

OBEA Meeting 9/15/18 OK Christian University

Members present: Dean Percy, Larry Journey, Ken Fischer, Bob Dickey, Carylton Ross, David Nelson and new UCO member Chris Seaton.

Dean called the meeting to order at 10:11am.

Approval of Minutes - Minutes from 6/18 were reviewed. David made the motion to approve them, Bob seconded the motion, members voted, and the minutes were approved.

Treasurer's Report – Cathy distributed the report, showing the account at \$221.05. She has received a few individual memberships in the mail and today, other members paid their dues giving us a total of \$361.05. Cathy's concern was having enough in the account to buy flowers for Janet following OETA as well as our annual contribution to OETA and to RSU Public TV. Members discussed and decided to wait and give the financial gifts later, possibly next year and focus on getting the remaining dues as well as the institutional fees in to build up the account. Ken made the motion to approve the treasurer's report, David seconded the motion, members voted, and the treasurer's report was approved.

OETA Day – Because both Andy and Wendy were not able to attend, we chose to discuss the schedule of events with Carlyon later in the meeting.

OAB Update – Vance Harrison, President of OAB, was able to attend today's meeting and had a few things to share with members. Today's top career paths for students in media is TV Producing, Radio & TV Information Technology (Engineering) and Radio & TV sales. It compared several OK medias including print and the drastic changes they have gone through including reduction in staff and convergence with other media outlets. As noted, these jobs are needed to operate a station and it is important to encourage students into these fields. Many have a sense of the job opportunities, but many do not. He passed out a 2-page informational on "P1 Learning" that has had great success at the University of Nebraska and based out of Overland Park, KS. This on-line curriculum partners up with broadcasters to introduce their future programs (specifically in sales and marketing) designated to educate students on a career in broadcasting. "P1 Learning" provides all the training materials needed and this can be done as both a classroom setting or weekly on-line assignments. More information can be found on their website at www.P1learning.com.

Vance noted that he would pay the fees (\$60 per student/stipend for faculty member) who signs up to teach this 2-week curriculum. His final comments were about his offering to provide the scholarships for students during OETA Day and that their organization hopes to do even more in the future. He added it is so important for us to continue this 20+ year tradition with OETA and engage our professionals with our students to keep them informed on their career opportunities. On a different note, Dean noted after a discussion with Vance after the last OAB meeting, that OAB is willing to

fund up to \$500 (for the first two institutions requesting) for institutions wanting to host a field trip as part of their curriculum. Vance added to that that OAB would also help any institution with funding to enable them to attend the OETA Student Day.

OETA Day sessions – We reviewed her rough draft and Carlyon discussed the flexibility for the breaks and/or more like “transitions” to give more time to the larger panel sessions. We discussed varying the lengths of the sessions based on the number of panel members. Ken noted that last year BEA reduced their session times from 75 minutes to 60 minutes and he said it was difficult to get all the comments and questions in. Ken is working on the panel members for the sports panel (Vance recommended contacting Bob Carpenter from Tulsa) and David is going to put together the panel members for the Ethics session. In reviewing the panel members in Session I, Cathy suggested moving the panelist from Dead Center Film Festival to the same session with the founders of the BareBones Film Festival in Muskogee. Carlyon is also looking at moving some of the sessions around and will also be in contact with OBEA members to find three who are willing to moderate the sessions. She will talk individually with members and asked that all new panelist names, etc. be turned into her by this Wednesday, 9/19.

Faculty Development Report – Mike Boettcher and John Schmeltzer from OU gave this year’s faculty development report on their initial Spring 2018 “Unfiltered” project with OU Gaylord College students (110 total from several classes). “Unfiltered” was inspired by an earlier project where students covered the Iowa caucus in January 2016. The Spring 2018 effort focused on the OK Teachers strike. Mike noted that the media, especially over the last few years, had to become more transparent and it was important for viewers to see how stories are produced, thus influencing them to developed “Unfiltered.” OU teamed up with several media outlets, including NonDoc.com and News on 9 and 6 in Oklahoma City and Tulsa. It was a way to let students show off their work on a bigger stage as well as how to use social media more effectively. Viewers were able to see full, live interviews conducted by the students as well as seeing action as it was happening.

The two OU student editors of “Unfiltered,” Amina Switzer and Jantzen McGee, presented their user findings for the OK Teachers strike that included Twitter, Instagram and other social media outlets. Student reporters walked with teachers on the way to the capital as well as riding in various buses with them from different communities. The student reporters not only did interviews but also put together a 10-picture photo album of the events happening that week. “Unfiltered” reached 44,000 people the first day of reporting and a total of 121,000 people. Channel 9, who did not filter any of the engagement and comments they received, reached 4-5 times their normal reach with the help of “Unfiltered.” The total cost of this project for OU was \$250 which was to pay for additional cell phone batteries. The student editors and co-editors worked directly day to day with 9’s and 6’s digital content producers. Video material from “Unfiltered”

was utilized by the two stations along with KOCO and the Gaylord College student newscast, OU Nightly.

Today, various OU classes continue with the "Unfiltered" formula covering stories on new dorm residency, OU football's "Clear Bag" policy and student life in general. Mike noted that several things they learned as instructors was that aspects of shooting with your phone and length of work has changed. Most instructors teach students to shoot with their phone using landscape mode however, commercial TV and network uses panoramic mode, the shorter the story is not better when writing and covering for social media. He ended by adding what he learned from the students who did this assignment and they noted they learned how to successfully utilize social media and how to take a video package and turn it into a social media story. They also learned how to more successfully think on their feet and ask more effective interview questions.

John and Mike discussed ideas on how OBEA member schools could share material for the upcoming November election. It was suggested that Ms. Switzer make contact with faculty adviser and lead students at each OBEA member school.

Following comments, Ken made the motion and Bob seconded it to end today's meeting at 11:52am.

