



JOURNALISM AND MEDIA STUDIES (JAMS) ADVISORY COMMITTEE MEETING MINUTES

Nov. 1, 2022 | 4:00 PM | Zoom

Meeting Agenda

1. Welcome and Introductions

Amy Mattern, Melissa Korber, Helena Cruz, Don Johnston, Trevin Smith, and Brandon Byrne were present.

2. Approval of Prior Meeting Minutes

The motion was to approve the minutes by Don Johnston and the second from Helena Cruz. The minutes are approved.

3. Industry Update

Don Johnston – Social media and how journalism has been affected. A Stanford study shows a reliance on news information by juniors and seniors in high school. This study may be appropriate for a journalism program to address how to distinguish sources. The problem isn't so much for students who are in journalism because most of the young reporters that I meet are very tuned in to what the differences are and to what it is to be a reporting the difference between news, reporting and editorializing, and, the difference between fact gathering and opinion. The problem is with the consumers of the news, suggesting earlier that there might be a role for journalists and journalism programs, such as the one at LPC, to help educate people about those things. Links to Stanford Study to follow.

Melissa Korber – I noticed that TikTok and fake news just for entertainment value becomes a huge theory to students, which I have to dispute.

Trevin Smith – Deals with fake news at Verify. Feels that Premiere is valuable for my career, and leaning into the Adobe Suite can open doors for journalism students. These skills can make students more employable.

4. Publishing (during the pandemic)

Evolving to life after the shutdown – we are back to publishing and printing. We created a magazine last year and are creating Naked 17, past, present, and future. We also have a website and will be launching that soon. We also have a literary arts journal that publishes in the spring. We are hoping to offer our multi-media reporting class. An overview of the publications that we have – there's a newspaper. There's a magazine. There's a Literary Arts, General, and then there are our companion websites to all those, and multi-media will occur.

LPC Mission Statement

Las Positas College is an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting lifelong learning.

LPC Planning Priorities

- ❖ Implement the integration of all ACCJC standards throughout campus structure and processes.
- ❖ Establish a knowledge base and an appreciation for equity; create a sense of urgency about moving toward equity; institutionalize equity in decision-making, assessment, and accountability; and build capacity to resolve inequities.
- ❖ Increase student success and completion through change in college practices and processes: coordinating needed academic support, removing barriers, and supporting focused professional development across the campus.
- ❖ Coordinate resources and provide professional development for effective online instruction and remote delivery of student support services and college processes to advance equitable student outcomes.

JAMS Advisory Board

Members

Deanna Horvath, Las Positas College
Don Johnston, Retired Journalist LLL
Jeffery Bennett, LV Raiders Archivist
Kalama Hines, Reporter E. Idaho News
Marcus Thompson, Las Positas College
Melissa Korber, Las Positas College
Trevin Smith, Documentary Filmmaker

Non-Voting Members

Amy Mattern, Las Positas College
Helena Cruz, Las Positas College
Kristina Whalen, Las Positas College
Vicki Shipment, Las Positas College

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5. Faculty Report

During the pandemic, our journalism club has been active and involved in outreach, videos, and TikTok. They decided not to get into podcasting because they wanted to get more experience with video.

- a. Melissa shared the LPC Express news TikTok address.
- b. Student headcount in fall 2021 was 32 students and 34 course enrollments; in spring, there were 79 students and 89 course enrollments. For fall 2022, we are up to 74 total enrollments. We are seeing some recovery from the pandemic and are happy about this.
 - i. Trevin Smith shared that enrollment is trending down at Columbia and has heard the same from his contacts at San Jose State. Trevin mentioned that it is encouraging to see LPC's program offerings and so many outlets for students.
- c. Most recently, we hosted the NCJACC, the first time we have done that. We had 100 students, and Edreece Arghandiway, Cofounder and CMO of Project 510. We won many awards for writing, designing, copyediting, and infographics. LPC Express News.com won an online general excellence award from NCJACC. We are producing great content even though things have changed in the industry since the pandemic. Things are changing for the better. We also have a full group of filmmakers on campus.

6. Recommendations from the Advisory Board

Don will send information on having journalists talk about fake news. Trevin recommended that we focus on Adobe suite and video.

- a. Don also recommended having some LPC publications available in the local libraries. Melissa will look into bringing back some off-campus distribution.
- b. Melissa is hoping for a successful Multi-media class in high flex. Brandon thought the high-flex experience was exciting and challenging.
 - i. Trevin also encourages students to pitch stories on Patch or local stories to build confidence in young journalists. Melissa mentioned that there are limited opportunities due to work and school commitments.

7. Next Regular Meeting (Date) Next meeting date is Tuesday, April 25th, at 4 pm.