



# AGENDA

## Journalism Association of Community Colleges Board of Directors Meeting

5:30 p.m. April 23, 2019 via Go-To-meeting

---

1. Call to Order
2. Roll Call
3. Orientation/questions: student directors
4. Discussion/vote: Studiotobe/The New School partnership
5. Wendy Carrera/ contest revision - *APPENDIX A / attached*
6. Management report, Joe Wirt
7. Reports from directors
  - a. President, Judy House Menezes
  - b. President-elect/Norcal president, Cecilia Deck
  - c. SoCal president, Sylvia Rico-Sanchez
  - d. Communication director, Nancy Kaplan-Biegel
  - e. Secretary-Treasurer, Cindy McGrath
8. Other business
9. Adjournment

April 2019

Email from Wendy Carrera RE: contests

I think **the video and multimedia contests** need to be discussed and clarified. As a retired broadcaster I think the two are very different, however competition wise they are the same. Just food for thought :)

Multimedia is a huge spectrum that includes radio, tv, social media, internet ads etc... I think that some students are not prepared for this competition when given the instructions. Most MM projects are slideshows with stills, text, sound, some have VOs and graphics to engage the viewer. However, some can be super short, while others can exceed a two minute time code. Also depending on audience it needs to be determined if its for tv, radio or social media.

Video: On the spot contest many students kept asking "how" and many didn't know what a package was. The woman that didn't go the Sac State with us said they could get as creative as they wanted. I wasn't sure if this was to be a news piece or a documentary. All I did was mention VOs, SOTs, and she immediately said NO. So, I am assuming that most don't know what a package is. A video competition should have direct instructions and not just "get creative" in that case it should be a short documentary piece not to exceed a specific time code or add another video competition.

A package averages 1:30-2:00 min time code with VOs, SOTs and is normally news oriented. It's what we watch on television news. Other components would be sign ins and outs, framing, and all videos are straight cuts without any fluff.

I think we can work together and figure out a way to be specific in the future. I am happy to help and if we need to add another category where we want students to be creative, we should.