

NOC Mass Communications Advisory Board

Meeting Minutes

September 22, 2016

Attendees to the Mass Communications Advisory Board Meeting were Shelby Cargill, KLVV/KJTH Christian Radio; Jeff Couch, Cumulus Radio; Jeff Funk, Enid News and Eagle; Ricky Roggow, Chisholm Trail Radio; Dr. Cheryl Evans, Dr. Pam Stinson, Dr. Cathy Moore, Dean Percy, Scott Haywood, and Dr. Rae Ann Kruse.

Dr. Evans welcomed the committee members and gave updates on the renovation of Central NOC's national rankings in women's soccer, recognition by SmartAssets as being the 3rd best investment in the country, and ranking #16 by WalletHub.

Dr. Cathy Moore started introductions and reviewed the implementations made to the program from last year's advisory committee recommendations and the program's activities:

- Grant application for Mac lab not funded.
- Environmental science course requirement on degree sheet.
- Moved radio tower to maintenance building.
 - Can hear radio station almost to Guthrie.
- Photography option.

Photography class created discussion of whether we are teaching still or video photography.

- NOC is only teaching still photography.
- Recommendation to have framing be an important component of the course. Other recommendations included when to use a flash, how to decide if this is a motion situation, needs video rather than still, private property restrictions and close-ups.
- Both still and motion are needed for newspaper work. A question was asked about who decides what photos get into the Enid News and Eagle. Mr. Funk responded that the newspaper has two photography editors who specialize in photography but that is unusual any more.
- Recommended the course discuss ethics and what the photographers are shooting. New employees should ask the editor what they should be shooting. Mr. Funk encourages new employees to shoot at the scene and edit later.

Scott Haywood shared program opportunities:

- NOC marketing department has previously supplied sports articles to VYPE magazine but with a recent change in employees, four students are now writing articles and getting bylines.

- Service learning projects that students completed: Harmony House in Ponca City and Fly Film Festival in Enid.

Scott Haywood explained that program accreditation isn't available at the community college level, but accreditation is a consideration factor for being awarded grants. Scott described an hour credit hour course that could be offered on three Saturdays and one Friday afternoon which would include resume writing, peer review of resumes, job interviews skills, mock job interviews, and a job plan. Mr. Haywood asked if Mass Communication students should participate and received a resounding "Yes" from the group. One member commented that if you are in radio, you should always keep your resume updated!

- Suggestions for assignments to have real world application. Write commercials for a real business. Write reports about real people. If a student can write a real commercial, they are golden. Change assignment deadlines to put students in real-world situations. If students develop these skills, they will have employers fighting over them.
- Ponca City Veterans' Parade wanted 30 and 60 second commercials and provided two ages of information for the students to work from. This is unusual as most clients provide very little information.
- Students sell ads for student newspaper or sponsorships for the radio station.

Note: Students will hear "no" a lot more than they will hear "yes" but they need opportunities for filtered rejection.

Scott gave additional details about applying for the Gaylord Foundation grant for a Mac lab. One of the questions on the application was, "Is your program accredited?" Program accreditation is usually associated with four-year programs. Mr. Haywood asked the committee, "If a two-year accreditation for Mass Communications does exist, should we seek it?"

- The consensus was that if accreditation assisted the program in garnering grants and building the program, then yes, but the average employer won't care. The committee members expressed a concern about putting a lot of time and effort into accreditation if it is going to fundamentally change the program.
- Reminded the group to ask, "What is our primary mission?" and "What are we doing to help students in academic and career growth?"
- Dr. Evans asked the committee if they knew of other avenues other than accreditation that might provide external quality control. The group replied with OBEA broadcast competitions, SPJ student competition, and OCPA.
- Jeff Couch offered to spend an afternoon with a student who submits an entry to OBEA to explain how it was judged, or if he didn't judge, provide pointers on the entry.
- All offered to critique competition pieces.
- Dr. Evans asked if students still created string books and the faculty explained that students now create electronic portfolio that is similar.

Mr. Funk asked how many students were majoring in Mass Communications this year.

- Faculty members guessed about 50 majors this year.
- Estimated 80% go on to University of Central Oklahoma or Northwestern Oklahoma State University.
- Group recommended faculty members from University of Central Oklahoma and Northwestern Oklahoma State University be invited to join the advisory committee and ask them how NOC students perform.

Dean Percy stated that Channel 9 (KWTU) has a social media department with 9 employees. Do graduates need more of a social media element? Responses included:

- Yes! I need one for eight station. The more skills the students have the better. It would be helpful for students to understand the metrics behind it and the analytics behind it. Radio stations aren't just transmitters anymore. Facebook Live takes all listeners backstage at a concert.
- Students should know how to schedule social media blasts.
- It boils down to content. I explained to our morning staff that they are more important than radio stations. Content is golden because that is something that can't be replicated. Rick and Brad could go to a podcast if the radio station shut down tomorrow.
- Students need to work on planning and content.
- Students need to be able to take topics like religion and politics and be able to talk about it and not take a side. Students need to be able to hit all sides and stay neutral. Radio is no longer like Howard Stern, who wanted to shock everyone.
- Teach the fundamentals for college freshmen—communicate, write, speak in little bits all the way to long-form journalism. Know the purpose of different types of communication: persuade, inform, annoy, and offend. Know whether a story is appropriate or inappropriate. Is this engaging or pandering?
- Technology and social media move so quickly, the program isn't going to be able to keep up, so focus on the basics.
- Students should learn they can post a poll on Facebook and listeners can add comments. This allows the on-air staff to fit the piece into the overall picture and make an emotional connection. You can do a political poll and the on-air staff stays neutral.
- Students need to know they can't express an opinion unless it is editorial. Students need to be able to answer, "What is the purpose?" and make sure they aren't wandering too far off.
- You can't teach equipment because it will be out of date. Dean polled the group on what software they were using and received five different formats and platforms.

Dr. Stinson asked Shelby Cargill, "As a recent grad, what did you learn that was most applicable?"

- Mass Communication has an amazing staff. Dean Percy and Scott Haywood would drop everything and help me if I asked. I loved my time here.
- I benefited from on-air experience. I can go live.
- Writing for the newspaper helped me focus on content.

- I could have benefited from on-air coaching, creating voices, and more discussion on how to plan a show.
- Students need to know their demographic and know who they are trying to hit.

Dr. Evans asked, other than University of Central Oklahoma and Northwestern Oklahoma State University, is there anyone who should be here?

- No additional names were provided.

Dr. Evans thanked the committee and offered committee members a tour of newly renovated Central Hall. The meeting concluded at 7:20 p.m.

Note: Each student is provided a course syllabus at the beginning of the semester. This syllabus is a contract between the student and the instructor. Instructors cannot change due dates of assignments to simulate real-world situation, even if recommended by the advisory committee.