; the writing for print, online and web and applying that to the different media; however, the best experience they can get is at a real news outlet. *Jill* said the classes stress audience, deadlines and telling a clear, compelling and accurate story. This is why internships are so important to these students.

Don added that Adobe Audition and Premiere Pro are used to get them familiar with the software. He said the focus is on teaching them the importance of good video and audio.

Kyle remarked that PanHandle PBS and FM 90 has added several internship position and utilize the skills they've learned.

Dr. Matney invited everyone to join the Matney Mass Media 2019 Wall of Fame Ceremony honoring Patrick Clark.

CONCLUSION: Matney moved to adjourn meeting.

Video recording of the meeting may be viewed at

https://drive.google.com/open?id=1RERw_EIN67BNxOVZlsqF6i5aYaw47-xT


8/15/19
Rose Dukes, Executive Secretary of Creative Arts