



**Mass Communication Advisory
Committee Meeting
December 5, 2017
12 pm - Missouri Room, BSC Mystic Marketplace (Student Union)**

Present: karen Bauer, Kim Crowley, Cole Bernhardt, Dale Wetzel, Dusty Anderson, Chris Erickson, Steve Wallick, Ken Rogers, and Mike Mabin

Dale Wetzel starts meeting at 12:18 pm.

Introduction of new member, Chris Erickson.

DW: to kB for updates on the program.

kB: New format of Mystician, back to newspaper style. Feedback from students on campus has been positive to the new style. Announcements from the other areas of Mystic Media.

CB: The MYX won 1st place in the College Media Association's two-year radio contest (Pinnacle Awards). Submitted broadcast on Sound Cloud. Not sure how many colleges compete, but this is the national organization.

One returning student, so lots of time getting new students up to speed. Most coming back next semester—nine students. Eager to progress to new things.

DA: Mysticast won second place in Pinnacle Awards. This year, all new students. Struggles with attendance. First live broadcast 12/12/17 at 12:30 pm. Description of the broadcast.

KC: Figments of Imagination won third place in the contest--25th anniversary edition. Six students in the class, no one returns because students can only take it once. Crowley's last year as adviser for Figments of Imagination--handed to another instructor in English.

DW: Curriculum

kB: Some additions. Add a specific audio class in spring semester.

CB: Class aimed at introducing students to audio equipment and process. Lab class--focus on lab work and experimentation.

DA: Like Basic Video Production, where students have an opportunity to do the lab work separately, then use the class to pursue stories.

DW: Would students who want to improve video [and audio] skills to be able to take these classes?

DA and CB: Covers basics, not only for mass communication students.

kB: Open to community for people who are interested in taking these classes.

DW: Marketing these classes--open to non-majors.

kB: Brief overview of changes today. Meet again in January to distribute changes to the members not present today. English usage (grammar) removed because it's only offered every other year now. Also, pull Introduction to Broadcast because it's repetitive. Spring semester, internship requirement.

SW: Trouble finding interns. High school students are busy; good students, but challenges getting them to come in. Would like to get back to internships. Have had students from BSC, too.

kB: Take handouts, will get to other members for their review, talk to department chair (Tomanek), and review again. Still discussing offering animation class.

DA: Interest from graphic design students. Graphic design offered an after effects class. Concerns about students with no background taking an animation class.

kB: Maybe remove and add something in its place. Look through and note what is missing so we can discuss adding.

Sponsorship for students' annual trip to CMA conference in NYC. Three students so far have funding. Need funding for more students, but funding structure has changed, so those funds have to be raised. DA, CB, KC and kB have all been. Feedback about student experience?

CB: Lots of pros. Students respond well.

DW: Regarding corporate sponsorships. Specific places to look?

kB: ND Newspaper Association \$1000. BSC Foundation \$800. SGA eligible for \$1200. ND National Guard considering sponsorship pending more examination of audience--about \$2500.

DW: Will look into it and check into.

CE: Is the club able to raise funds itself?

kB: Yes. Not needed before. Last year funding was cut drastically, so new this year. No stipends for students working on the paper anymore. If anyone has names of potential sponsors,

students can put together letter. Company you know or want me to contact, or to have students contact, let kB know.

DW: Get in touch with contacts to see what's possible and then have students put the request together.

kB: Continuing to look for funding sources.

CB: Events planned? Fundraising options?

KC: Fundraising can be tough--selling cookies and such doesn't make much money and takes away from the work of putting together the publication.

kB: Events still underway, including musical events, etc.

CB: Nice weather--outdoor events, including outdoor movie event or maybe something in the Bowl? Anything like that planned?

DW: Last year something like that was planned, but got shut down.

kB: Explanation of last year's situation--bands, food trucks, etc. lined up, but conflict with another event and students decided not to move forward with it.

The meeting concluded with curriculum suggestion handouts for the committee to take and read. karen said she would set up a meeting for early spring semester to discuss curriculum changes.