

## Mass Media BLC Meeting March 31, 2021

Present: Amy Presley, Ryan Riley, Paul Matney, Beth Duke, Christa Glasgow, Mike Haynes, Jason Boyett (briefly), Karen Welch, Bryan Frank, Jill Gibson

Absent: Ny Lynn Nichols, David Lovejoy, Dan Morgan, Tim Cato, Walt Howard, Kyle Arrant, Andy Roller, Austin Ulen, Brandon Carpenter, Mary Coyne, Kelly Podzemny, Brice Edwards, Craig Vaughn.

Jill Gibson went over the responsibilities of the BLC and how it differed from the advisory board and shared the PowerPoint presentation regarding BLC expectations. She then opened the floor for comment and conversation.

Beth Duke: Stressed flexibility with structure and length of internships and importance of preparing interns to be willing to do everything. Suggested that internships could be more like contract labor.

Christa Glasgow: Noted that students sometimes have entitled attitudes about internships.

Ryan Riley: Thanked the program for listening to requests for screenwriting classes. Discussed the importance of preparing students for remote work.

Beth Duke: Noted that film school will need to start right and will need strategy and planning. Said that an organizational chart is essential in a successful private/public partnership.

Ryan Riley: Said that students need a seat at the table and it is important to listen to people in area.

Beth Duke: Noted there are not many boundaries between film programs and mass media programs.

Karen Welch: Said there is definite overlap between the two areas and students need to be able to look at all options and get the big picture.

Karen Welch: Said if there are separate mass media and film BLCs, they should meet together at least once a year.

Amy Presley: Thanked Christa and Beth for their realistic view of internships.

Christa: Noted that the communication department at Pantex has worked from home for more than a year due to the pandemic.

Karen Welch: Stressed the need to teach confidence and said students are passive and afraid to talk. Importance of learning soft skills.

Amy Presley: Said that students are on their phones constantly but don't speak.

Paul Matney: Voiced his confidence in the group.

Ryan Riley: Said students need varied skills and need to understand the purpose of all the broad training they receive in college.

Mike Haynes: Stressed the importance of teaching the fundamentals of writing.

Karen Welch: Said students need to know how to tell a story in as many ways as possible.

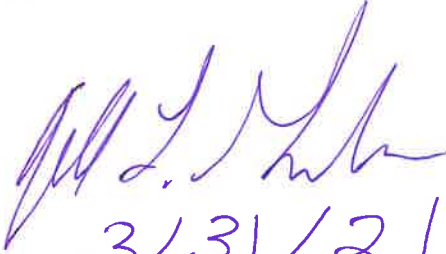
Beth Duke: Said when teaching skills it is necessary to explain the why.

Ryan Riley: Seconded the importance of writing skills.

Beth Duke: Noted this is a transitional and important time in media industry.

Ryan Riley: Pointed out that Paul forgot his name and insisted that the minutes reflect this.

All present voted in favor of staying on as members of the mass media Business Leadership Council.

  
3/31/21