



Santa Monica College (SMC)  
Communication and Media Studies Department

## **Media Production Advisory Board Minutes**

The annual Media Production Program Advisory Board Meeting of Faculty and Industry was held on the 20<sup>th</sup> of December 2021, starting at 2:00 p.m. and ending at 3:00 p.m. Pacific Standard Time on ConferZoom due to the continued pandemic.

### **Advisory Board Members Present:**

James Brooke, Independent Reality TV Producer, Georgia State University (GSU) Professor  
Michael Carlucci, Olympics Sportscaster, Madden Game Sportscaster, SMC Adjunct Faculty  
Gail Fetzer, Multicamera Television Instructor

Mario Franco, Program Coordinator, Promo Pathways

David Javelosa, Game Design, Faculty Lead and Advisor for Corsairs Esports Team

Michelle Letarte, TV Producer and Executive-in-Charge (EIC), Seven Sisters Productions

Brant Looney, SMC IT Manager

Don Rusnak, Broadcast Engineer, KCRW (formerly of Riot Games)

### **Student Visitors Present:**

Luke Honda, Corsairs Esports Team, Vice President

Emily Karlsson, Documentary Filmmaker, Promo Pathways student

Jesus Montanez, Corsairs Esports Team, President

Marqueeda Watson, Promo Pathways Alumni

**I. Call to Order with Opening Welcome.** Shaw started the meeting with showing the Media Production Highlights PowerPoint which discusses the three certificate degrees in the program as well as some of our equipment vendors including Ross Video, Yamaha, Sony, JVC and Panasonic. Shaw presented the number of faculty as well as our campus resources for our program. Introductions of everyone in the ConferZoom room and a review of the advisory board meeting notes from December 19, 2019, as it related to Esports.

**II. Current State of the Media Production Program.** Shaw gave a quick overview of progress of the program over the course of the year during the continued Covid-19 pandemic. Media Production developed and executed their Covid-19 Protocols for shooting our campus productions and this will change as this virus mutates and updates happen with LA County. The SMC Media Production Safety Protocols were shared with everyone in the Zoom Advisory Board session for any additional feedback and discussion.

Although we did not have on-the-ground classes in the Spring of 2021, we were still able to do virtual production projects in Media 13 (Announcing), 20 (Intro to Short-Form Writing and Producing), 21 (Advanced Short-Form Writing and Producing), and 48 (Electronic Field



Production [EFP] Workshop). These classes were still engaging to students, and they were able to produce content from the safety of their homes.

In Fall of 2021, we were able to return to campus with the Media 46 TV Production class, taught by Prof. Gail Fetzer, and shoot campus events. Early in 2021, This Media 46 class, partnered with a Santa Monica Community organization, MLK Westside Coalition to livestream their annual celebration virtually on Jan 18th, 2021. This positive partnership has continued, and we will be producing this organization's virtual event on January 17th, 2022.

Although we did not have sports or campus events in the Spring, during the Fall semester we tried to make up for lost time by producing the following events:

1. Four (4) Corsair Women's Volleyball games livestreamed on YouTube
2. Three (3) Corsair Football home games which were livestreamed on Twitch
3. SMC Nursing Program Pinning Graduation Ceremony livestreamed on YouTube
4. Recorded Theatre Program Dress Rehearsal

Due to the pandemic, we are not allowed to have spectators or guests on campus for any of these events, so it was meaningful to have the media production program livestream the events for friends and family at home.

**III. Strategic Partnerships for Promo Pathways**. Shaw became Faculty Lead for Promo Pathways and this Fall and presented highlights of the Entertainment Promotion Marketing Production degree program and showed a clip of the work that students are doing.

#### PROMO PATHWAYS HIGHLIGHTS

Graduated one cohort and started on the 10th class

We have been adding partners to support our program including:

- Laurie Brown of Creative Coalition for People of Color Organization, is to hold an informational event in January
- Spark had a fundraising holiday event for Promo Pathways in December and want to do continued outreach with us by way of guest speakers and mentors
- In talks with NBCUniversal in terms of doing something more formal with our organization
- David Hall (Workforce) started a LinkedIn Group for alumni and Current Students
- Shaw is developing an Alumni Mentor program for current students which we hope to roll out in 2022
- Mario will coordinate with Promax to have more structured sessions with industry for critique and feedback with current cohorts
- Aspect hired a couple of our 9<sup>th</sup> year cohort students and is a new partner

#### PROMO PATHWAYS PLANS FOR NEXT YEAR

- We plan on restructuring the sequence of classes
- Activate the Alumni Mentorship program with Promo Pathways students
- Work on sizzle for 2022 to show BTS and demonstrate the work that they do
- Work with Community Corp on a mini documentary for their 40<sup>th</sup> Anniversary



#### INDUSTRY PARTNERS CAN DO ONE OR ALL OF THE FOLLOWING

1. Donate media for student practice
2. Have first look on Industry Night
3. Be Guest Speakers
4. Mentorship
5. Promo Pathways Advisory Board
6. 360-Case study Presentations best practices

**Students Present their Experiences in the Program.** Current media production students in attendance talked presented their work over the course of the year to the advisory board members. Marquedda (Promo Pathways alumni and current Media Production student) voiced the importance of the hands-on experience and enlightened her on career paths that she didn't know existed. She also likes the media production discipline to expand upon the skills she learned in Promo Pathways. She would like to do a podcast or TV show about the program. Emily talked about how these classes supported her work and the relationships she is building in the cohort model. She appreciates the personal care that each of the instructors give to the students and how important that respect is for someone developing their skills. Marquedda mentioned that she would like to be able to have access to the labs after hours and more than one person should be able to give students access to the studios at the CMD.

#### **IV. Advisory Board Insights on Esports Management, Production and Performance**

Shaw showed a clip where we featured footage from the Esports tournament we livestreamed on Twitch during Indiecade 2019 at the CMD. This is when we started talking about developing an Esports curriculum at SMC. [Our first meeting with the advisory board regarding esports was in December 2019, and the people still engaged with us on this project are but could not attend this meeting include: Tim Conley (Sports and Entertainment Producer), Eric Elder (Game Design Instructor), Arabian Prince (Esports Producer)]

We have decided on an AS Degree in Esports Management, Production and Performance, which will be cross disciplinary with Game Design (Design Technology), Media, Athletics, and Journalism. Based on our research from the summer in observing job trends in esports, we are hoping to prepare students for the following careers:

1. Producers
2. Analysts
3. Coaches
4. Team Managers and Organizers
5. Esports Journalists

David Javelosa and I met with a counselor over the summer to set up the program map for esports. This program will include classes in business and sportscasting. We asked the advisory board the following questions to gain their industry insights:



- What Specific jobs should our program map to?
- What computer programs do our students really need to know in this field?
- What specific bachelor's degree is needed to get a job, if at all?
- Which is the best league for our SMC Esports Team to join?
- Should the Corsair Esports Team join more than one league?

There is a lot of interest in esports, and we feel it will help us meet our goals as a program and benefit others with the cross-disciplinary aspect of the degree. Most of the classes are already in curriculum, they would just need to be sections contextualized for esports. The goals are always to increase student enrollment and completions, and train students for entry-level jobs that are in alignment with gaps in the industry.

**Students Present their Experiences in Esports.** Current Esports Team discuss what they have been doing this Fall semester and why we should vote to move this forward. Their first semester has been all about laying the foundation for the Esports teams and see what the student interest would be like on campus. They have been focusing on the standard games and teams that most colleges have. They have also been getting into leagues to understand the types of teams that are in the community. They have streamed a couple of tournaments with commentators and have had a successful Fall 2021 semester. They want to increase their social media presence and use the CMD facilities to take team pictures. Students would like to tournaments on campus, but we are going to keep an eye on the pandemic and hopefully this will improve over time.

**Vote on Proposed New Esports Program.**

Redelia move forward with the curriculum and the Program Map worked on with Counseling regarding getting a certificate and AS Degree. This motion was seconded by David Javelosa. Present advisory board members typed their responses in the chat and unanimously voted to move forward with the Esports Management Production and Performance AS Degree and Certificate.

Meeting adjourned at 3 pm.

Q&A afterwards for advisory board member who wanted to share further.

**Next SMC Media Production Advisory Board Meeting is December 2022**