

LACC Cinema/TV Advisory Board 2020 Notes & Recommendations

Date: May 17, 2020

Location: Zoom Conference

Full Time Faculty Members in Attendance: Jen Vaughn (Chair), Michele Gendelman, Krystle Klein, Christopher Rossiter, Dylan Shields, Joni Varner

Adjunct Faculty Members in Attendance: Joel Trudgeon, Moises Perez, Juliana Medina, Kenneth Thomas, Daniel Marlos

Administrators Faculty Members in Attendance: Vi Ly, Armando Rivera-Figueora

Alumni & Entertainment Industry Advisors in Attendance: Steven Saltzman, Charles Kanganis, Michael Edwards, Augie Max Vargas, Kate Ketcham, Moana Sherrill, Frank Kay, James Dymond, Nancy Murray, Richard Greenberg, Russell Nohelty, Joe Petricca, Dan Watanabe, Richard Marks, Danielle Stallings, Dominic H. White, Frank Tran, Michael Edwards, Robert Reber, Dawana Speights, Martha Pelayo, Richard Greenberg, Michael Dallatorre, Steven Saltzman, Jenni McCormick, Tamra Davis, Eric Swelstad, Jonathan Arnold

CALL FOR VOTE:

Please vote Yes/No/Abstain if you are in favor of upgrading certificates from Skills Certificates to Certificates of Achievement recognized at the State level. This would change our: Cinematography, Producing, Directing and Post-production certificates into a version visible on student transcripts.

VOTE PASSED UNANIMOUSLY (*See attached meeting transcripts*)

RECOMMENDATIONS FROM ADVISORS:

1. Continue to modernize the studio and post-production facilities; upgrading of camera equipment, classroom technology and industry-standard editing software is mandatory.
2. Increase industry partnerships, sponsorships, guild relationships and mentorships to form career pathways.
3. Increase internship opportunities and soft skills training through work-based learning, such as our *Cinema Cooperative Education Program*.
4. Job Skills and Career plan development, including awareness of Social Media, Brand Development and Marketing. Create pathways for meeting agents and acquiring representation for Directors and Writers.
5. Advanced skill training in Post Production, Color Correction, Remote Workflow and offer Certifications in Avid Media Composer and Avid Pro Tools.
6. Explore developing curriculum based on remote workflow, live streaming, virtual and augmented reality.
7. Prepare students for remote work environments, online conferencing etiquette, and how to build your network, develop skills and expand career opportunities while sheltering in place during CO-VID 19.

COMMENTS FROM ADVISORS:

The individual production based model that is at the heart of LACC's Dept. of Cinema-TV Program as well as the Cinema programs at other colleges and universities is the best approach to have the film student become self reliant and technically and emotionally capable of being "self-starting" and not wait to be "called" for a job.

The virus issue is just one of many transformations that are compelling film workers in all phases of their careers to adapt to technological and social interaction change.

Emphasizing safety above all should not be a new teaching / learning concept as filmmaking has always had a high degree of physical and social risk, in terms of stability and financial well-being. Now, such knowledge / teaching must include health / safety measures that center on the dangers of the virus and other possible viruses. Instruction in such health concerns should be mandatory as instruction in other safety production concerns.

Today young social influencers are making more money than industry professionals doing their own project on their own. This is a viable form of revenue and creative satisfaction.

I think the most important aspect is having a sustainable online option for creative, social and distribution.

How has the COVID-19 "safer at home" period impacted your business and workflow?

It actually gave us time to catch up globally as the video game Industry surged in participation from home.

All shows with live audiences cannot operate at the capacity they used to so many utilities, camera operators and people on the ground do not have work in today's covid era of production.

Which "soft skills" are most important for students seeking entry level work or internships?

Communication skills. Knowing when to talk and not to talk but also how to develop relationships with people whose trust you can earn for future projects down the line. Reliability is key.

Anticipatory skills are extremely important as opposed to task driven directives.

Positivity. Reliability. Computer savvy. Social skills. Proximity to location of project.

Social media savvy, PC Mac, word, excel, slack and an interest in video games industry.

How should we integrate social media in our marketing and in our classes?

Prob the most important piece of marketing you can do is utilizing social - insta, tiktok, snap, youtube, FB,

Considering kids are your #1 target you should go heavily into social media promotion. All of these kids have their heads in their phones and tablets. You gotta get in there and show them what you offer.

Offer classes in Twitch, YouTube, IGTV and even Tik Tok as those are legitimate forms of revenue and gaining brand awareness.

More courses directed around the video games Industry might be very attractive - it's beyond tv, film, music combined. Augmented Reality Graphics

Continuing the discussion from previous years about which video editing software to teach: Final Cut Pro® X vs. Avid™ vs. Adobe™ Premiere® vs. DaVinci Resolve™. Any suggestions on Virtual/Augmented Reality?

All of the above.

Avid & Premiere are the two most used editing softwares in my industry. Mostly Avid for big multi-cam shows with multiple editors tapped into the system. Premiere for stand-alone edits being delivered complete.

Adobe Premiere has just dominated in terms of tv - it should be required

Avid Media Composer Certification allows students to stand out in a sea of resumes of budding editors. Teaching the skills of this workflow and allowing students to pursue certification is an invaluable training tool.

I think this is a great idea. I bought a Oculus Quest recently and it blew my mind away. As rigs like the Quest become more affordable, the audiences will get bigger and more content will need to be created in this space.

ZOOM CHAT TRANSCRIPTS:

00:48:26 Steven Saltzman: YES
00:48:57 Charles Kanganis: Yes
00:49:05 Michael Edwards: Yes. Important
00:49:11 Augie Max Vargas: YES
00:49:17 Kate Ketcham: Yes
00:49:19 Moana Sherrill: Yes
00:49:23 Moises Perez: Yes!
00:49:26 Frank Kay: Yes
00:49:39 James Dymond: yes

00:49:43 Lili Medrano: Yes

00:49:45 Nancy Murray: Yes

00:49:58 Richard Greenberg: Yes

00:50:01 Russell Nohelty: yes

00:50:02 VARNERJK@laccd.edu: Please text in the Zoom chat window with a "yes certification" vote, if you are in favor of upgrading certificates. This would change our: Cinematography, Producing, Directing and Post-production certificates into a version visible on student transcripts. Currently these four certificates do NOT appear.

00:50:05 Joe Petricca: Yes.

00:50:07 dan watanabe: Yes

00:50:09 Russell Nohelty: yes cert

00:50:11 Augie Max Vargas: Yes Cert

00:50:12 Moises Perez: Yes cert.

00:50:14 Joel Trudgeon: Yes certification

00:50:16 Richard Marks: YES CERT

00:50:16 Kenneth Thomas: YES CERT

00:50:17 Danielle Stallings: Yes cert.

00:50:17 James Dymond: Yes cert

00:50:18 Dominic H. White: Yes cert

00:50:19 Moana Sherrill: Yes Cert

00:50:21 Charles Kanganis: Yes Certification

00:50:21 Joe Petricca: Yes cert

00:50:21 Frank Tran: yes cert

00:50:21 Michael G. Uva: Yes Cert

00:50:22 Kate Ketcham: yes cert

00:50:23 Frank Kay: Yes Cert

00:50:23 Michael Edwards: Yes Cert

00:50:24 ted: yes cert

00:50:25 cassiomariscotti: Yes certification

00:50:26 Lili Medrano: Yes Certification.

00:50:27 Robert Reber: yes cert

00:50:28 emily durkin: yes cert

00:50:29 Michael Yr J. Day: YES CERT!

00:50:30 astoquic: YES CERTIFICATION

00:50:32 Daniel Marlos: I vote yes on Certificate upgrade.

00:50:35 Michele: yes cert

00:50:35 Juliana: yes cert

00:50:35 ericswelstad: Yes cert

00:50:36 Steven Saltzman: Yes Certificate

00:50:38 Stu Suarez: yes cert

00:50:40 Nancy Murray: Yes cert

00:50:43 Dawana Speights: Yes cert

00:50:51 Daniel J. NYIRI: Yes Cert

00:50:56 astoquic: Yes Cert

00:51:00 Arantxa: Yes cer

00:51:08 Richard Greenberg: Yes cert

00:57:19 Michael Dallatorre: YES CERT

01:06:14 pelayomc@laccd.edu: thanks to our donor who helped facilitate avid licenses

01:17:19 Juliana: BRAVO !!! Congrats

01:19:25 Augie Max Vargas: Augie Max Vargas, Producer

01:22:10 Jennifer Vaughn: Please type your name if you would like to add to the discussion

01:22:38 Russell Nohelty: Russell nohelty - publiser

01:24:35 Russell Nohelty: <https://thecompletecreative.com/virtualconference/>

01:24:56 Frank Tran: Thanks Russell!

01:24:59 Jonathan Arnold, Esq.: Prof. Jonathan Arnold, Esq. - Attorney

01:25:58 Stu Suarez: Stu

01:27:15 Jonathan Arnold, Esq.: Thanks stu (and everybody; "here, here!")

01:27:22 Robert Reber: Robert Reber - free lance filmmaker

01:29:06 Frank Tran: Prof. Rossiter, When are we expecting the color correction class to go live?

01:29:52 Lili Medrano: Lili - Student

01:31:28 Augie Max Vargas: Directing/Proudcng

01:31:38 Augie Max Vargas: *Producing

01:31:54 Juliana: Internships and Traninings

01:31:59 Russell Nohelty: 2 please, or 4.

01:32:52 Dominic H. White: Editing breakout please

01:33:16 Nancy Murray: Cinematography

01:33:31 Armando Rivera-Figueroa: Thank you everyone for you time and efforts to help us provide our students with the best possible education. I have to run to Dietetics Adv Board at 2 pm. Best, Dean Armando

01:33:44 Richard Marks: Directing please

01:40:15 VARNERJK@laccd.edu: 60 participants

02:07:39 Moises Perez: Thank you, it was a pleasure to be in this meeting with all of you.

02:13:16 Greg Goeckner: thanks everyone for a great session

02:13:19 Jenni McCormick: Thanks so much Jennifer. This was really great.

02:13:34 Bill True: Thank you for letting me join today!

02:13:35 Steven Saltzman: Thank you everyone -

02:13:36 Dawana Speights: Thank you so much for allowing me to be here! It was a pleasure!!!

02:13:46 Russell Nohelty: Great meeting!!! Thank you!

02:13:59 Frank Tran: Thanks everyone!

02:14:04 Joe Petricca: Thank you Jen! Terrific meeting. Congrats to the continued great work.

02:14:07 Tamra Davis: thanks everyone!

02:14:20 Eric Swelstad: Thanks LACC! Great board meeting!

02:14:22 Richard Greenberg: Bye and Thanks!!

02:14:23 Kenneth Thomas: *thanks, everyone!!*
02:14:29 Kenneth Thomas: *thanks for stopping by, Tamra!*
02:14:31 James Dymond: *Thanks all*
02:15:53 Daniel J. NYIRI: *Hi James*
02:16:33 dan watanabe: *Someone may also have a bad connection. The ech is an artifact of that.*
02:16:50 dan watanabe: *A tout a l'heure everyone!*
02:17:08 Daniel J. NYIRI: *Thank you, Dan*
02:17:14 Lili Medrano: *Thank you everyone!*
02:19:57 Lili Medrano: *Have a great week everyone!*
02:22:52 Danielle Stallings: *Goodbye Everyone at LACC! Miss you guys! Greetings from sweltering Arizona! As my grandma used to say, "don't be a stranger."*
02:23:14 Dylan Shields: *Great to see you, Danielle!*
02:24:11 S Moore: *Thanks for having me, everyone. Good luck and please stay safe :)*
02:27:52 Krystle Klein: *Baby is awake! Thank you all so much this was awesome!*
02:29:56 Stu Suarez: *Great to see everyone! See you soon!*