

Minutes of the Radio Broadcasting Advisory Committee Meeting
TRF Best Western Inn - Room 105
June 4, 2001 - 11:30 a.m.

Present: Jon Praska, Frank Fee, Davin Halvorson, Mike Peterson, Stan Mueller, Mark Stromsodt, Laura Hammack, Brian Kemnitz, Don Howe, Dr. Orley Gunderson, Tom Quinn

Members Jack Swanson and Jim Birkemeyer provided letters of advice for Northland.

The meeting opened with remarks from President Gunderson and with introductions.

The advice given by committee members was:

1. The Broadcasting industry is changing. There are fewer and fewer positions as stations merge and become automated. Radio station broadcasting staff and other employees have job descriptions requiring broader skills and different functions. This means that the education of broadcasting students will have to be more comprehensive.
2. Advisory committee members reaffirmed the need for a radiobroadcasting program in Northwest Minnesota. Small rural stations need graduates of the program.
3. It was recommended that the internship course be included in the program. Internship sites should not be limited to sites only in Thief River Falls.
4. A flexible entry and flexible exit program will be an advantage allowing students to secure jobs when they are available.
5. Brown Institute in Minneapolis is charging stations for their lists of graduates thereby creating a revenue stream.
6. The person selected for the open instructor position should have experience, a positive attitude, computer experience, control board experience, sales experience, and must be able to write well. Television experience or a degree are not necessary.
7. Courses recommended to be dropped from the curriculum include:
 - 1) BCST 1124 Intro to Television
 - 2) BCST 1140 Television Theory
 - 3) MKTG 1125 Telemarketing
8. It was recommended that the program "stick to the basics" of on-air broadcasting, but strengthen computer skills, sales, and web marketing. Students who can be station managers will have a wide choice of positions.
9. One advisory member said that a strong "on-air" voice was becoming less important and that the ability to multi task in automated stations is becoming more important.
10. A one-year diploma should still be the first goal of students.
11. Students should be required to have some play-by-play sports broadcasting experience.
12. Stations are using fewer part-time "off the street" announcers as positions become more complex and require more technical skills.
13. Sales positions generate the most salary at a station. Guest speakers should be asked to visit with students on the subject of marketing and sales.