Digital Broadcast Arts and Cinema Advisory Board Meeting

March 7, 2019 5:30-6:30pm

Palomar Faculty and Staff present: Lisa Carmichael, Gregg Baker, Lisa Cecere, Scott Richison, Zeb Navarro, John Mc Murria, Peter Stoll, Serena Reid

Industry Professionals present: Russell Shafer-filmmaker, Alison St. John- reporter KPBS radio/TV, Dan Wagner-Key Code Media video engineer, Garth Studevan- Scratch Media and freelance Avid Editor and Vashtai Moore, KUSI News Production Assistant and Palomar student

NBC 7/Telemundo participation in conference call on March 5: Sammie Jo Swift, NBC7 Production Manager, Mike Fouch, Technical Operations Manager and Richard Sandoval, APC Lead

1. Call to order

Lisa Carmichael called the meeting to order at 5:35pm

1. Introductions of Media Professionals
2. Introduction of Digital Broadcast Arts and Cinema production classes and degrees/certificates offered
3. Question: What skills are students needing when they enter the marketplace?

**Skills in News and Storytelling**

* More critical thinking before writing and approaching productions.
* Versatility in writing to multiple media platforms.
* Knowing how to pull content and use equipment to create original news stories and production projects.

**Strong Critical Theory Skills**

* Think before doing.
* Understand political and social situations.
* Knowing how to pull content from news stories.
* Understanding of how to work with clients and use good news judgment.

**Strong Work Ethic**

* Have confidence. Know your strengths.
* Need ability to trouble-shoot with equipment or production issues.
* Pay attention to what is going on around you. Have flexibility.
* Seek a mentor and learn from others doing the job.
* Be engaged and attentive.
* Must have ability to finish projects.

**Teamwork**

* Collaboration with various technical and creative personnel.
* Connectivity, shared projects are more the norm from small to large productions.
* Understanding of production and/or news workflow and your place in it.

1. Question: What technical know-how or equipment skills must students be familiar with?

**Computer Skills**

* A basic level of competency in PC and Mac computer operating systems.
* Knowledge of multiple editing platforms; Adobe Premiere Pro, Avid, Final Cut Pro.
* Knowledge of codecs, distribution of final files to multiple platforms, media management.
* Skills with Automation Systems used in radio/TV broadcast facilities.

**Camera/Production Knowledge**

* Need skills beyond ‘consumer grade’ equipment.
* Knowledge of manual camera controls essential-how to white balance, use prime lenses, set aperture, etc.
* Hands-on skills with a variety of technical equipment; cameras, microphones, audio consoles, video automation and recording systems, editing software, lighting, etc.
* Understanding of current industry standards preferred- HDTV, 4k, and beyond.
* Knowing how to work as a TEAM when on a production shoot.

1. Question: What new jobs do you see in your industry in the next 5 years?

**Creating content for all types of Digital Media**

* Social media visual content creators.
* MMJ, Multi-media Journalists for TV and web content.
* Increased monetization of podcasts in radio.
* Vertical Content Editors various productions.
* Automated Production Control or APC jobs at television stations.
* Data management of media files.
* More digital storytellers for positions in companies both small to large.
* Continued freelance/entrepreneurial opportunities.

1. Adjournment

Lisa Carmichael thanked all participants for their contributions and invited guests to participate in our Media Days panel in May. Meeting was adjourned at 6:45pm.