

Cinema and Digital Broadcast Arts Advisory Board meeting

2022/23 [Annual Advisory Board Survey](#) & Meeting 4_17_23 from 5 - 6pm via Zoom

Participants:

Scott Richison (DBA FT Faculty)
Candace Rose (Cinema FT Faculty)
Lisa Cecere (Cinema FT Faculty)
John McMurria (Cinema FT Faculty)
Hiram A. Murray
Sacha Smith
Laura Castaneda
Levi Grear
Roman Koenig
Denise McKenna
Hiram A Murray
Caleb Norman
Louis Niles II
LaMonica Peters
Serena Reid
David Romero
Sacha Smith
Jeanne Scott
Sheilina Shaw
Russell Sheaffer

AGENDA

- Welcome and introduction of members
- Statement of purpose
- New Co-Chairs
 - Sacha Smith
 - Hiram Murray

Additional Topics of Discussion:

How concerned are you about AI in regards to our industry?

This can be helpful when it comes to pitch packages, but will put people out of jobs especially in the commercial world. With AI you can get rid of a copywriter. Can replace jobs.

Already replacing writers and copywriters. AI can generate taglines and treatments.

Diversity - we've been battling this in the Industry forever - and AI could use AI models instead of hiring real people to do the work.

Copyright is an issue with AI - artwork on the internet can be "stolen" and repurposed by AI.

AI is being used by scammers.

Drake demanded that Spotify ban AI.

AI could save studios money, but hurt actors because actors can't get enough days of performance in order to qualify for the Union.

Flipside - in filmmaking in post production, you can edit and fix an actor's facial expression and can make the dubbing process to show films in a foreign country even easier.

Will save the studios money.

Studios could put this into an actor's contract that they get to use AI to fix performances, etc. SAG is fighting for the rights of actors in negotiations.

Candace - should this topic be included in our film classes? Bring this up as a topic and let the students research it, debate it, and learn from professionals in our industry.

There should be an ethics topic in all film classes that includes AI.

We walk a fine line between ethics and artistic expression.

How do we get students to use AI without robbing them of the creative experience?

- have them go old school and write in class with pen and paper
- Point out the original ideas - make students proud of their work
- Have AI write something and have students compete with it
- Have it as a class project - the class vs. the AI - professor comes up with the idea for AI and the students compete against it

Has the streaming service changed how movies are made?

Technically things are shot differently, different audio and camera decisions if the film/show isn't going to be on a big screen. Netflix requires Red, not Alexa, etc. Disney has framerate requirements. If the goal is to sell to Netflix, HBO, etc. they need to look up the deliverables and requirements of the streaming service. Film is being lost, and I think it's very important that students still get to shoot on film - students need to get the shots right because film is limited. Students need to come in with a plan. There is no time in TV - you need to know what you want or you won't get asked back.

Overall the same skills still apply regardless of the technology used. Students still need to know the basics - if a camera breaks down, students need to know how to still finish the production. Streaming is just the way the movie is delivered. Students need to learn there are no shortcuts to making a movie - students need to learn it all.

If the question is whether or not to have film in class, you can also restrict the parameters on digital.

Fotokem, Pro8 will do workshops with students - perhaps faculty can take students to LA for a field trip.

Should Palomar continue to offer the AVID class? We offer Premiere, After Effects, Final Cut

Video content creators are not using AVID. In the industry, Sony, and other companies are still using AVID exclusively. At the big levels AVID is still being used, but the small and medium levels Premiere is being used. Consider offering a color correction class. VR in the commercial world is huge - I just directed a commercial with this. The younger generation is really into this. VR and AR are not leaving us. When you direct VR it's like a live event.

Students need a foundation in this work because this industry moves so fast. Students need to learn the basics of editing.

Could Media Studies offer a VR class? We might want to consider this or see if Graphics wants to offer this.

Graphics VR is different from film VR

Palomar College Cinema/Digital Broadcast Arts Advisory Board Survey FY2021-22 (Responses)

How do you see your area of the film and television industry changing in the next 3 - 5 years?

Much more digital content as opposed to scheduled programming. Social media worked into all aspects of film and television especially for promotion. And more robotic equipment replacing humans in technical studio and field positions.

The introduction of AI and deepfake technology to be relied on a lot more.

Increasing challenges for traditional distribution models (theaters); oversaturation of streaming outlets.

Even more vertical video content being created for Instagram & TikTok.

I see more streaming and online growth but tv broadcast will still be viable and important.

Exhibition practices will be an area of contestation and change over the next 3-5 years. In particular, competition between streaming services will continue to play - the upside is that we will be seeing lots of content produced for online platforms but the impact on theatrical releases is pretty unclear. Where will audience watch movies and how will theaters adapt seem to be a key questions, and source of anxiety, for the industry over the next few years.

growing with more films and more venues

I think AI, VR, and AR are going to have a huge impact on the industry.

Less people on set, more independent production crew

Casting and auditions will continue to be filtered as online submissions. Sound stages will be utilized more.

In the independent film realm, I'm seeing shifts towards work that is very medium specific, moving from "film" in a classic short/feature way to a "film festival" including AR/VR (which is beginning to have a home at most major festivals), indie TV pilots, short/feature work, and mid-length work. I'm also starting to see calls for films that fit a "slow cinema" model - specifically the kind of media that could be ambient light/sound in peoples lives. For short and feature films at film festivals, specifically, I'm seeing huge moves towards shooting on film again. 16mm and 35mm shorts and features are having a massive resurgence.

Streaming video both live and recorded I think will become a game changer in the future!.
Please check out this site for reference :
<https://support.video.ibm.com/hc/en-us/articles/207852167-Basics-of-Streaming-Video-Production>

10 years

Though we are concentrated in the long form entertainment area, we are shifting a part of our focus to short form for socials and quick releases.

What technical skills are the most important for students to learn prior to entering the workforce?

Videography, Still Photography, and editing. For those students in film they need to learn both Avid and Premiere.

Foundational skills are most important. Whether acting, screening writing, budget planning/resource prep for future producers, a strong foundation is what is required. Everything is on the job training and you will learn with time and experience.

What first comes to mind: Strong storytelling skills, from story development and planning to screenwriting.

Clean organized project folders and file structures. Without knowing too much of what exactly goes into courses these days, but I feel like a lot of people I've seen don't do a good enough job of removing stutters, um's, uh's, and run-on sentences when editing natural dialogue.

Students need to be good writers and have the understanding that journalism is based on fact-finding and truth-telling, not activism and opinion.

Writing skills are very important - in any field. (I don't teach production courses so I can't speak to that aspect of student training.)

the job roles and expectations, planning, experience and knowledge

A solid foundation of the basics, set protocols, social media platforms and technology.

Depends on what direction they want to go, but for sure cable inputs, digital formats, acquisition and transfers.

Good work ethic and the ability to understand the technical aspects of production.

I do think that students who have touched 16mm or 35mm film before, who have a general sense of how a film camera operates, are going to start to have a massive leg up on sets. Similarly, students who have a bare-bones knowledge of editing in 360-video and using VR equipment will find niche entry level assistant positions much faster.

They need to be well-rounded and technically proficient. 1. Streaming, both live and recorded, will play a major role. There are so many companies that offer live streaming as a service for clients doing webinars/seminars, etc. that it would be a very marketable skill(s) for students to have. 2. Podcast/Audio Production. This is a medium that exploded during the pandemic and has not slowed down.bit.ly/3JNChQE 3. Producing for social media. "Shooting for the vertical" storytelling is a relatively new phenomenon and how many companies/networks build their brand and attract customers and viewers. Our job as instructors to equip our students with as many real-world skills as possible. Meet them where they are and they will be successful. Please check out this site for reference bit.ly/3ZWMhg2

Writing would be the most important technically skill today.

Editing and quick decision making. Speed, speed, speed. Artistry is always a goal, but speed and smart decision making is a must.

What "soft skills" or non-technical skills/qualities are the most important for students to learn prior to entering the workforce?

Writing, shooting, editing in that order!

Mastery of oneself. Having a positive mindset/outlook, and learning to problem solve. Being able to work the problem instead of complaining or relying on others is what makes you a "valued" teammate.

What first comes to mind: Budgeting and marketing.

Being open minded to being a team player & doing the grunt work of a production with a good attitude. Too many times I see students come out thinking they deserve opportunities they haven't earned yet. You have to learn to be a team player before you are given more "glamorous" opportunities to prove yourself.

In Broadcast News, if you're an on-air talent you should be articulate and speak and write like how people actually talk. There's a cadence and rhythm to presenting the news that should be mastered. Watch the news and study the craft.

For students entering into careers in media, being able to critically engage with visual culture is key. Understanding how the image works and what impact it can have on the viewer is a valuable analytical tool for anyone working with media.

team work, hard work and quick work, film sets move fast

It is crucial to have strong work ethic, be capable to think on your feet, and be highly dependable with the self-awareness for accountability.

Office software programs, details on what positions are responsible for what tasks.

Professional team player skills.

I continue to see a need for critical thinkers in our field. Even at the most basic level, having an entry level crew member who can problem solve a transportation schedule or help communicate in a clear and thoughtful manner are vital members of the team.

Writing! In the technical field that we teach, it would be a great soft skill for students to be able to write/communicate in a coherent manner. The example I would use being able to submit a proposal for an idea to make processes more efficient.

Organization is a key skill on all film jobs and quickly set crew apart.

Writing skills are very important. Spelling, punctuation, grammar. All come into play at multiple levels of production.

Please review our course offerings:

<https://www.palomar.edu/catalog/> for both the Cinema (CINE) and Digital Broadcast Arts (DBA) programs and let us know if there are any additional, changes or modifications you would suggest.

*Apologies for the link not working in the actual survey.

DBA 125 - Course descriptions says you are still using 16mm and Super 8? Are students taking this class or is the format outdated? There are few places in San Diego which develop film. DBA135C or D do either one of these courses focus on Podcasting? If not I highly recommend you consider changing title of course. DBA275 PC is one of the few colleges teaching AVID ! This is golden for film students headed to Hollywood. DBA298 excellent that you are still offering an internship class! CINE 123 wonderful to see this course in here. Due to the high numbers of Latino students I highly encourage PC to add Latino Conema course. There is plants of content.

Link to site not working.

None at the moment, but I would like to revisit this.

The link didn't work.

I'm not able to view this link. It says page can't be reached.

I would suggest that CINE courses could be expanded to offer more special topics class in genre or comparative directors, for instance, so that students who enjoyed CINE 100 could explore other aspects of Media Studies.

could not access

The link isn't working for me but I would suggest a course on AR, VR and AI technology.

link not working

I'd love to see a 16mm class re-emerge at Palomar!

Said site could not be reached

I was not able to see the link.

Name	Job title and name of company (if applicable)	Email	Address	Phone	How do you see your area of the film and television industry changing in the next 3 - 5 years?	What technical skills are the most important for students to learn prior to entering the workforce?
Laura Castaneda	Deputy Editor / San Diego Union-Tribune	presspasslc@gmail.com	1450 Melrose Ave 161 Chula Vista CA 91911	619-855-4140	Much more digital content as opposed to scheduled programming. Social media worked into all aspects of film and television especially for promotion. And more robotic equipment replacing humans in technical studio and field positions.	Videography, Still Photography, and editing. For those students in film they need to learn both Avid and Premiere.
Hiram A Murray	Actor/Writer/Producer - HAM Productions, LLC.	hamproductions22@gmail.com	43257 EMILIA LN Lancaster, CA 93535	7182884596	The introduction of AI and deepfake technology to be relied on a lot more.	Foundational skills are most important. Whether acting, screening writing, budget planning/resource prep for future producers, a strong foundation is what is required. Everything is on the job training and you will learn with time and experience.
Roman Koenig	Publisher, North Coast Current; Filmmaker, Mercury Cinema	rkoenig@mercurycinema.com	P.O. Box 231849, Encinitas, CA 92023	760-685-1067	Increasing challenges for traditional distribution models (theaters), oversaturation of streaming outlets.	What first comes to mind: Strong storytelling skills, from story development and planning to screenwriting.
Caleb Norman	CNCinematography	caleb1189@gmail.com	2343 Conway Dr	7608223449	Even more vertical video content being created for Instagram & TikTok.	Clean organized project folders and file structures. Without knowing too much of what exactly goes into courses these days, but I feel like a lot of people I've seen don't do a good enough job of removing stutters, um's, uh's, and run-on sentences when editing natural dialogue.
LaMonica	KTVU Fox 2 News Reporter	lpeters@palomar.edu	121 Saratoga Ave Apt 4219 Santa Clara, CA 95051	3108493693	I see more streaming and online growth but tv broadcast will still be viable and important.	Students need to be good writers and have the understanding that journalism is based on fact-finding and truth-telling, not activism and opinion.
Denise McKenna	Lecturer	dmckenna@palomar.edu	3141 Briand Ave	8587527450	Exhibition practices will be an area of contestation and change over the next 3-5 years. In particular, competition between streaming services will continue to play - the upside is that we will be seeing lots of content produced for online platforms but the impact on theatrical releases is pretty unclear. Where will audience watch movies and how will theaters adapt seem to be a key questions, and source of anxiety, for the industry over the next few years.	Writing skills are very important - in any field. (I don't teach production courses so I can't speak to that aspect of student training.)
Louis Niles II	Oceanside Int'l Film Festival - executive director	lou@lovemachinefilms.com	2885 TODD ST	7605793826	growing with more films and more venues	the job roles and expectations, planning, experience and knowledge
Sacha Smith	Director/Producer/Actor	smith.sacha@gmail.com	2915 W Chandler Blvd Burbank CA 91505	2132906242	I think AI, VR, and AR are going to have a huge impact on the industry.	A solid foundation of the basics, set protocols, social media platforms and technology.

What "soft skills" or non-technical skills/qualities are the most important for students to learn prior to entering the workforce?	Please review our course offerings: https://palomar.pubs.curriqnet.com/Catalog/Active/6585 for both the Cinema (CINE) and Digital Broadcast Arts (DBA) programs and let us know if there are any additional, changes or modifications you would suggest.	Would you be interested and available to be an online/virtual guest speaker at our Media Days event in Spring 2023, April 24 - 27th?	Do you have any referrals that we could reach out to, that you think would also be interested in serving on our Advisory Board and/or presenting at our Media Days event? If so, please provide their name and email address.	Anything else you'd like to add?
Writing, shooting, editing in that order!	DBA 125 - Course descriptions says you are still using 16mm and Super 8? Are students taking this class or is the format outdated? There are few places in San Diego which develop film. DBA135C or D do either one of these courses focus on Podcasting? If not I highly recommend you consider changing title of course. DBA275 PC is one of the few colleges teaching AVID ! This is golden for film students headed to Hollywood. DBA298 excellent that you are still offering an internship class! CINE 123 wonderful to see this course in here. Due to the high numbers of Latino students I highly encourage PC to add Latino Conema course. There is plants of content.	Yes	Ethan Van Thillo - Media Arts center San Diego ethan@mediaartscentwr.org, Jodi Cilley -Film Consortium Jodicilley@gmail.Com - Clint Burkett Timeline productions - timelineproductions@cox.net (started in news now does doc work) —Joaquin Elizondo —Professional Editor Netflix - joaquin@hollywood doting mentor.Com	Love what you all are doing will only refer students here!
Mastery of oneself. Having a positive mindset/outlook, and learning to problem solve. Being able to work the problem instead of complaining or relaying on others is what makes you a "valued" teammate.	Link to site not working.	Yes	n/a	n/a
What first comes to mind: Budgeting and marketing.	None at the moment, but I would like to revisit this.	Maybe	None at the moment, but I would like to follow up on this.	Nothing right now. Thank you for putting this together!
Being open minded to being a team player & doing the grunt work of a production with a good attitude. Too many times I see students come out thinking they deserve opportunities they haven't earned yet. You have to learn to be a team player before you are given more "glamorous" opportunities to prove yourself.	The link didn't work.	Yes		
In Broadcast News, if you're an on-air talent you should be articulate and speak and write like how people actually talk. There's a cadence and rhythm to presenting the news that should be mastered. Watch the news and study the craft.	I'm not able to view this link. It says page can't be reached.	Maybe	Jerry McCormick jerrymccormick2003@yahoo.com Journalist/Public Relations City of San Diego	
For students entering into careers in media, being able to critically engage with visual culture is key. Understanding how the image works and what impact it can have on the viewer is a valuable analytical tool for anyone working with media.	I would suggest that CINE courses could be expanded to offer more special topics class in genre or comparative directors, for instance, so that students who enjoyed CINE 100 could explore other aspects of Media Studies.	Yes	Could we reach out to former students who have gone on to get their BA in production or media studies?	Not at the moment!
team work, hard work and quick work, film sets move fast	could not access	Maybe	Carly Starr Brullo Niles (ED of KOCT and Co Programmer OIFF) over 30 yrs in Film and TV	thank you
It is crucial to have strong work ethic, be capable to think on your feet, and be highly dependable with the self-awareness for accountability.	The link isn't working for me but I would suggest a course on AR, VR and AI technology.	Yes	Yes! Please reach out so we can discuss who and what type of field would be the most beneficial.	Thank you so much for including me in this process. I would love to hop on a zoom to discuss how I might be able to help further!

Name	Job title and name of company (if applicable)	Email	Address	Phone	How do you see your area of the film and television industry changing in the next 3 - 5 years?	What technical skills are the most important for students to learn prior to entering the workforce?
Jeanne Scott	American Dream Cinema	jeannescot@gmail.com	2158 N. Slope Ter., Spring Valley, CA 91977	6197501516	Less people on set, more independent production crew	Depends on what direction they want to go, but for sure cable inputs, digital formats, acquisition and transfers.
Sheilina Shaw	Casting Director	sshaw@palomar.edu	PO Box 659 Oceanside Ca 92054	7604211919	Casting and auditions will continue to be filtered as online submissions. Sound stages will be utilized more.	Good work ethic and the ability to understand the technical aspects of production.
Russell Sheaffer	Part-Time Faculty // Co-owner, Artless Media LLC	rsheaffer@palomar.edu	2212 Upas Street, San Diego, CA 92104	7608224715	In the independent film realm, I'm seeing shifts towards work that is very medium specific, moving from "film" in a classic short/feature way to a "film festival" including AR/VR (which is beginning to have a home at most major festivals), indie TV pilots, short/feature work, and mid-length work. I'm also starting to see calls for films that fit a "slow cinema" model - specifically the kind of media that could be ambient light/sound in peoples lives. For short and feature films at film festivals, specifically, I'm seeing huge moves towards shooting on film again. 16mm and 35mm shorts and features are having a massive resurgence.	I do think that students who have touched 16mm or 35mm film before, who have a general sense of how a film camera operates, are going to start to have a massive leg up on sets. Similarly, students who have a bare-bones knowledge of editing in 360-video and using VR equipment will find niche entry level assistant positions much faster.
Serena Reid	Instructor	sreid@palomar.edu	642 Sumner Way Unit 6	7605254398	Streaming video both live and recorded I think will	They need to be well-rounded and technically profi
Levi Grear	Film Legal - The Walt Disney Company	lgrear82@gmail.com	36207 Darcy Place, Murrieta,	619-944-5469	10 years	Writing would be the most important technically ski
David Romero	Director of Production - Entertainment	david.romero@funko.com	1050 B Ave Suite C Coronad	619-794-4111	Though we are concentrated in the long form enter	Editing and quick decision making. Speed, speed, :

What "soft skills" or non-technical skills/qualities are the most important for students to learn prior to entering the workforce?	Please review our course offerings: https://palomar.pubs.curriqnet.com/Catalog/Active/6585 for both the Cinema (CINE) and Digital Broadcast Arts (DBA) programs and let us know if there are any additional, changes or modifications you would suggest.	Would you be interested and available to be an online/virtual guest speaker at our Media Days event in Spring 2023, April 24 - 27th?	Do you have any referrals that we could reach out to, that you think would also be interested in serving on our Advisory Board and/or presenting at our Media Days event? If so, please provide their name and email address.	Anything else you'd like to add?
Office software programs, details on what positions are responsible for what tasks.	link not working	Yes	Matt N. and Alicia W. path88@path88productions.com	I believe Devin & I are already booked for media days
Professional team player skills.		No		Thank you for encouraging our students and preparing our students for the industry.
I continue to see a need for critical thinkers in our field. Even at the most basic level, having an entry level crew member who can problem solve a transportation schedule or help communicate in a clear and thoughtful manner are vital members of the team.	I'd love to see a 16mm class re-emerge at Palomar!	Yes	If you're on the hunt for indie filmmakers to speak at Media Days, I'd be happy to make recommendations and connections!	It's such a pleasure to be a part of the conversation -- and I'm excited to hear what everyone else is seeing out in our changing field, too!
Writing! In the technical field that we teach, it would Said site could not be reached		Maybe	Perhaps	Our DBA Program had a reputation of being a premier platform for immersing our students into every aspect of live broadcasting, directing and producing. The rigors of producing 13 live shows a semester, with the the final shows being 1 hour season wrap-up, was demanding. But nothing that comes easy lasts very long. The formula that was used produced award winning students, both academically and professionally, that reflected extremely well on the Media Studies Department specifically but also Palomar College. Many students approached those class with anxiety and trepidation once faced with the reality of the work that was involved and would often consider dropping the classes. However with coaching and instilling in them to "trust the process," many thrived and continue to do so long past their time at Palomar. However, now it seems, to me at least, that vanity, arrogance, and perhaps even egotism have become obstacles to what is most important; the students. Making changes to make workload easier and taking short cuts is a recipe for disaster and one from which will take a long time, if ever, from which to recover. Additionally the biggest thing we need to do is communicate and show positive leadership within our department. Here is a great example, very common sense, that have used since 1986. Just take out where ever you see the word Marine. Many civilian corporations use this as a management training tool. Please check out this site for reference: https://www.dropbox.com/s/bx9mbhpt2fs55ld/Leadership-Principles-and-Traits.pdf?dl=0
Organization is a key skill on all film jobs and quick I was not able to see the link.		Yes		
Writing skills are very important. Spelling, punctuation, grammar. All come into play at multiple levels o		Yes		Thanks for the support. I try to make myself available to you when I can between travel and big events. I look forward to having solid candidates to add to the workforce.