**ADVISORY BOARD MINUTES  
Digital Broadcast Arts  
Media Studies – Palomar College**

**April 19, 2017 Palomar College, Room H-104**

**Members Participating:**

**NAME: TITLE PROFESSIONAL AFFILIATION**

Austin, Marin Reporter KNBC – Los Angeles, CA

Baker, Gregg Staff, Media Studies Palomar College

Carmichael, Lisa Faculty, Media Studies Palomar College

Hahn, Pat Faculty, Media Studies Palomar College

Lane, Keri Reporter KFMB – San Diego, CA

Navarro, Zeb Station Manager, KKSM Palomar College

Nylander, Chorus Reporter KTSM – El Paso, TX

Stoll, Peter Owner San Diego Digital Imagery

West, David CTE Instructor Vista High School

Wolf, Ali News Anchor Fox 40-Sacramento, CA

The meeting of the Digital Broadcast Arts Advisory Board for Media Studies at Palomar College was called to order at 6:02PM , April 19, 2016 by the Lisa Carmichael. Members out of the San Diego region were participating via CCC Zoom Virtual Meeting.

**Introductions**

Members of the advisory board introduced themselves including their professional affiliations.

**Goal of Meeting**

Lisa Carmichael stated that the goal of the meeting was to seek input on classes that some of the alumni have taken and how they match up with the reality of working in the industry, what trends in the industry do our students need to know, trends in equipment, and other specifics to better the Media Studies Department.

**Changes and Trends in the Media Industry – Discussion and Feedback**

Pat Hahn asked about the trends and changes in the industry including philosophical changes. Marin Austin stated that portable units were becoming the norm as the portable units can cover areas not accessible by news vans including marching along with protestors for miles. Marin also said that there is a philosophical difference between markets like Los Angeles and Sacramento where news that happened earlier in the day is considered old news by the evening while in Sacramento it will still be considered news. This is in the pursuit of ratings. Gregg Baker asked if the complexion of the “11 o’clock News” was more crime-based. Marin said it depends on the station. Los Angeles stations are more concerned with crime than normal news whereas a Denver station does not cover crime. Marin further explained that this was in a push for ratings as people get news on their phones and through Facebook.

Chorus Nylander stated that in El Paso their main coverage is breaking news and they cover a wider area. Part of the coverage is handled with portable media units. Both Marin and Chorus stated that social media now plays a bigger role in covering stories. This includes engaging the audience through social media with engaging stories. Marin also said that reporters now have their own Twitter account and Facebook pages with Facebook live. Kerri Lane said that there is a huge push for social media engagement. Kerri states that at Fox 5 there is a “leader board” for most tweets being sent out. Ali Wolf from Fox 40 said that there is a strong push to get stories out to social media using Apps like Videolicious.

Gregg Baker asked if stations were going paperless with scripts and how are reporters using interruptible foldbacks (IFB). Kerry Lane said that the CW News had laptops while KFMB has iPads. For IFBs, many reporters use their phones.

Lisa Carmichael asked about editing in the field and what programs are being utilized. Marin said that depending on the shift there can be editing in the camera, editing back at the station, or photographers use ADS to edit. For a breaking news situation, editing in the camera is best. Chorus said that he didn’t learn editing in the camera at Palomar and had to learn it when he entered the commercial field. Kerri said that the photographers edit on a laptop and she does a voice-over (VO) in the news van.

Pat Hahn asked the guests what was their perspective between their actual day-to-day job and from when they were a student. Chorus said that the training he received from Palomar is similar to his job but he wasn’t prepared for the daily grind since he had less than an hour to put together a package for air. He also said that the multi-media journalism (MMJ) model is the future for most stations and he had to learn more about the camera. Kerri said that Palomar better prepared her for the daily grind of reporter than San Diego State University (SDSU) did because of Palomar’s hands-on training over SDSU’s theoretical lectures. Marin echoed Kerri’s sentiments but noted that her time at University of Southern California (USC) there was an emphasis on competition and students would compete with each other. Marin stated that this model was more realistic to the industry.

On the topics of camera equipment, Chorus said that Panasonic camera were used for MMJ reporters while a smaller market would use JVC camera. Pat asked whether media was saved on a SD card or drive. Chorus said most work is saved on SD cards because of the amount of memory on the card. Ali Wolf from Fox 40 in Sacramento said they are using Sony cameras with Mac laptops editing with Final Cut Pro.

Gregg Baker asked about story and finding the character in the subject. Chorus said that finding a central character is important as it elevates the story beyond a “cookie cutter” story. Finding a real person in a real situation make the story easier to tell. Marin stated that if you don’t have a character, you don’t have a story. A discussion occurred about news outlets banning Public Information Officer sound bites from stories and packages. Instead reporters should find someone affected by the situation.

A discussion occurred regarding what we should be teaching our current students. Marin stated that time management is key to success as time is the most precious resource for a reporter and that students should write the story in their head as they interview subjects so they can finish it quick instead of worrying how the story is going to go. Marin also advised that students should look at competitors and see how their reports are edited and covered. Kerri stated that doing research on stories can help students prepare to interview subjects and find out more of the stories and the “movers and shakers.” Chorus also said that social media and web stories are an important component in the media industry.

**Production – Discussion and Feedback**

Lisa Carmichael asked how Palomar College could make the MMJ model work in the department’s favor. Peter Stoll said that from a video production standpoint that MMJ is important to learn not just for news but from a corporate filmmaking side. Small production companies are often single person teams who partner with other single proprietor production companies to film, edit, and distribute work and content. Dave West echoed what was discussed as it helps students with research and deadlines. Dave said that students should research a story, look for a character and conflict, how to “flush a story out”, and then edit the story. Dave also mentioned the importance of teaching students how to re-edit a story for web. Dave said that Vista High School is heavily invested in web presence.

Lisa Carmichael discussed the struggle the department has with different areas of classes and how an adjunct wants to teach a “one stop shop” class. Dave stated that some lessons can incorporate shooting, editing, and export within a certain time limit to teach students the importance of a deadline and having all materials.

The advisory board agreed that more discussion is needed regarding trends and equipment in the industry.

Meeting was adjourned at 7:24PM