

**HUMBOLDT REGIONAL OCCUPATIONAL PROGRAM  
DIGITAL MEDIA PROGRAM EMPLOYER ADVISORY BOARD MINUTES**

**Date: November 18, 2009**

**MEMBERS:**

Mary Kruse, The Young Media Makers.org	Rick Macey, Macey TV
Barbara Domanchuk, Humboldt Film Commission	Robert D. Barnett, Cal Fire
Bob Morse, Morse Media	Michele Hutchins, ECS Alt. Ed./Adult Ed.
Sean McLaughlin, Access Humboldt	Tracy Jordan French, Access Humboldt
Errin Odell, FUHS	Aletta Sauer, So. Fork High School
Laurel Farnham, FUHS	Janna Cox, AHS ROP
John Webb, Retired	Phillip Middlemiss, Eureka High School
David Scheerer, HSU/Orpheus Pictures	Jason Sidell, HROP
Cole Saxton, HSU/Digital Pathways	Ali Ware, HROP
Eileen McGee, Ink People, Digital Pathways	Pru Ratliff, College of the Redwoods
Laura Chancellor, Step Up, Digital Pathways	Lori Breyer, HROP
Clyde Johnson, CR Digital Media	
M. Youssef, Blue Ox Radio	
Steve Spain, Access Humboldt	

- 1.0 Lori Breyer extended a welcome and introductions were made of all present to this first meeting of the Digital Media EAB.
- 2.0 The purpose of the meeting is for education and the media market to support each other, to engage students, and to encourage them to make a career here in Humboldt County. The development of a media education pathway would be one way of doing that. Currently, we have students who want to learn production. The trick will be in providing opportunities for them to produce a product. A matchmaking service between these students and the media market would be ideal.  
  
Access Humboldt has twenty designated fiber network sites county wide in addition to channel 11 B as far north as HSU, but not as far south. The possibility exists for this EAB group to become the management group in partnering with the Workforce Investment

Board. The first order of business will be the expansion of broadband to include Southern Humboldt.

- 3.0 Discussion turned to the local job market. Mary Kruse, of the The Young Media Makers and the Humboldt County Film Commission, said that the economy of New Zealand was changed utterly with the influx of film makers for the filming of The Lord of the Rings. However, with today=s technology, the jobs can be created here, while the actual projects are global. There are many local resources here (173 film producers) and the internet is a wonderful resource for projects. This provides for incredible opportunities to make a change in the area. As an example, the Discovery Channel=s animation for Adinosaurs@ was produced by an HSU alumni. Discussion followed in regards to the Ahidden@ resources within the county and how to access them. Mary will be collecting data on equipment and trained personnel in Humboldt County. There is a trend toward music and Indie record labels. We have amazing local resources.
- 4.0 Experiences from the filmmakers, teachers and community members present were shared around the table. Consensus was that students interested in this career pathway could certainly be paired with mentors from the community at large. A good beginning would be doing short public service announcements. Access Humboldt is looking for local content. Local schools are using either “Final Cut” or “Premier” in their video production classes – both are industry standards. Discussion about the lack of professional development opportunities for local teachers was also discussed.
- 5.0 The group discussed the possibility of a consortium between the media, education and the WIB and potential collaborations.
- 6.0 Next steps were the next topic under discussion and those present decided on a follow-up meeting perhaps in February or March 2010.
- 7.0 A tour of the Access Humboldt facility was provided by Sean McLaughlin.

The meeting was adjourned at 7:20 p.m. and appreciation was expressed for everyone's participation.

Reported by Paulette Vecchio, Secretary