



**Radio Broadcasting
Advisory Committee Agenda
Friday, February 20, 2015
11:30 am**

Power 106 Studios, Burbank, Pasadena, CA

Industry Representatives

Student Representatives

Mt. SAC Faculty and Staff

	Jeff Baugh	KNX Traffic Reporter		Michael Foss		Student Rep.		Tammy Trujillo		Prof/News Host KPCC
	Dave Beasing	PD-100.3 The Sound		Art Hernandez		Student Rep.		Jason Shiff		Prof/Programmer
	Terri Dourian	Intern Coord-KPWR		Joseph Romero		Student Rep.		PJ Butta		Prof/Air Personality KDA
	Doug Faigan	Pres-City News Serv.						Phil Hulett		Prof/News Anchor KFWI
	Lynne Gross	Author, Prof Emeritus								
	Mark Wallengren	Morning Co-Host KOST								
	Manny Pacheco	Author, Professor, Host								
	Alan Bailey	Board Op-KLAA								

Item	Discussion	Outcome/Action Needed
Welcome and Introductions	Purpose of Advisory <ul style="list-style-type: none"> Assist departments and college in evaluating effectiveness of program and prep of graduates Recommend changes to curriculum, facilities, and equipment Assist the program in identifying work experience opportunities 	
Report on progress from	Certificate/Degree Modifications:	



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February 2014 meeting	<p>* Radio Broadcasting On-Air Certificate Level 1 Approved *Level 2 - not approved *Level 3 - Approved</p> <p>* Radio Broadcasting Behind-the-Scenes Certificate Level 1 Approved *Level 2 - not approved *Level 3 - not approved</p> <p>*On-Air AS Degree</p> <p>*Behind-the-Scenes AS Degree</p> <p>*Social Media in Broadcast News Certificate – has not been re-presented to the Department after being voted down in 2013</p> <p>Equipment-Software: *Burli Newsroom (Wire Service) is functional in the station, studios and classroom, although it stops updating with every power outage on campus and must be manually reset. Only one on person campus has this ability. Audio service is still not functioning correctly and AP Audio has to be pulled from the</p>	<p>Previous approval by email to eliminate 'Levels' Certificates' was reaffirmed by the Advisory. On-Air Certificate was approved as presented</p> <p>Previous approval by email to eliminate 'Levels' Certificates' was reaffirmed by the Advisory. On-Air Certificate was approved as presented</p> <p>Approved as presented</p> <p>Approved as presented</p> <p>The Advisory recommends continuing to consider re-submitting this with changes in the future. The panel considers this a marketable skill set that is highly valued in the broadcasting industry and possessing this certificate will be beneficial to students entering the job market.</p> <p>Important to get all equipment and systems working property as soon as possible and resolve the problem with there only being one person on campus who can reset Burli following a power outage.</p>



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	<p>website.</p> <p>*Approximately \$150K was funded and spent on new equipment including Wheatstone Integrated Boards for the new station facility in Bldg. 13. Equipment is in the process of being installed, but work is going extremely slowly.</p> <p>Facilities:</p> <p>*The remodeling of the facilities to create the Mt. SAC Radio Broadcasting Center in Bldg. 13 is complete. However, the lack of inclusion of a conduit to the roof of the building during initial construction is holding up work. The conduit was reportedly in the original building plans but was not done. It is needed for the EAS system to work properly. There are also issues with the lack of studs in the walls and that is causing problems hanging speakers.</p> <p>*The new transmitter that was installed in October 2013 has given 90.1 FM Mt. Rock (KSAK) a larger signal area, but it is still not received well on campus. The</p>	<p>If additional help is needed to get the new equipment installed more quickly in the new facility, then the advisory recommends that help be funded and hired.</p> <p>The Advisory is concerned about the time it is taking to get the new facilities completed and the new equipment installed. It recommends finding other ways to mount speakers.</p> <p>The Advisory is concerned with the lack of functionality of equipment and software in the existing studios. It recommends the immediate purchasing of new scheduling and automation software as well as the installation in the existing studios of new computers (already purchased for the new studio facility in Bldg. 13 for the studios, production studios and work stations where needed).</p> <p>The Advisory is pleased that KSAK has a larger signal area but very concerned that the reception is poor on campus.</p>



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	<p>issue of ground repeaters, which was talked about as a solution if signal reception on campus was weak after the new transmitter was installed, has not been addressed.</p>	<p>It feels this is hurting recruitment of new students and retention of current ones. It is hard to make a case for being on a station that cannot be heard in it's prime market. It recommends that the school fund and have installed the ground repeaters which were discussed initially as a solution if the problem developed.</p>
	<p>Staffing: *Manny Pacheco joins the program as a reserve Adjunct Professor. *Jason Shiff was hired for the position of Radio Lab Tech at 19 hours per week. He started in March of 2014.</p>	<p>Several members of the Advisory are familiar with Manny Pacheco and say he will be a great addition to the adjunct staff.</p> <p>The addition of Jason Shiff as Radio Lab Tech was applauded by the Advisory but it feels more hours of staff</p>



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	<p>Work Experience/Internships: *The internship continues to have issues as a result of the classes RTV 97A/B being listed as Instructor Approval. Students do not take the initiative to seek out the professor before the semester starts which puts the classes in danger of being cancelled for low enrollment.</p> <p>Misc: *The stations started selling underwriting at the start of the Spring 2014 semester, but the company contracted to do it suddenly closed. A new company is being sought.</p>	<p>coverage is needed at the stations.</p> <p>The Advisory noted the importance of the Internship program to students being able to get jobs in the industry. It recommends the Instructor Approval be removed so students are able to register for the class more easily. It would then be up to the instructor to check their eligibility.</p> <p>The Advisory supported finding another company to sell the station's underwriting and noted that this is an excellent way for the program to earn money and that handling and scheduling the spots provides a good learning opportunity for students in the program.</p>



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Program Completion Rates http://datamart.cccco.edu/Outcomes/Program_Awards.aspx		2012-13	2013-14	The increase in awarded Certificates and Degrees was noted.		
	Certificates	0	4			
	Degrees	4	18			
Summary of Current and Projected Employment Outlook http://www.labormarketinfo.edd.ca.gov/	LMI Data					
	Occupational Wages					
	<table><thead><tr><th>Area</th><th>Year Period</th><th>Hourly Mean</th></tr></thead><tbody><tr><td>CA</td><td>2014 1st</td><td>\$26.58</td></tr></tbody></table>	Area	Year Period		Hourly Mean	CA
Area	Year Period	Hourly Mean				
CA	2014 1st	\$26.58				
Occupational Projections of Employment ("Outlook" or Demand")						
<table><thead><tr><th>Area</th><th>Estimated Year-Projected Year</th><th>Employment Estima Projec</th><th>Employment Change Numbe Percen</th><th>Annual Avg Openings</th></tr></thead></table>	Area	Estimated Year-Projected Year	Employment Estima Projec	Employment Change Numbe Percen	Annual Avg Openings	
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	<table><tr><td>CA</td><td>2012 - 2022</td><td>3,600</td><td>3,700</td><td>100</td><td>2.8</td><td>80</td></tr></table> <p>Industries Employing This Occupation</p> <table><tr><th>Industry Title</th><th>Number of Employers in State of California</th><th>Percent of Total Employment for Occupation in State of California</th></tr><tr><td>Radio and Television Broadcasting</td><td>1,990</td><td>63%</td></tr><tr><td>Motion Picture/Video</td><td>6157</td><td>5.3%</td></tr><tr><td>Spectator Sports</td><td>755</td><td>1.5%</td></tr></table>	CA	2012 - 2022	3,600	3,700	100	2.8	80	Industry Title	Number of Employers in State of California	Percent of Total Employment for Occupation in State of California	Radio and Television Broadcasting	1,990	63%	Motion Picture/Video	6157	5.3%	Spectator Sports	755	1.5%	
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Events/Awards	<p>Events:</p> <p>*Radiofest 2014 was a success. Approximately 20 stations as well as Knott's Berry Farm and the California Angels of Anaheim participated.</p> <p>*2014 is KSAK’s 40th broadcast year and a series of</p> <p>*The first annual Spring Fake (to make up for the lack of a Spring Break) was held in late March.</p> <p>Awards:</p> <p>Intercollegiate Broadcasters System (IBS) (results presented March 2014):</p> <p>*Best Sports Update: Chris Murry -Finalist</p> <p>*Best Promo Series: Chris Greenspon, Chris Lazaro, Robert Dinsmore and Corey Woolley - Finalists</p> <p>*Best Event Promo: Chris Greenspon, Jordan</p>	<p>The Advisory recommends continuing such events as recruitment tools and learning opportunities for students in the program.</p> <p>The Advisory noted the importance of students competing in industry-associated awards competitions. Students should be encouraged to enter and funding should be supported to cover entry fees. Student awards can be very valuable when applying for jobs and advancing in the industry.</p>																			



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	<p>Sandoval and Adrian Islas - Finalist *Best Liner/Sweeper: Chris Greenspon - Finalist *Best Public Service Promotion: Chris Greenspon and Adrian Islas -Finalist</p> <p>Intercollegiate Broadcasters System (IBS) (to be presented March 2015): * Audio8Ball.com: Shade Sheist -Wendy Hernandez & David Callaway</p> <p>Students served as presenters at the 2015 Radio Television New Director's Association Golden Mike Awards in Universal City in January 2015.</p>			
	<p>External Factors impacting the industry:</p>			<p>The industry continues to deal with consolidation of stations.</p> <p>Broadcasters are being asked to work across a variety of platforms including Internet and social media applications. The Advisory still supports the creation of Social Media in Broadcasting Certificate.</p>
<p>2 year Requisite Review-Mandatory (1/2 courses must be reviewed each year)</p>	<p>Course Title</p>	<p>Current Pre-requisite (PR), Co-requisite (CR), Advisory (A)</p>	<p>Appropriate Requisite Y/N</p>	<p>Advisory Comments/Recommendations:</p>
	<p>RTV 01</p>	<p>Eligibility for Eng. 68</p>	<p>Y</p>	



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Due date: October 31	RTV 02	RTV 01 CR RTV 11A CR	Y Y	
	RTV 03	RTV 01 CR RTV 11A CR	Y Y	
	RTV 04	RTV 01 CR RTV 05 CR RTV 11A CR	Y Y Y	
	RTV 05	RTV 01 CR	Y	
	RTV 06	RTV 01 CR	Y	
	RTV 07	RTV 01 CR	Y	
	RTV 09	RTV 01 CR	Y	
	RTV 10	RTV 01 CR	Y	
	RTV 11A	RTV 01 CR	Y	
	RTV 11B	RTV 11A PR	Y	
	RTV 15	RTV 01 CR	Y	
	RTV 17	RTV 01 CR RTV 11A CR	Y Y	
	RTV 31	NA	Y	
	RTV 32	NA	Y	
	RTV 33	RTV 01 CR	Y	
	RTV 34	RTV 01 CR	Y	
	RTV 35	NA	Y	
	RTV 95	RTV 01 CR		Delete RTV 95
	RTV 96A	RTV 01 PR RTV 02 PR RTV 11A PR RTV 95 PR	Y N Y N	Remove RTV 02 Remove RTV 95
	RTV 96B	RTV 96A	Y	
	RTV 96C	RTV 96B	Y	
	RTV 97A	1/3 of units for		Remove "Special Approval by Instructor" Remove "Special Approval by Instructor"



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	RTV 97B RTV 99 RTV 101	Deg/Cer RTV 97A CR 1/3 of units for Deg/Cer 1/3 of units for Deg/Cer	Y	Remove "Special Approval by Instructor" Remove "Special Approval by Instructor"
Curriculum Review -Mandatory 4 year review October 31 Modifications May 31	Course Title	4 Year Review Y/N	Modification Y/N	Advisory comments Recommendations
	RTV 32 - Internet Applications	Y	N	Keep course as is
Documentation of Program Needs-Mandatory	Current Program Needs <ul style="list-style-type: none"> ○ Equipment *High capacity printer for printing station logs *Upgrade computers where needed *Audio system for remote appearances *Additional M-Box Express models to make classrooms			All approved and should be purchased ASAP



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	<p>and production studios consistent</p> <p>*Portable external hard drive for music storage when doing remotes</p> <p>*Easy up with side walls and station logos for remote appearances</p> <p>*Instant replay 360 for News Studio and Audio8ball.com studio</p> <p>*Vox Pro for all studios</p>	<p>Approved and should be purchased ASAP. The Advisory noted that even though the new Wheatstone Board have an audio suite, many studios to not have integrated boards. Using Vox Pro is considered an essential skill as the Vox Pro is a staple in most stations across the country.</p> <p>The Advisory noted that it is very important that student broadcasters need to learn to 'work' the phones while on the air for contests and other listener interactions. The use of a Vox Pro for such activities is essential</p> <p>The Advisory also recommended that an 'interim' automation and scheduling system be purchased immediately.</p>



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	<ul style="list-style-type: none"> ○ Staffing <p>Radio Lab Tech hours increased from 19 hours to 30</p>	<p>The current RCS product Player 101 is no longer supported and is constantly failing. It is understood that the college is planning to, or already has purchased Enco's DAD system, but advises that the stations cannot wait for the new facilities to be completed to do something about the current problems with automation and scheduling. Simian would be a good 'interim' solution and the program could be re-purposed for remote broadcasts when the Enco system is implemented.</p> <p>The Advisory approved the drafting of a letter to the college encouraging that efforts to move into the new studio and station facilities be put on the fast track that additional support be hired to handle expediting the set-up of the equipment and that steps be taken to make sure the existing facilities are fully functional in the interim.</p> <p>There needs to be more than 19 hours per week of staff supervision at the campus radio stations. The Advisory supports Jason Shiff's hours to be expanded or an additional 19 hour</p>



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	<ul style="list-style-type: none"> ○ ○ Professional Development <p>Conventions:</p> <ul style="list-style-type: none"> *Broadcast Education Association/National Association of Broadcasters Convention *Intercollegiate Broadcasting System Conference (International School/College/Community Radio/TV/Webcast Conference) *College Media Association (National College Media Convention) *College Broadcasting Inc. (National Student Electronic Media Convention) *Associated Collegiate Press (National College Journalism Convention) 	<p>Radio Lab Tech position created. It was noted that Jason Shiff is a valued adjunct professor and recommends that his Lab Tech hours be increased to no more than 30 hours per weeks so as not to be an issue with his teaching up to 9 units per semester.</p> <p>Student workers can continue to be used to supplement those hours</p> <p>The Advisory fully supported full-time and adjunct faculty members be funded to attend both education-centered and industry-related seminars, conventions and conferences as much as possible.</p> <p>In addition to approving this list of events, the Advisory also recommended adding the All Access Media Conference, Mark Ramsey's HIVIO -the Audio Future Conference and events from TheConclave.com be added to the list.</p>



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Newly generated/additional ideas	<p>Creating shows on KSAK to be hosted by radio students from feeder high schools</p> <p>Graduates and working students creating 'selfies' about their experiences since graduating and detailing how the program helped prepare them for what they are currently doing.</p> <p>The station websites are badly in need of updating. The areas that can be updated by station staff are being kept up to date, but the sites in their entirety look dated. These websites were done by a professional outside of the college (paid for by college funds) so need to be updated by a professional.</p>	<p>The Advisory thought this was a great idea and would be very helpful with recruiting students to the program and also benefit current students who would be helping the high school students.</p> <p>The Advisory backed this idea as a recruitment tool and could also be energizing for the students in the program that could work on creating these 'selfie' videos. The videos could be used on the websites and on the program's Facebook pages.</p> <p>The Advisory pointed out the station websites are big promotional opportunity for the classes and programs. They need to be updated to look current enough to be useful. The Advisory recommends that funds be earmarked for that purpose as soon as possible.</p>
Future Meetings	The next advisory meeting will be scheduled for early 2016. Issues between now and then can be handled through email.	



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