Fullerton College
Journalism Advisory Committee Meeting

April 11, 2018
4:30 p.m.

Present: Jay Seidel (Fullerton College), Julie Patel (Fullerton College), Ken Starkman (Fullerton College), Martha Payan-Hernandez (Fullerton College), Krysta Fauria (Associated Press), Todd Harmonson (OC Register), Chris Haire, OC Register Seth Liss (Tribune Interactive)

I.   Welcome and introductions

Jay introduced the members of the committee and described its role: It meets once or twice a year and provides direction to the journalism program. Julie said the feedback is taken seriously, and even used in the curriculum development process. Ken added that the feedback is included in program reviews and other documents.

II.   Overview of the program

a.   Brief overall description

Jay spoke about the importance of drilling in the fundamentals and balancing that with preparing students to learn how to use the latest technology to enhance their reporting. He said the program's students publications – the Hornet, Inside Fullerton (formerly Torch magazine) and La Antorcha – are critical in allowing students to learn by applying their newfound skills. He mentioned a new journalism tutoring program he started that is aimed at enhancing students' basic writing, grammar and AP Style skills.

i.   New department website

Jay explained that the new department website is almost ready to publish and it is a vast improvement on the old site. He said student testimonials will be added to the site. Seth asked if the site is reflexive and Jay said it works well on mobile, though there is one kink to fix. Seth asked if the goal is to draw readers consistently. Jay said its main purpose is marketing the program to prospective students. Based on seeing different parts of the website – such the companies and colleges that alumni transferred to upon graduating – committee members provided positive feedback. Julie suggested rotating some of the best student work on the top of the website. Todd said a cutting edge site is crucial to showing how advanced a program is in terms of it understanding and use of technology. Jay mentioned the rich history of the journalism program, stating that the Hornet is the oldest continuous publication in the state. Julie said an interactive timeline could showcase some of that history and the accomplishments since. Ken said students could create that content and the timeline could be peppered with archived stories from student publications.

ii.   New courses, degrees and certificates

Jay said degrees are more sought after by journalism students at this point, however, newer skills-based certificates could enhance the resumes of both students and working professionals. He mentioned a multimedia certificate that is in the works that would require students to take the multimedia, drone reporting,

social media and data visualizations courses. He said new certificates that could be developed include drone reporting, data journalism and Spanish language reporting. Todd Harmonson said certificates don't matter as much to news outlets as actually being able to perform the skills, but the skills being taught by the courses in a multimedia reporting certificate were greatly needed. He added Spaish media will add an additional skillset for journalism students, especially in this region. Julie said courses have "Student Learning Outcomes," that require students to meet the objectives outlines and the skills required in order to achieve a passing grade. Ken said part of the advisory board's role is to review those "SLO's" to ensure they best match what the industry looks for in future employees. Jay said he can email those to the entire committee.

As for new courses, Jay said they include VR storytelling, which is in development, data visualizations, which will be offered in the Fall, and social media communications, which has also been approved by the state. He noted the importance of VR and pointed to examples of cutting-edge work produced by news outlets such as the Daily 360 by the New York Times and the Guardian's 360 footage of isolation cells in prisons. Jay mentioned a prerequisite that has been added to the publications courses to ensure students are prepared with knowledge of proper grammar and the basic rules of writing.

Jay asked Julie turned the meeting over to Julie to speak about the data visualizations course. Julie said the course will be offered Friday afternoons in Fall 2018. She said it will start with the basics of Excel and gathering, cleaning and analyzing data and work up to creating visualizations that not only reveal the true trends and stories behind data, but also make it more accessible for readers and viewers. She encouraged committee members to share information about the course with folks in their newsrooms who are looking to gain data journalism and visualization skills – noting that the course is much more affordable than alternatives such as boot camps in other parts of the state and country.

Jay suggested new courses that could be developed include copywriting, technical writing, media literacy and entrepreneurial journalism. Todd said all students should be required to take media literacy. Jay said media literacy is a core element of the Mass Media Survey class – a journalism course that fulfills a general education requirement – and asked if the board thought a separate media literacy class made sense. People agreed. Jay described the importance of being entrepreneurial, describing the feeling he got when he worked at the L.A. Times and realized other reporters had their own blogs and side businesses.

III. Status of the industry, skills needed in today's industry and needs of the program
Krysta emphasized the importance of data journalism in newsrooms today and said she wished she had the opportunity to learn it as a student at her 4-year college. She said she learned more about it from Professor Milloy's statistics class than she did after transferring. Chris said he did not have the same experience with Milloy's class. Jay said the idea of a "math for journalists" class to replace the math requirement for general education had been floated years ago – and was shot down by math faculty.

Jay said the department is in the process of acquiring a truck to facilitate live coverage. Julie said Tableau Desktop will be needed in years to come but is free for now. Ken said the district has a license for Tableau so she should check on how long that is good for and whether

students can also use it. Jay talked about statistics shared at the National Association of Broadcasters conference demonstrating that television newsrooms had outpaced newspapers in the average number of editorial employees. Committee members agreed with the importance of video in the new journalism landscape. Chris and Krysta said the Adobe Suite is critical. Julie asked about Audacity, which is used at a number of NPR affiliates, including the one she worked at. Jay said the student newsroom has both. Todd said the Register uses the Google suite because of its sophistication and the cost savings provided. Krysta mentioned the Bamboozler app has become an important tool for her to do live videocasts. Todd said he was impressed and that most college journalism programs don't provide "even close to" what is provided at Fullerton College in terms of job preparation.

IV.   Collaborations
   a.   Jay said he was worried about enrollment in the Spanish language reporting course but said it is now poised for success because of its upcoming dual enrollments with Savanna High School students and Cal State Fullerton. What's more, Telemundo has expressed interest in airing student work. Julie said the journalism program is open to and welcomes similar collaborations with other news outlets. Jay mentioned a similar collaboration Fullerton College had years ago with the OC Register, in which students produced videos for the paper. He said the demand outpaced the supply. He said he had floated a similar idea with the OC Register recently

V.   Adjourn