

Northland Community and Technical College
Broadcast Program Advisory Committee Meeting
7 p.m. Monday, March 27, 2000

MINUTES

Members Present: Laura Hammack-Results Radio, Sales – Grand Forks,ND.
Brian Kemnitz – KJ108 FM, Program Director – Grand Forks, ND
and Robert Hultgren, Broadcast Department Chairperson.

In the absence of Jon Praska, Mr. Hultgren called the meeting to order at 7:05pm.

Additions to agenda: placement, recruitment.

Minutes from the meeting of March 30, 1999 were read and approved by Laura Hammack and seconded by Brian Kemnitz.

Old Business: None

New Business: recruitment

Enrollment Report:

Seventeen students started fall semester 1999, from this original group, one student dropped. There are currently 16 students enrolled in the first year diploma program. The A.A.S. program has six students. Mr. Hultgren also noted that according to information just received 7 students have applied for next fall, compared to 10 at this same time a year ago.

Curriculum Review:

Following a review of curriculum members on hand agreed that the department is heading in the right direction. Mr. Kemnitz noted it would be nice if students could focus on specific areas of study if they are so inclined. Such as students who show an aptitude for sales focusing more on sales and less on the "air" portion during their second semester. Laura Hammack noted that there may be other Sales training material available and that she would send Mr. Hultgren information. Concern was again raised over the Telemarketing course, most notably the lack of equipment for the course. Mr. Hultgren noted that it is his understanding that this course is being revised for next year. It was also suggested that students explore possible sales related opportunities by riding with the sales staff of local commercial radio station. Mr. Hultgren noted that this has been done in the past and usually is an option available to students. Mr. Kemnitz said that training in computerized audio production and editing is very important, and that the department seemed to be on track. A minor concern was raised to have enough study workstations to meet the student population in the program. Mr. Kemnitz also said the program should do more in voice tracking. Mr. Hultgren noted that is the intention, equipment is on hand and that the engineer, Mr. Stan Mueller is working on installation. There was also some

discussion on the feasibility of second year students pursuing more computer/networking courses. The committee concurred that with the resurgence of the Internet this may be a good idea, however Mr. Kemnitz said that stations like his would probably not take this type of training into consideration when hiring announcers. Mr. Hultgren said he would explore the possibility. Brain Kemnitz moved to accept the Curriculum, seconded by Laura Hammack.

Placement Report:

Students placed from last year class included: Wade Hoffart at KZZY in Devils Lake, Mike Hamman at KKXL in Grand Forks and Ben Shain at KTRF in Thief River Falls. Mike Haman was also employed at a Devils Lake radio station but left that position and has not been heard from. Students Jeremy Hansen, Tristan Sjaaheim, Ben Shain, Pat Peikarski and Kris Peterson were pursuing AAS degrees. Bill Mahan completed his AAS following fall semester and is currently pursuing a four-year degree at Moorhead State University. Mr. Hultgren noted that the majority of this year's class will be pursuing an AAS degree next year. Only four students have noted their intention to seek graduation with a diploma. Hultgren noted that there were a handful of entry-level jobs available this spring and that these graduates would have a good chance of finding employment.

AMPERS Update:

Mr. Don Howe, KSRQ Station Manager was not in attendance at this meeting. Mr. Hultgren reported that there would be an AMPERS meeting next month. No further funding is anticipated during this legislative session, however, AMPERS is working on networking and selling itself to potential advertisers as a group of stations.

Equipment Update:

In Mr. Howe's absence Mr. Hultgren noted that he estimated approximately \$12,000 available in the State Equipment Grant for KSRQ. Monies have been spent for a new transmitter tube and other repairs. Mr. Hultgren noted that he and Mr. Howe were discussing how to best use the remaining money. Most likely in improving the FM studio and adding more computer workstations.

Safety Inspection:

Mr. Hultgren noted that there have been no safety issues brought to his attention, so far this year. There had been some minor remodeling of the department, including new carpet and the removal of old office furniture. The hallway and two studios have also been modified more for safety and accessibility compliance for two students enrolled in this year's class.

North Central Accreditation:

It was noted that the NCA on-site visit would be held April 10-12, 2000 at NCTC. Mr. Hultgren noted that this was his first experience with the process and it will be interesting to see what the NCA visit consists of. Members on hand deferred to Mr. Hultgren to chose Advisory Members to meet with the NCA on April 11th for a luncheon.

Recruitment:

Mr. Kemnitz felt that the broadcasting program should be promoted separately from other programs. He felt that the Broadcast program should be promoted on radio stations in Grand Forks, Fargo and maybe even Winnipeg. He used the analogy of selling Bibles. He said you could set up a stand to sell Bibles in the mall, and maybe would sell a few. But if you set up your stand in the Church, you probably would sell a lot more. He said the Broadcast program should take its message to the "church". Ms. Hammack agreed that it would be a natural fit to advertise on radio stations that reach the population in the area. Mr. Hultgren noted that he did not know what say he or the department would have in the recruiting process. Mr. Hultgren noted that Mr. Howe has always been a strong supporter of the program, and he is still making high school visits. Mr. Hultgren had also met with Mr. Ott for a brief period, to introduce him a bit more to broadcasting, so that he would be better served to represent the program. However, it was a brief meeting and Mr. Ott is the only other "recruiter" who has taken time to actually stop in and ask questions to become more familiar with the Broadcast program.

Next Meeting:

There was no suggestion as to when the next meeting should be held. Those in attendance noted that this meeting was of short notice and that it probably affected participation. There were no new agenda items suggested for the next meeting and also no changes in membership of the advisory group.

Adournment:

Mr. Kemnitz motioned that the meeting be adjourned at 8:30pm, seconded by Ms. Hammack.