Cinema and Digital Broadcast Arts Advisory Board meeting

11/29/2021
6:00pm - 7:15pm via Zoom

[Zoom Recording](#)

In Attendance:
- Industry Professional: Levi Grear, Hiram A. Murray, Sacha Smith
- Faculty: Scott Richison, Candace Rose, Russell Sheaffer, William Wohleb

Absent:
- Industry Professionals: Jayson Crothers, Brian Hanson

AGENDA
- Welcome and introduction of members
- Statement of purpose
- New Co-Chairs
  - Sacha Smith
  - Levi Grear
- What hard and soft skills do students need to get started and succeed in this industry?
  - Professionalism - the industry is looking for "go getters"
  - On-time (early)
  - Deadlines - have been pushed up during Covid - industry is making decisions before the deadline now
  - Teachers struggle with our students and having them meet their deadlines, especially during Covid
  - Possible solutions - Field trips, bringing industry professionals into the classroom

- Program update (see attached survey results)
  - Curriculum
  - Instructional technology update
  - Equipment/facilities
  - Labor market
- Other specific issues to be addressed (see attached survey results)

ACTION ITEMS
- Guest speakers/board members - bring them into all of our classes
- Field trips - board members may have contacts, know of Industry events (film sets won't be allowing visits during Covid - consider behind the scenes videos for students)
- Connections/organizations/events
- Accountability - encourage this in the classroom to reinforce that this is how it is in the industry
- Ask students what their goals are
  - What do they think it will take to get there? Reach their goal?
  - Students not tying in how their behavior/work in their classes relates to the "real world" industry?
- Behind the scenes in a writer's room - consider more "industry" videos/materials/speakers for class

Survey Results from Advisory Board members - participants: Hiram A. Murray, Jayson Crothers, Sacha Smith, Russell Sheaffer, Levi Grear, Brian Hanson

[Palomar College Cinema/Digital Broadcast Arts Advisory Board Survey FY2021 (Responses)](#)

Survey results also attached.

Email Address	Name	Your professional background: ie. titles/roles in the industry, if you own a production company, etc.	What skills do you believe film students need in order to attain entry-level employment? (ie. production assistant, paid intern, etc.)	What are current trends in technology that you see emerging in the field?	Do you think our current course offerings meet the needs of students to find potential employment? *Currently we offer beginning screenwriting, beginning film production, editing with Premiere Pro, beginning audio recording and several television broadcast courses within our program. Students also have access to still and digital photography, acting, theater set design, and computer graphics offered through other departments at Palomar College. *For more info, see the bookmarked pages for Film, Cinema and DBA in our college catalog: https://drive.google.com/open?id=1t4Pk_EHwq2qfDxXnIlYOas08B8OFsPRF
hamproductions22@gmai	Hiram A. Murray	Actor/Writer/Producer. HAM Productions, LLC.	The sprint and mindset of teamwork, and a "No Quit" attitude.	DIY personal take, where more and more people are writing and filming their own projects. The need for learning how to operate your own camera equipment, and edit. Having to be your own one-stop and shop for everything is becoming key to surviving.	Yes I do believe your course is meeting the needs for your students. Everything in your catalog gives a good "foundation" for the students. The rest will be on the job training.
info@artlessmedia.com	Russell Sheaffer	I own an indie production company in North Park (Artless Media). I'm a filmmaker and producer who tends to focus on queer indie films, experimental film, documentary, and music videos.	Depending on the department that they are interested in: a knowledge of the Adobe Suite (Premiere and After Effects, specifically), a grasp on the basics of cinematography (lens lengths, camera operation, differences in analog and digital workflow, and lighting set ups), film production workflow, and a basic understanding of film scheduling and budgeting are all helpful.	I've actually seen a move back towards analog film this year. We've been involved in multiple 16mm and super 16mm projects, rental houses have started re-stocking 16mm and 35mm gear, and I have seen Kodak really pushing for continued presence at film festivals. Students who are comfortable with film handling have an advantage on certain indie projects right now, I think.	I think that there is a lot of good here! The hands on classes are a great start for folks looking to enter the field and the mix of theory and production is crucial. When I'm hiring, I look for folks who are good problem solvers / critical thinkers above all else. Having someone who has a solid background in the history of cinema makes a big difference in terms of having a shared vocabulary when we're working together.
jaycro@mac.com	Jayson Crothers	Director of Photography for feature films and network television shows.	Strong work ethic, ability to think critically, the desire to learn, an understanding that film production has a complex but specific way of working and that everyone starts at the bottom and has to earn their way to higher positions.	Virtual production environments are gaining more and more traction, but I think a strong foundation in basic production concepts is more important than focusing on emerging trends. Knowing the latest technology doesn't matter much if students don't have a foundation upon which to understand how to apply that technology.	Based on your catalog of courses, I think there's still a lack of hands-on, real world experience in filling each role. I've always felt that a larger (ie, more course hours and time) beginning class allows for a broader foundation for students, and then more intermediate and advanced courses allows for students to focus and specialize in things they're interested in. The film industry is one of specialization, so students need to understand what they want and understand how much work it takes.
lgrear82@gmail.com	Levi Grear	Film Director/Producer	Film students need to be punctual, have a meticulous eye for detail, organization skills, analytical thinking, and initiative in order to gain production assistant positions. It is also highly recommended that entry level crew members do not bring cell phones on set.	With the advent of VR headsets and immersive film & television on the rise, there is beginning to be a shift toward producing virtual reality content using newly developed 360° cameras.	The current coursework is sufficient to aid students in finding gainful employment while enrolled and upon graduation.
brianhanson375@gmail.c	Brian Hanson	Writer/Director/Non-Profit Volunteer	The right attitude! Willing to do the entry level jobs with zeal which leads to building trust with bosses and opportunities to be promoted. Having a good understanding of how a production works, on set and in the office will help them adjust more quickly. Familiarity with PA expectations, eyes and ears open. Follow the chain of command. Familiarity with entertainment hierarchy, from global companies/studios/agencies to local TV stations and production companies. This helps them realize what the workforce really looks like and how they can pursue a meaningful and well paid career. Also familiarity with producing their own projects, cameras, scheduling, screenplay and editing software is always a bonus.	More affordable cameras and LED lighting technology. Adobe Creative Cloud (Premiere Pro, Photoshop & After Effects) as well as DaVinci resolve (coloring and editing). Being able to create great looking short films and share on Vimeo.	Yes, looks good!
smith.sacha@gmail.com	Sacha Smith	Director/Producer + Co-owner of a Productior	Degree highly encouraged but not required. Person has the following: Attention to detail, ON TIME (meaning early), your word is your bond, able to hit deadlines, no excuses, common sense, eager to learn, knowing when to speak up vs holding their tongue, can work under pressure well, multitasker, and most importantly... knows how to think ahead.	VFX +VR. Background actors are now being replaced etc. Cameras will always be updated so if one is wanting to be in camera depart, director or producer they should keep up. "Content is king" therefor multimedia platforms are a constantly pushing out projects. Short form narrative is the next hot ticket. EX: Quibi.	Yes. I think these are the basic skills to have when entering the field. You can only learn so much at college and/or university... then you have to be able to jump in and just start doing it! The best training for this field is on the job training. The more you do the more you can become.

Email Address	Name	What course offerings or programs could we create to address growing needs in the field?	Anything else you'd like to add?	CSTARR@KOCT.org	Timestamp
hamproductions22@gmai	Hiram A. Murray	For those students who wish to purse acting, I would say offer a script analysis/breakdown class, and a audition workshop with emphasis on the audition process and self-taping skills since that is where the industry is currently at especially with COVID-19 running rampant.	Keep up the great work preparing your students for the real world.		4/20/2020 6:57:59
info@artlessmedia.com	Russell Sheaffer	On indie projects, I'm definitely seeing more compositing work happening on the production level with folks using Premiere and After Effects internally instead of outsourcing. It looks like that might exist in a series of classes across departments, but having a working knowledge of both programs is very helpful. This is certainly coming from my own work, but I noticed that we don't offer any analog animation classes at Palomar! (I see 3d computer animation, but no 2D and no stop-motion.) On the projects we've had at Artless this year, most of the entry-level folks we've hired have been PAs specific to the producing team on specific projects. As producers continually take on more facets of indie filmmaking, I'd be interested to see young folks have a more comprehensive understanding of the basic of scheduling, call sheets, and film budgeting. 16mm and analog production would be great, too.	It's not quite addressing the questions above, but I also just realized that I don't see an experimental film course in our catalog. I'd love to see a class that pushes students to think about less conventional forms in narrative storytelling.		4/22/2020 4:52:35
jaycro@mac.com	Jayson Crothers	An advanced production course would be helpful, allowing students to focus on creating a portfolio or demo piece before graduation, or giving them a chance to gain more practical experience and advanced teachings.	My understanding of your program leads me to believe it's a very solid one for an introduction to these fields; if the intention is to put students in a position to seek professional employment following graduation, then more class time (either by longer courses or some additional courses) would be ideal to prepare them with more information and more hands-on experience of actually making productions.		4/24/2020 12:13:11
lgrear82@gmail.com	Levi Grear	Additional screenwriting classes would benefit students going forward in the film industry regardless of their desired position, examples would include intermediate screenwriting, advance screenwriting, etc. Writing screenplays aids in the ability to read/interpret scripts which helps the overall production.	The current course offerings at Palomar College are more advanced than most programs in the UC system. Fellow film school graduates who've transferred and/or graduated from universities in California are thankful to have had the opportunity to take courses at Palomar. The hands-on experience is immeasurable in terms of competitiveness in entry level positions. I can only surmise at the current trajectory that the program will benefit a wider range of diverse future filmmakers.		4/24/2020 16:53:59
brianhanson375@gmail.c	Brian Hanson	A Survey of the Entertainment Industry (who are the big players, the tiered players and how do you find meaningful employment/opportunities) and a Producing Class (how do you package and sell a movie?)	It's important to give the students good counseling when it comes to film schools/writing programs that can help them move closer to working in the entertainment industry. I was given good advice by a Palomar counselor to check out Cal State Northridge when my eyes were only on UCLA. Conversely, bad advice might send a student down the wrong path.		4/27/2020 15:11:05
smith.sacha@gmail.com	Sacha Smith	A practical VFX course. Make short films using green screen. Tie in simple backgrounds and pieces that require rotoscoping. In addition, spend one or two field trips visiting VR facilities and VFX houses.	Looking forward to helping in anyway I can!		4/29/2020 19:20:36