



**Mass Communication Advisory
Committee Minutes
April 18, 2018**

In Attendance: karen Bauer, Monica Hannan, Cole Bernhardt, Chris Erickson, Dale Wetzel, Dusty Anderson, Mary VanSickle, Michael Tomanek, Kim Crowley, Steve Wallick, Ken Rogers, Greg Wheeler. (Hunter Andes, non-member)

kB: NIPA gone and replaced with new organization, ND Student Media Association. Spring 2018 Convention coming up on May 4. Students compete and experts judge. kB will send out more information and let board members know if they need any judges for the areas.

Hunter shared his experiences with the National Newspaper Association fellowship in D.C. Interviewed ND senators. HA shared Society of Professional Journalists awards, as well. Issue(s) with winning articles were missing from newsstands on campus. Suspect administration removed them.

CB: The MYX won first place in CMA Pinnacle Awards. Details on categories and explanation of the shows/segments that were submitted and won.

DW: Discussion of missing issues of the newspaper. More information?

HA/kB: No proof of what happened to articles.

DW: Anything the board can do to help with the situation?

HA/kB: Help to get The MYX, The Mystician, MystiCast -- Mystic Media in the same building (Armory). Would help to get the entire program together.

DW: Want to get everything to the Armory?

HA: Yes. Details of how it would all go together.

DW: Obstacles?

DA: Funding. About \$25,000. Mainly infrastructure re: air conditioning.

DW: What can we do to help?

kB: Explains some areas where they have applied for funding. Any companies here that might have some options for application?

GW: Will check.

MV: Talking about this for a few years. Did move from Schafer, but still trying to combine.

DA: Space no issue in the Armory—would have more space. Working with other areas in NECE, no problems there.

MH: Open to selling signing rights?

DA/kB: Yes.

GW: Jen Hollen at Basin.

DW: Who to talk to at KFYZ?

MH: More info, especially interested in TV. Will talk to someone at KFYZ.

DW: Apply for grants, MH look into financial support for TV studio. Any other suggestions?

HA: Steve Schwan from Schwan Auto?

DW: Kupper.

GW: Talk to Alison Zarr re: contacts through EGC (Energy Generation Conference) and potential donors there.

DW: Will be in touch about potential funding, MH about naming rights, etc.

Curriculum Update

kB: Anyone see anything that was a problem?

kB: CIS 210 and 230. UND has CIS 206. Could we remove the 210 and 230 and replace with 206 which would add DreamWeaver and animation. To MT: could this happen?

MT: Curriculum changes need to be in by October.

DA/kB: Who would teach?

GW: Animation like this is very important. DreamWeaver not so important, but after effects and Final Cut or Adobe.

kB: Remove 210 and 230 and offer 206.

MV: Graphic Design teach this?

kB: Not open to MC students.

CB/DA: Definitely a missing piece. No one in our department teaches this.

MH: Automating and computer-based, so makes sense to continue to move to latest thing. Pretty much boiling down to two people.

CB: What do those two do?

MH: Control room moves to news room for most except breaking news. People trained in studio control will need to be trained in news. Implemented soon. Rapid changes in terms of this technology. Not complete automation, but changes.

GW: Changes like this happening in design, too. Basic knowledge of software is important.

DW: Would people be able to go out into the field with this?

MH: More newsroom-based application. Timing is still an issue.

DW: This is a go.

kB: Minot State University audio production class, lab and lecture.

CB: Principles of audio signal processing. How to mix, compose, master. Radio industry is also becoming automated. Currently, trying to combine with a lab, which is interactive and hands-on. This change would separate—class to learn, lab to do.

GW: Do you do all shows live, or are any of them pre-recorded?

CB: Both. Details of how the current system works. For one credit course, this might be too much.

Other items discussed --

Workshop ideas for fall NDSMA convention: lighting, news package, graphics package

Advisory Committee Appointments/Reappointments -- suggestions for new members:

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